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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, January 1949/December 1949

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Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS' ASSOCIATION

Volume 22—Number 1

"By Farmers . . . For Farmers" COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN January, 1949



Eleanor Halter Assistant Director of Your Dairy Council

In the December issue of your Milk Producer, announcement was made of the appointment of Miss Halter to the staff of your Dairy Council.

We are pleased to introduce Miss Halter to you, now, as your council's assistant director and nutritionist, since she assumed the responsibilities of that position on Monday, Jan. 3.

Miss Halter's background of education and experience equip her well for the work which she is now undertaking. Miss Halter is enthusiastic about her plans to assist your council's director in the bringing to mind and reminding again in as many interesting ways as possible the men and women, boys and girls of Milwaukee County of the great contributions of adequate amounts of dairy products each day to everyone's being well and feeling well.

Miss Halter will be looking forward to getting acquainted with you and other producer members at your annual meeting in March when she and Miss Sullivan will highlight for you the past year's accomplishments of your Dairy Council.

Wisconsin Primary Markets

American Cheese: Market easy. Trade slow. Buyers cautious and for most part restricted purchases to immediate needs. Cheddars and single daisies in weakest position with offerings liberal and concessions available. Relative position of small styles improved because of smaller production of these styles. British accounts requested bids on 1,750,000 pounds natural and/or processed cheese. Assemblers offered cheddars (moisture basis) $34\frac{3}{4}$ - $35\frac{1}{4}$ c, single daisies 37 - $37\frac{1}{2}$ c.

Selling prices per pound f.o.b. Wisconsin assembling points for Wisconsin State Brand cheese: cars or truckloads cheddars (moisture basis) $34\frac{3}{4}$ c, single daisies 37 - $37\frac{1}{2}$ c. L.C.L. prices: Single daisies 37 - $38\frac{1}{2}$ c, longhorns $37\frac{1}{2}$ - 39 c, square prints $37\frac{1}{2}$ - 39 c, midgets $38\frac{1}{2}$ - $40\frac{1}{2}$ c.

Nonfat Dry Milk Solids: Week ending January 8, 1949. Withdrawal of government from market on completion of its purchase program left market with insufficient demand to clear production. Stocks accumulated. Trade was dull. Market weakened and prices declined. While occasional sales of spray process were made up to 14 c f.o.b. plant, by close of week offerings at $12\frac{1}{4}$ c were not taken. Further declines generally anticipated. Selling prices per pound f.o.b. Wisconsin assembling points during the week for carlots or truckloads: Spray process $12\frac{1}{2}$ - 14 c, roller process $11\frac{1}{4}$ - $12\frac{1}{4}$ c.

Campaign to Stress Yellow for Butter ADA Goes Straight to the People With Industry Message On Oleo Issue

Facing the "color crisis" squarely in the battle of the fats, the American Dairy Association, in executive session at Madison, Wis., November 29-30, stepped up the tempo of its advertising action for butter and mapped an aggressive promotion campaign for all dairy foods.

Widespread newspaper advertising combined with pointed publicity

in the market centers of the nation will spearhead the campaign which gets underway in January. The push will be further augmented by tie-in advertising provided the creameries to use on the local level.

Pointing out that yellow is the public's means of identifying butter, committee members representing 40 states agreed that oleo taxes should be removed only if the public is protected against fraud and deception by legislation which "prohibits the use of yellow in a product made from vegetable fats."

Sounding the keynote, "as goes butter, so goes the dairy industry," Owen M. Richards, Chicago, general manager of ADA, at the dairy dinner rally preceding the executive session, called butter the "very foundation of the nation's agricultural economy."

President Schmidt Names Resolutions Committee For Annual Meeting

President Edwin Schmidt has named the following members as a resolutions committee to write and receive resolutions to be presented at our annual meeting on March 10, 1949:

Fred Klussendorf, Route 2, Pewaukee (Waukesha County), chairman; Edwin A. Andrae, Pewaukee (Waukesha County); John Hahn, Route 1, Grafton (Ozaukee County); Geo. Aulenbacher, Jr., Hubertus (Washington County); Ruric Wetterau, Rockfield (Washington County); Grant Christensen, Route 2, Caledonia (Racine County); Alfred Dittmar, Route 13, Box 443, Milwaukee 7 (Milwaukee County).

Any member who has resolutions to offer may send same to a member of the committee, or to this office, addressed to the "Resolutions Committee."

Old Stuff

When Noah sailed the waters blue
He had his troubles, same as you.
For forty days he drove the Ark
Before he found a place to park.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

MArquette 8-3057 Milwaukee 5, Wis.

Vol. 22 January, 1949 No. 1

OFFICERS — DIRECTORS

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January Class I Is \$4.40

Your board bargained for the January Class I price on the same basis as December, which is \$4.40. As this is written, it would seem that condensery will be lower than the \$3.38 average of December. Skimmilk powder is lower by three cents per pound, cheese price has slipped down and unless there is a recovery in that price, the condensery can drop without losing volume. To date, butter is below the December average.

Enough Milk in This Market

With production on the gain and retail sales rather slow, it would seem that there is no need of new producers in this market. High labor costs and a high cost on every operation, it does not make sense to bring milk into this market for manufacturing purposes.

The blend price can be kept much nearer to Class I price if handlers will decide to keep the number of producers down to actual needs. Putting on new producers now, to insure against a shortage next fall, does not seem necessary either.

Chicago Class Prices for December

Class I, \$4.045; Class II, \$3.745; Class III, \$3.434; Class IV, \$3.434; blend price in 70-mile zone, \$3.90.

New Fieldman

Ray Hartung, farm born, raised and educated in the Town of Lake, Milwaukee County, has been employed by the board of directors as fieldman as of January 1, 1949.

Ray has been an automobile salesman, but for the past four years has worked for Farm Bureau. The many night meetings held by Farm Bureau, both on the town, county and state level, got to be too much of a strain. Ray is a son of our former president, Ed Hartung, and Mrs. Hartung, who still reside on the farm on Highway 41 in the Town of Lake. Although still a young man, Ray has a son, Ralph, who is a World War II veteran, married and the father of a daughter, which makes Ray a grandfather. If any member has a problem in connection with the production of milk for this market, he can get help from the fieldman by contacting this office.

Monroe Schoessow, who did outstanding work as fieldman for three years, resigned on November 1 to take a job as salesman for a cattle feed manufacturing company.

Cheese Prices About Steady for December

Cheese prices were higher by better than two cents per pound in December over November, but market was rather weak in the latter part of the month. Production was up slightly and the foreign demand had lessened. Purchases by the federal government for export and for the school lunch program may hold the price up in the future.

Chicago Class Prices for January, 1949

Class I, \$4.134; Class II, \$3.834; Classes III and IV are determined after the end of the month.

Milwaukee December Classification Prices

Class I or fluid milk, \$4.40; Class II or milk from which cream is derived, \$3.63; Class III or manufactured milk, \$3.38.

Blend prices of the different handlers: Blochowiak Dairy, \$4.09; Borden's, Gridley Division, \$4.15; Emmer Bros. Dairy, \$4.17; Layton Park Dairy, \$4.06; Luick Dairy Co., \$4.13; Wilke Dairy Co., \$4.04; Gehl Dairy Co., \$3.94.

The January Class I price is \$4.40. Class II price will be 25 cents over the average of the four condenseries.

Farmers Suffer Losses

Owen Richards, Chicago, manager of the American Dairy Association, speaking at an ADA directors' meeting recently, stressed the \$26,500,000 loss that dairy farmers throughout the nation have taken in three months — September, October and November — on the butter markets alone, and said that if this trend continues over a period of time it will "undermine the nation's source of milk supply."

With challenging charts and inspiring words he contrasted the \$5,800,000 advertising support given oleo against the \$350,000 advertising mill for butter. He said the butter industry needs to revamp its marketing system to provide "pricing keyed to the costs of production, promotion, and distribution plus a profit."

Milwaukee - Chicago Blend Prices for 1948

	Milwaukee	Chicago
January	\$4.70	\$4.81
February	4.65	4.82
March	4.58	4.64
April	4.55	4.51
May	4.53	4.43
June	4.53	4.51
July	4.76	4.71
August	4.98	4.99
September	4.82	4.98
October	4.60	4.69
November	4.35	4.24
December	4.15	3.90
Average	4.60	

Dean Milk Company Sues City of Madison

The Dean Milk Company of Chicago, Ill., was denied a license to distribute milk in Madison because its pasteurizing plant was located more than five miles from the capital square. Dean's charge that the five-mile zoning ordinance is unconstitutional and has asked the court for a ruling on it. We sincerely hope the court rules in Madison's favor, as we believe the ordinance has been beneficial in protecting the health and welfare of Madison consumers, while at the same time that this ordinance has been in effect, Madison's milk producers have obtained relatively attractive returns for their milk and consumers have not had to pay the high prices that have generally prevailed in competitive or comparable markets. Loyalty and efficiency diminish as the distance from a market is increased.

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*New***DIVO***The Amazing New Soapless, Wetting Agent Cleaner*

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Please bring me one package (58 ozs.) of DIVERSEY DIVO
... that amazing new soapless, wetting agent dairy cleaner!
You may deduct the charges from my next milk check.

PRODUCER NUMBER _____

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1948 IN REVIEW

January: Creamery butter production for 1947 of 1.3 billion represented an increase of nearly 15 percent over 1946, still smaller than for any other year since 1923. . . . Chicago 92 score butter began the year at an historic peak price of 88.5 cents. . . . January futures reached an all-time high of 82.5 cents for any option.

February: Butter storage holdings continue at new lows. . . . Retail food prices in large cities dropped 3.5 percent in a month, price of living index dropped 1.5 percent. . . . For each person in the United States butter production for the month averaged little better than half a pound — 42.5 percent less for the period than 1937-41.

March: Beginning inventories of creamery butter smallest on record. . . . Storage stocks of cream were 60 percent less than last year. . . . Legislation to repeal oleo taxes

shelved by Agricultural House Committee.

April: New Boston fluid milk pricing formula using general business trends indexes goes into effect. . . . Creamery butter production came closer to 1947 volume than any other month this year. . . . The Rivers Bill, passed by the House, reopens the oleo issue.

May: Pasture conditions better than last year and the ten-year average. . . . Charles E. Brannan appointed Secretary of Agriculture upon resignation of Clinton P. Anderson. . . . Chicago Mercantile Exchange adopts recommendation of Tri-State Butter Industry Committee that "spot" butter calls be extended to three days following day of sale.

June: Authorization of \$15,000,000 made to Great Britain for purchase of 30,000,000 pounds of United States cheese. . . . Compromise Farm Bill passed in final hours of 80th Congress. . . . CCC granted permanent charter. . . . November butter

Plant

LEMKE'S
Corn HYBRIDS

LEMKE SEED FARM
Thiensville, Wisconsin

Clean Cedar

SHAVINGS
Delivered

Better Than Straw and Cheaper
Concord 4-1831

futures reached an all-time high of 79.65 cents per pound.

July: Wholesale commodity prices rise to reach the highest level since the end of the war. . . . Albert J. Loveland appointed Undersecretary of Agriculture. . . . Sudden break in late July markets brought 92 score butter down six cents in Chicago.

August: Mid-month decline in Chicago butter prices of six cents in a three-day period brought quotations to lowest level since October of last year. . . . Cheese prices followed the break with a four cent decline.

September: The Department of Agriculture was urged to use the facilities of DPMA to stabilize the butter market. . . . Chicago butter prices fell 10.5 cents in a little more than a week.

October: Production and stocks of evaporated milk set all-time records. . . . Feed supply situation reported to be the best in history. . . . Flat ban on manufacture of colored oleo and elimination of all taxes proposed by industry groups. . . . Contra-seasonal November futures dropped to a low of 57.8, about 22 cents from the high in June.

November: Butter markets firm up. From a low of 57 cents in October, 92 score in Chicago rose seven cents to end this month at 64 cents. . . . For the first time since pre-war, prices for butterfat averaged less than 100 percent of parity.

December: During the first three weeks of the month 92 score butter at Chicago seemed to settle at about 64.5 cents. For eight days the price remained unchanged — the longest period of stability since early August. — "DPMA News."

Important Consideration in Classified Pricing of Milk

By **LELAND SPENCER**, Professor of Marketing, New York State College of Agriculture, Cornell University
(Delivered at the meeting of the Milk Industry Foundation at Atlantic City October 28th, 1948)

Among the most important questions to be considered in pricing milk according to its use are the following:

1. For how many separate classes should prices be established?
2. What principles should be followed in determining the prices of surplus milk?
3. What principles should be followed in determining the prices of milk used as fluid milk and fluid cream?
4. By what means can the type of utilization which is best for producers and consumers be encouraged?

At the outset of our discussion, it is well to review the conditions which constitute the basis for the classification plan of pricing milk and which determine to a large extent the answers to the foregoing questions.

Classified pricing is based on significant differences in the characteristics of supply and demand for the various uses or products of milk. Fluid milk for city consumption is an extremely bulky and highly perishable product. It is seven-eighths water and its wholesale value, even at present high price levels, is only 6 or 7 cents a pound. The cost of bringing supplies of fluid milk to the market from distant sources is great. There is much advantage in producing such products near the markets.

On the other hand, butter and dried skim milk or buttermilk are concentrated, relatively non-perishable products that can be shipped to market from distant production areas at comparatively small expense. One hundred pounds of whole milk yields only about 4½ pounds of butter and 8 pounds of skim milk powder. Butter now sells in the wholesale market for about 60 cents a pound and skim-powder for 15-18 cents. A small difference in the price of milk that is converted into these products will make up for the extra cost of transporting them to market from distant production areas.

Other products of milk fall between these extremes of comparative advantage in production near to markets. Cheddar cheese is similar to butter and skim-powder.

Cream is much less bulky than whole milk but nearly as perishable. Canned milk is non-perishable but much more bulky than butter, cheese or milk powder.

Most significant are the differences in freight per 100 pounds of milk equivalent. It is evident, for example, that fluid milk would have to be at least \$1.36 per hundred-weight cheaper in Wisconsin than in Upper New York to justify New York dealers in obtaining milk from that source, even though this practice were permitted by the health authorities.

On fresh cream and canned milk the difference in freight cost per unit of milk equivalent is only 13-16 cents, 5-7 cents. Obviously milk produced near city markets and used in making manufactured dairy products cannot be priced much higher than the manufacturing value of milk in the principal areas of surplus production.

In general, the farther a market is from the principal areas of surplus production the greater is the difference in freight cost per hundredweight of milk used in making the various products. As freight rates go up, the difference between short haul and long haul charges tend to increase.

Of course, there are other differences between fluid milk and milk for manufacture, which account for differences in class prices. Most important is the difference in sanitary requirements. Milk for fluid use in most cities of this country is produced under strict health department regulations. This adds to the cost of production and tends to exclude small unspecialized producers from the market. In some instances health department policies restrict the areas from which milk is permitted to come to city markets, but freight costs and transportation facilities have far greater influence upon the sources of supply and the price of fluid milk.

City markets require a comparatively uniform supply of milk throughout the year. Production on the other hand tends to undergo marked seasonal changes. Extra costs are involved in maintaining milk production through the fall and winter and this is another reason why the price of market milk nor-

mally is higher than the prices paid for other milk.

Milk consumers are insistent upon having an adequate supply at all times, regardless of fluctuations in demand or supply. Since it is impractical to store whole milk for longer than a few days, every city milk shed must have a necessary surplus. The fluid milk price must be high enough to make up for the low returns obtainable for this necessary surplus.

Incidentally, the insistent, inelastic demand for fluid milk contributes to the size of premiums that can be obtained for fluid milk over the manufacturing value of milk, at least for a time.

Cream for fluid as well as milk for fluid use must be produced and handled under conditions designed to prevent contamination and the rapid growth of micro-organisms. To the extent that such quality requirements are enforced either by health authorities or by dealers and co-operatives, milk that is used for fluid cream can be priced at a premium over the manufacturing value of milk.

Health department policies with references to cream differ widely. Some rely mainly upon the examination of samples of cream as received at the market. Others enforce strict sanitary requirements for the dairy farms and plants that supply cream for their respective markets. The New York City and New York State Departments of Health are among the latter group. These health authorities also have limited the sources of cream for fluid use to approved farms and plants in the regular milk shed. Milk used for the production of cream for fluid use in these markets therefore commands a greater premium over manufacturing value than milk similarly used in other areas.

In general, the markets that have the most strict sanitary requirements for cream have the highest class prices for milk used for this purpose.

The foregoing explanation of the economic basis for pricing milk according to its use will help to answer the questions that were listed at the beginning of this paper, but certain other facts must be considered also.—“Metropolitan Milk Producers’ News.”

Skimmilk Powder Price Drops

The Federal Government quit buying skimmilk powder temporarily, at least, late in December. As a result, powder prices dropped as much as 3 cents per pound, or a difference of about 28 cents on 100 pounds of skimmilk. This is another swift kick for the creamery people who depend on the sale of skim powder to bolster their price now that the demand for sweet cream in the big city markets is slow. If the Department of Agriculture stays out of the powder market for very long, other outlets may not be able to take all that is made.

Calves and pigs may be getting skimmilk again if powder prices drop much lower.

Farmer Purchasing Power Declines in Wisconsin As Books Close for 1948

While most Wisconsin farmers had a good year in 1948, the last quarter was marked with lower prices for some products sold and lower purchasing power of the farm dollar, according to Walter H. Ebling, statistician for the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

While drought conditions prevailed from late spring in some areas of the state, Wisconsin farmers as a whole had good crops of grain and corn and feed supplies are above average. With the sharp drop in grain prices following the nation's bumper corn crop, the value of the 1948 crop production dropped 18 percent from 1947 to less than \$500,000,000.

Prices received for livestock and livestock products have been mixed during the last quarter of the year. For the most part livestock prices are comparable with those of a year ago, but milk prices have shown a sharp drop in the late months of the year. With the lower milk price prevailing during the past three months, the index of farm prices has declined. Prices paid by Wisconsin farmers, however, have remained almost steady. With little decrease in prices paid and with lower prices received by farmers, the purchasing power of the farm dollar has declined during the last few months of this year as compared with the same months of 1947.

That Transportation Problem

More goods and more people are being hauled on the waterways, highways, railways and airways, yet it is a stated fact that the average transportation system is losing money.

This hardly makes sense to the average citizen but the reason appears to be too much duplication and too much wasteful competition. It's competition between facilities, and it's competition between government capital and private investment. Plus a lot of regulation that puts the brakes on progress.

Billions have been squeezed out of average investors in transportation the past 30 years—through bankruptcies and reorganizations. The public will be paying still more if it continues—in subsidies, in taxes, in rates, and especially if the government should have to put up all the money to do the transport job for the U.S.A.

It's not a railroad problem, an air line, or a trucking problem. It's a complex public transportation problem, and it isn't just a matter of rates, wages, material costs. It's a combination of all of these and many more, aggravated by a lot of senseless government controls. The whole business of transportation will work better at less cost if silly complexities and handicaps are straightened out.

We understand that the Transportation Association of America is hard at work on the task and they are working with experts. They are exploring the problem from the standpoint of the broad public interest. Let's hope they get the job done, done right and soon.—Editorial from "The Pueblo Chieftain."

Milk Supply in Fall Months Ample to Meet Demand

Producers supplying the Chicago market delivered 208,700,000 pounds of milk to handlers during November, 1948, compared with receipts of 186,300,000 pounds a year earlier, an increase of 12 percent. This is the first time since 1944 that the fall supply of milk has been adequate to meet the demand.

The average butterfat test of all milk delivered to handlers under Order 41 during November was 3.70 percent.

NEW germicide really rough on thermodurics

THAT new quaternary ammonium compound, Oakite Sanitizer No. 1 brings quick death to thermodurics and other bacteria. Helps bring you lower counts, cleaner milk, better price. Flood, circulate or spray Oakite Sanitizer No. 1 on piping, coolers, milking machines, pails, etc. It's virtually odorless, tasteless, used as directed. Kind to the skin and non-corrosive. Highly concentrated, it dilutes generously for economical sanitation. Potency lasts even during long standing. Gallon containers. Oakite Service Report A-8558 gives whole story FREE. Write.

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Minneapolis, Minn.

Estimated Production Per Farm 7.7 Percent Higher Than Last Year

The November, 1948, average daily delivery per farm (preliminary) is 351.4 pounds, an increase of 7.7 percent over a year ago. Compared with the estimated average October delivery of 343.1 pounds per day, the increase in production from October through November was 2.4 percent.

Blended Price 22 Cents Below That of a Year Ago

The November blended price of \$4.24 per hundredweight which producers received was 45 cents less than the October, 1948, blended price and 22 cents lower than the blended price which producers received for November, 1947, deliveries.

Class prices per hundredweight of milk delivered during the month of November are: \$4.377 per hundredweight for Class I; \$3.977 for Class II; \$3.345 for Class III; and \$3.345 for Class IV. The November Class I and Class II prices are 50.8 cents less than a month ago. The Class III price is 13.2 cents less than in October, and the Class IV price is 2.5 cents below that of a month ago.

The December Class I and Class II prices are \$4.045 and \$3.745, respectively.

Milk Worth \$8,020,863.15

The gross value of the 208,700,000 pounds of milk handlers received from producers during the November delivery period was \$8,000,000.

— Chicago Federal Milk
Market Reporter.

Committee Named for State Fair Horse Show

After an absence of one year, the state fair horse show will again be held in 1949, Milton H. Button, director of the state department of agriculture, announced recently.

Plans for the show will be made by the following committee: J. Parish Lewis, Milwaukee, show manager; James H. Murphy, Burlington; Dr. A. T. Shearer, Edgerton; Mrs. Frank Turner, Oshkosh; Robert K. Drew, Cedarburg; and Dr. Wayne Mund, Janesville. The show will be held August 24 to 28.

Premiums totaling approximately \$15,000 will be offered, Button announced. The show also will be expanded to include a number of additional entries.

The 1948 horse show was not held because of heavy demands for space during the centennial exposition.

Did You Know?

— that "flying milk cans" have been introduced for bulk air delivery of milk in Britain?

— that National Research Council Recommended Daily Dietary Allowances (1948 revision) specify 20 percent increase in adults' daily calcium requirement?

— that a new method of making cottage cheese yields a product which looks and tastes like freshly made cheese after months of frozen storage?

— that butterfat emulsions can be injected into patients' veins as a means of supplying concentrated nourishment?

— that a new radiation speed-up process for curing cheese reportedly cuts the aging time to a third?

— that ice cream cones in various colors have now taken the youth market by storm?

— that a delicious beverage resembling buttermilk can be made from whey?

— that overweight due to overeating is the greatest single nutrition problem today?

— that milk represents the most economical transformation of animal feed stuffs into human food?
— "Nutrition News."

Public Relations Conference

The Wisconsin Council of Agriculture held a public relations conference in Milwaukee on Friday, Jan. 14. This conference was sponsored locally by farm groups in the area. Short formal talks were given by Milo Swanton, executive secretary, Wisconsin Council of Agriculture; Milton H. Button, director of the Wisconsin State Department of Agriculture; and Dr. Walter W.

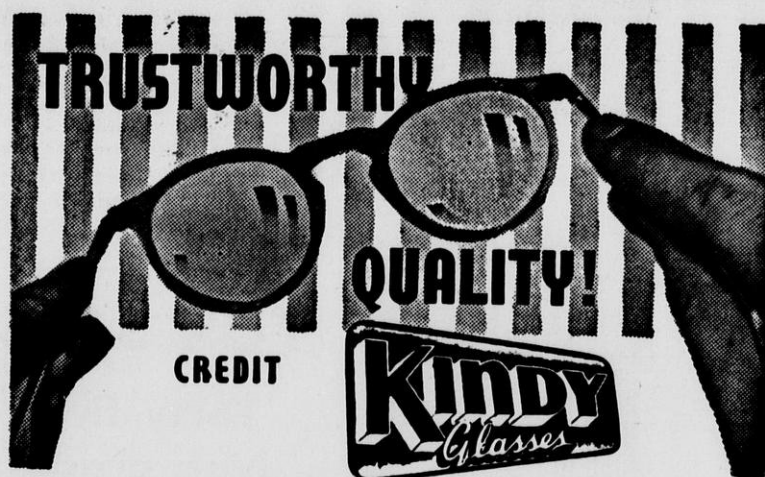
Wilcox, agriculture economist, University of Wisconsin. Taking a leading part in the discussion was Mayor Frank P. Zeidler; Dr. Robert J. Barr, economist, Marquette University; Dr. Arthur Becker, University of Wisconsin, Milwaukee Extension; John Budzien, president of the Milwaukee County Farm Bureau; Mrs. Nathan W. Heller, representing consumers' interests; Mrs. E. Spink, Milwaukee Federated Women's Club; Mrs. Frank Traznik, Catholic school groups; M. R. Williams, Wisconsin Implement Dealers Association; Frank H. Ranney, Federated Trades Council; and some co-operative leaders.

Dr. J. Martin Klotzsche, president of Milwaukee State Teachers College, had to leave early, but made a very brief statement before leaving. Among other organizations represented was the Milwaukee Junior Chamber of Commerce, by R. W. Walsh; County Schools, Superintendent Michael S. Kies; Milwaukee Rotary Club, Frank R. Howard; Milwaukee Association of Commerce, Ray H. Niemitz; University of Wisconsin, Miss Mary Brady; County Agent Sydney Mathieson; and many local co-operative leaders. The Press was represented by Eugene Meyer, "Hoard's Dairyman"; L. H. Osman, "Milwaukee Journal"; and E. B. Swingle, "Milwaukee Sentinel."

A very thorough discussion of many problems which consumers and producers sometimes differ on was entered into by many of the people present. Support prices for farm products got a going over, principally because of the potato situation. Consumer interests as well as economists felt that because good potatoes were sold for feeding purposes by the government and at very low price, and a poor quality offered to consumers at a higher price that something was radically wrong. It was generally agreed, however, that support prices were a good thing for both producers and consumers and that sometimes, because of weather conditions and other uncontrollable factors, some products were bound to get out of line.

The conference seemed to be very much worth while, in that an exchange of views and information made for better feeling between farmers and city consumers.

— Charles Dineen, Chairman,
Public Relations Conference.



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Annual Meeting

Because the directors think that many members did not attend the annual meeting because it was held downtown in the Milwaukee Auditorium, the location has been changed to Jefferson Hall at 2617 W. Fond du Lac Ave. Hoping for more favorable weather that might bring out more members, the date is set for Thursday, March 10.

Jefferson Hall has good accommodations, plenty of room and the parking should not be a problem. There is a parking lot adjoining the hall that will take care of about 100 cars if they are carefully parked. There is unrestricted parking on many of the near-by streets.

Coming from the north are two arterials, Twenty-seventh and Twentieth Sts.; from the west and northwest, Fond du Lac Ave., Highway 41, Lisbon Road, North Ave., Center St., etc.; from the south, Sixteenth, Twenty-seventh and Thirty-fifth Sts. All in all, it's an easy location to reach from any part of the milk shed.

Further information will appear in the next issue.

Let's all plan to be at this, the thirty-third annual meeting, of our organization.

If Farmer Gives Away, Consumer Still Must Pay

"If the farmer gave away his milk, it would still cost consumers 12 cents delivered to the door," says

John W. Sims, secretary of the Ohio Farm Bureau.

Some other startling figures Mr. Sims revealed are that "if the farmer gave away the wool for a \$50 suit, it would still cost consumers \$43"; if he gave away the hide used in a \$10 pair of shoes, they would still cost \$8.63; if he gave away livestock for \$10 worth of meat, it would still cost \$4.90 in the butcher shop; with tobacco given away, a 20-cent pack of cigarettes would cost 17.6 cents; a 10-cent can of beans, with beans given away, would cost 8.7 cents.

In the case of wheat for a 16-cent loaf of bread, with wheat given away, it would still cost 14.7 cents, he stated, pointing out that the American Bakers Association has admitted that the cost of flour in such a loaf was only about 4 cents. — "The Dairyman's League News."

"How far to the next filling station?" the motorist asked the farmer.

"Nigh onto two miles as the crow flies."

"Well, how far if the crow has to walk and roll a flat tire?"

The Value of Animal Agriculture

By Dr. Karl D. Butler

Animal agriculture is important to everyone. Our high standard of living and the prosperity of our farming is based largely on the degree to which we have developed an animal agriculture.

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.

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West Allis — Saukville — Wales
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Feed Or Store For Winter Use WET GRAINS AND HIGH GRADE MALT SPROUTS

**Orders Filled
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8310 N. Pr. Washington Rd.
Milwaukee

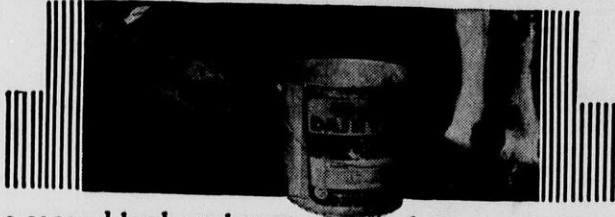
Flagstone 4-7249

The term "animal agriculture" simply means the greater domestic production of animals and animal products, which, in turn, would be used to upgrade the American diet.

There are impelling reasons why the positive approach provided by the animal agriculture program will build our soil and build our men.

The very basis of soil improvement is the proper balance between cropped land and grazed grasslands. The humus content of our soils cannot be practically maintained, much less increased, without the application of animal manure. Natural erosion, grass, and grazing buffalo herds built the thick topsoil of Iowa's cornfields, perhaps the richest soil in the United States.

As we up-grade our diet with added animal products, farmers will increase their herds and their grasslands. Such a course, if properly balanced, will automatically build the soil. On the other hand, if we

DEPENDABLE DAIRYADE for BETTER DAIRYING**...and so a champion is raised!**

Take a second look at that sturdy, sleek Brown Swiss heifer. Can you blame Jim Cusick of Syracuse, New York, for being proud. This unposed picture taken by a newspaper photographer for use in his local paper tells a story in itself of Jim's entry in the Agricultural Day Fair. But Jim goes a little further and says, "I believe the use of Mutual Dairyade insures fast and sturdy growth of my animals. Furthermore a Dairyade fed animal seems to have a sleek coat and makes a better showing animal at competitive exhibits."

And in Wisconsin, Mr. Darwin Greenwald, **STATE'S LARGEST INDIVIDUAL MILK PRODUCER** says, "I find Mutual Dairyade the finest starting calf food I have ever used!"

Thousands of dairymen the country over feed Mutual Dairyade to baby calves and sell most of the milk they would ordinarily use to feed. Why don't you try a pail today?

DEPENDABLE! FORTIFIED!**Mutual DAIRYADE****ORDER FROM YOUR MILK PLANT TODAY**

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA



continue to reduce the animal population, the use of grasslands will diminish; the maintenance of soil fertility will become far more difficult, and the nutritional level of our diet will sink downward.

Selective service records show that one out of eight draftees during World War II was turned down because of ailments directly or indirectly traceable to malnutrition. Tests with starvation levels during the war proved decisively that as people move toward hunger they deteriorate in judgment, will power, ambition and moral fiber.

Social and political stability in a country depend upon the adequate nutrition of its people and upon their satisfaction with the food which is available to them. There are indications that the American people would become bitter if circumstances were to deny them the meat, milk, eggs, butter and cheese to which they are accustomed.

While outright famines would be difficult to visualize in this country, the United States could nonetheless drift toward them. Famines have their source in heavy populations that depend directly on the

Clipper Repairs

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now. **ANDIS CLIPPER CO.** Dept. 37-L • Racine, Wis.

FOR SALE

**Forty-five
high grade
Holstein Heifers**

**All bred,
some are due shortly.**

**Must be seen to
be appreciated.**

JAMES J. DONOHUE

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harvests. Right now our human population is increasing. Our livestock population is on the decline. This means that a degrading process is now in motion. Today cattle numbers are off about 10 percent from the 1945 high; dairy cattle are down slightly more; milk production per capita this year is down about 5 percent from last year; and meat production is down about 10 percent.

To get the best results in a hard-hitting, progressive conservation program of land and men, we should direct our energies to better use of forage and grass, which means more livestock, which means a better diet.

Nations with large livestock herds have an automatic cushion between the people and the harvests. They simply represent stored food on the hoof. If the need arises, a part of the capital stock of animals can be butchered, adding to the immediate food supply. At the same time, the grain the livestock would have eaten is released for human consumption.

— From "Carolina Co-operator."

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MILWAUKEE

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22 — Number 2

"By Farmers . . . For Farmers"

February, 1949

NEWSNOTES FROM YOUR DAIRY COUNCIL

At the request of Miss Margaret Wilhelm, R.N., educational director for the Milwaukee Health Department, your Dairy Council's nutrition staff participated in three meetings of the Nursing Division's staff of 100 at the three health centers, City Hall, Keenan Health Center and South Side Health Center, during February.

Similar to those presentations which have been given in previous meetings with the staffs of outlying and suburban health departments, Dairy Council health education materials, films and exhibits for all school levels, for parent education and, in general, all age levels were discussed in terms of their adaptability and use in the public health nurses' work in the community.

The role of the nurses on the health department staff is a very important one and a busy one. It is important because aside from the health services rendered to children in school and entire families at home these nurses find many opportunities to teach the importance of good food habits and good health habits in connection with health examinations in the schools, in their home calls, in pre-school health roundups and well baby clinics. For these reasons your Dairy Council is pleased to be called on for service by these professional people and to put into their hands the use of our educational materials which give authentic and up-to-date information on the importance of milk and its products as nutritious foods essential to all age levels.

Our educational materials are designed to be helpful to these professional people in their teaching the importance of a well-selected food supply in order to maintain good family health. They teach the values of being a good consumer in such an important selection as that of the milk supply . . . that in order to know, for example, that the milk one buys is a safe, wholesome food as well as nutritious, one must be assured that it is produced, processed and distributed under high public health standards and that

these important steps which milk undergoes from the pasture to the family table (including pasteurization at a well-controlled and recorded temperature) have been frequently, regularly and thoroughly inspected by a duly authorized, well-qualified and competently staffed health agency.

Because their role is a busy one, your Dairy Council's staff deems it important to assist public health nurses in their teaching of these important lessons by keeping them informed of new educational materials, films and exhibits as they are made available by your Dairy Council and also reports of new research that indicates the needs at various age levels for the nutrients which milk and its products contribute.

With the help of these teaching tools, the nurses report that they are able to do more nutrition education at each school and home call, thus making an important contribution to the health and well-being of the adults and children in their respective communities.

We should like to quote to you from a recent letter from Miss Margaret Wilhelm: "On behalf of our staff, may I ask you to extend our thanks to your organization for its generous contribution of educational literature. We are using your milk bottle weight and measure cards in the various schools where we have started regular weighing programs. 'What We Do Day by Day' has been effectively used in our preschool and child welfare clinics."

Our Most Dangerous Lobby

By Forest A. Harness, Member of Congress from Indiana

Probing the operations of our most dangerous lobby, a congressional subcommittee, of which I am chairman, has uncovered startling evidence of attempts by Federal officials to make Big Government bigger and to extend, by another vast grant of power, the authority of the state over the lives of all of us.

Our committee has found that Government employees are back of the campaign to pressure Congress into passing a national compulsory health insurance law. This campaign was planned inside the Government, on Government time, supported by the Government's publicity and propaganda machine, and paid for by the taxpayer. Confronted with these facts our committee — Democrats and Republicans — voted unanimously to expose them and to turn the evidence over to the FBI and the Department of Justice for prosecution under the law which forbids Federal employees to use Federal funds to influence legislation.

Of recent legislative proposals, none has stronger, more obvious appeal to the devotees of the all-powerful, all-supervising state than national compulsory health insurance, often described as socialized medicine. Compulsory health insurance — cornerstone of every socialist regime — proposes to solve our health problems not from the community up but from Washington down. Instead of voluntary and group health insurance, backed where necessary by grants-in-aid, we would have a Federal law enforced by Federal agents. Estimates of its cost run as high as \$7,000,000,000 a year. It would swell by many thousands the number of employees in the Federal bureaucracy.

Bills to launch plans of this sort were introduced in each of the last four sessions of Congress. Each time Congress was subjected to intense, highly organized pressure in their behalf. Unconvinced of the scheme's workability, and unwilling to contribute on such a scale to bureaucracy's urge to expand, Congress resisted this pressure. But, without doubt, the heat will again be turned on Congress in January to pass an even bigger and costlier bill.

Our investigations revealed the headquarters for the drive for this scheme is in the Federal Security Agency in Washington. The FSA is already a vast social service establishment with 35,000 employees. Administration and enforcement of the

(Continued on Page 5)

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHARLES F. DINEEN, Editor
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Thirty-Third Annual Meeting

Notice of the thirty-third annual meeting of the Milwaukee Co-operative Milk Producers will go out to all members this month. As noted in the last issue, the meeting will be held at Jefferson Hall, located on W. Fond du Lac Ave. at Twenty-seventh St. Thursday, March 10, at 10:00 a. m. is the time.

The regular order of business will be taken up at the morning session. Mayor Frank Zeidler will give a talk at 1:30 p. m. Mayor Zeidler is interested in farm problems as the top man in a large consuming center also because he likes to be well informed. It will be worth while to be present and hear his views.

Dean Rudolph Froker, who heads the College of Agriculture of the University of Wisconsin, has agreed to be with us if he can fit the date into his very busy schedule. Dean Froker is intensely interested in dairy marketing. His talk, if he can be with us, will be worth hearing.

Production High

Too much milk for fluid needs is the cry in most markets today. Nothing to worry too much about, you may say. You would be so right, if there was a strong demand for manufactured milk products such as cheese, butter, evaporated, condensed and powdered milk. On the contrary, all dairy markets are sluggish and that fact coupled with a steady up in production is not too good.

While the federal government bought cheese and other dairy products, the picture looked good. Since then skimmilk powder and cheese has gone down fast. Just why the Federal Department of Agriculture is urging farmers to up milk production for this year is a mystery. We are geared for a production way beyond what our own people will buy. If foreign demand is out there will be heavy surpluses unless we have a bad crop year.

Dairy Product Prices Disturb Producers

Meeting in St. Paul and Chicago late in January, representatives of condensery, creamery and cheese factory groups studied falling prices of their products.

Drop of way over a dollar per hundred pounds of milk in three months' time seems too much to take. The odd and unexpected part of it all is that with prices sliding down, production has upped. Unexpected by younger men. The older ones who had gone through a 1922 and again a 1932 depression were not too much surprised at the up in production. It's due in part, of course, to feed, especially corn being lower in price than a year ago. But in a large measure, it's due to the natural desire of the farmer to keep his income up. His operating expenses were never higher, and, of course, his living cost is about the same as non-farm people.

That all dairy prices are going lower is quite evident, because the amount of condensed milk, skim and whole milk powder, and cheese in storage, is high and not moving freely. It's the old, old story of the farmer being first to take a beating when a recession sets in.

Use of Price Formulas For Fluid Milk Reduces Amount of Necessary Bargaining

The big value of formula pricing of fluid milk is that it offers a means of eliminating constant bargaining between producer organizations and the distributors to bring about price changes, according to "Formula Pricing of Milk for Fluid Use," just issued as Miscellaneous Report 127 by the Cooperative Research and Service Division of the Farm Credit Administration. Fluid milk price formulas are usually related to one or more price indi-

(Continued on Page 3)

Keep the Cans Covered

Because of the condition of some milk when it got to the receiving rooms in the city, it seems wise to keep the can covers on after milk is put into them.

In some instances things got into cans of milk that did not improve its quality.

Will the Federal Government Subsidize Dairy Products?

At a meeting of dairy representatives held in Chicago on January 29, federal government officials said that something would be done very soon to stabilize the price of dairy products. At any rate, that is the story which some dairy leaders tell since that meeting. The newspapers did not have the same story. In fact, the news releases said the government had no money to help with.

Skimmilk Has Little Market Value

The market for skimmilk is very slow. Fact is there is no demand. Processors tell Milwaukee dairies that they don't want it at any price. It isn't nice to think about. What will happen to skimmilk in the flush season?

H. P. Olsen

Many of our readers will feel they have lost a personal friend in the passing of H. P. Olsen, chairman of the board and founder of The Olsen Publishing Company of Milwaukee.

Mr. Olsen established the business early in January, 1910, when he published the first issue of the "Butter, Cheese & Egg Journal," now the "National Butter and Cheese Journal." In later years he added "The Milk Dealer" and "The Ice Cream Review." He has, during all these years, been a good friend of our organization and has attended many of our annual meetings and picnics.

Mr. Olsen died at his home on February 7 and interment was in Valhalla Cemetery on February 10. The dairy industry lost a true friend in his passing.

By The Way

I LIKE Milwaukee.

I like it because it sleeps at night the way a well behaved city should. . . . I like it as it is: conservative, hesitant, provincial, but keenly anxious for growth and improvement . . . I like it because it polishes its own shoes and wears its hat square and firm without the rakish Hollywood angle . . .

* * *

I like the foolish, homely streets which were built on Indian trails more than a hundred years ago. . . . I like the glowering, beetle-browed buildings which have somehow lived into a new age . . . I like the sweeping, swinging, dignified beauty of Lake Drive.

I like the way our city nestles against the blue waters of Lake Michigan . . . and I enjoy the gentle swishing sound of its waves patting a gentle caress on our shores when the day is kind . . . and the bold, whistling wind as it thunders off the lake in a storm.

* * *

I LIKE Milwaukee because it is big . . . I like it because it is little, too, for it is the only city in America which is both . . . I like it because its mayor is able and gentle and rides home on a street car like the people he serves . . . I like Milwaukee's big, bulking red-faced policemen who are friendly, honest men. . . . I like to watch the gyrations of the barrel-chested traffic officer who is on stage daily at 3rd and Wells St., and I like to listen to the whistles which have brought him fame . . .

* * *

I LIKE the slanting, dejected business houses which are askew, humble and unpainted on the side of the river, but which are prim and bright on the N. Water St. Front. . . . I like the humble dignity of our little homes and the slender grandeur of our inadequate City Hall which was built for a smaller, lesser city than today's Milwaukee. . . . I like the crisp twang in the speech of a Milwaukeean and I admire the still-present red-cheeked hausfrau and her ample husband who is the undisputed, unchallenged head of the house . . . and will be, always . . .

I like Milwaukee because the world admires our safety record, our health record, our efficient police and fire departments, and wonders how we do it . . .

I LIKE my city because ladies still bake wonderful smelling pies and handsome cakes and share them with the neighbors as they did long, long ago. . . . I am happy that neighborliness is a force in Milwaukee, though it has died in many another city of equal size. . . . I like the way folks helped out during the big snow storm two years ago . . . and a willingness to help strangers to their jobs when public transportation failed . . .

* * *

I like the quiet streets where the house lights go out at 10:30 p. m. and where the kids are still taught to say their prayers. . . . I like the down-to-earth righteousness of Milwaukee and the uneasiness which buzzes through the city when a rare crime is committed . . .

* * *

I LIKE the plans Milwaukee makes for tomorrow and the earnestness with which each projected plan is wrought, somehow, into final shape after good, hard, healthy wrangling back and forth between factions . . . I like our respect for our past and our hope for our future . . .

I LIKE Milwaukee.

— Charles House (Reprinted with permission of The Milwaukee Sentinel)

FORMULAS (Continued from Page 2)

cators such as indexes of the general wholesale price level, wholesale price of certain manufactured dairy products, cost of production, or consumers' purchasing power. Therefore, any changes in these indexes are reflected in the price of milk.

A number of major cities and several secondary markets now use formulas in pricing fluid milk. They have become especially popular in those markets operating under Federal milk marketing orders. As these orders are adopted only after lengthy administrative procedure, including holding public hearings, formula pricing permits price changes without always going through the cumbersome process of holding a hearing and amending the order. However, it does not do away with price hearings.

While the role of co-operatives is somewhat changed, co-operatives continue under Federal milk orders to be of fundamental importance to producers. Co-operatives initiate the controls, largely determine their form, represent producers at hearings on prices and all other matters

pertaining to the program, including new pricing techniques, once it is in operation. Representing producers at public hearings, under the Federal marketing programs, is just as important for the co-operative as its previous bargaining function because the presentation of the producers' side of the question still rests with the co-operative.

Co-operatives, always in the market to obtain the best possible price for their members, might well heed some of the decisive factors which tend to limit top prices, the report points out. These are: (1) The amount of milk which consumers in a market will buy at given prices at any particular time; (2) the amount of approved producer milk available in the milkshed to meet this demand; (3) dealers' costs of obtaining outside supplies; and (4) the bargaining strength of the co-operative.

These factors might well be considered by co-operatives when they assume a leading role in devising class I pricing formulas and getting them adopted in fluid milk markets. Once a formula is adopted, the co-operative's responsibility is not lessened or changed, for it has to continue to see that sound pricing is maintained in the market.

Formula pricing, as the authors point out, is not an "automatic pilot" on pricing. It isn't perfect and its success requires a continuous appraisal of its workability based on actual conditions in the market where it is being used.

A formula, therefore, does not hold the solution to all pricing problems for an indefinite future period. Once it is adopted, however, the co-operative should see that it is given a fair trial. Its members should be informed on how the formula works for its success rests in the confidence of both producers and consumers in its adequacy and its ability to adjust prices in a fair and reasonable manner under changing conditions.

— Farm Credit Administration,
United States Department of
Agriculture, Washington 25,
D. C.

Oleo Tax Repeal Measure Introduced

Washington — Representative Poage, Democrat of Texas, has introduced a bill to repeal federal taxes on margarine.

Poage's bill would remove the present tax of 10 cents a pound on

colored margarine and also the one quarter cent a pound tax on uncolored margarine. The \$600 a year tax on manufacturers of both colored and uncolored, the \$480 tax on wholesalers of colored margarine, \$200 on wholesalers of uncolored, \$48 on retailers of colored and the \$6 a year on retailers of uncolored margarine.

Milk Producer Declares Retail Price Too High

Philadelphia — The price of milk — 25 cents a quart for Grade A delivered in the Philadelphia area — is too high, according to Paul L. Coates, who operates a dairy farm near Coalesville, Pa. Mr. Coates is a regional director of the Interstate Milk Producers Co-operative, which represents dairymen in Pennsylvania, New Jersey, Maryland and Delaware, and is a deputy in his local Grange.

The high price of milk is driving customers away and definitely is not making the dairy farmer rich, Mr. Coates declares in "I Say Milk Costs Too Much," in the Saturday Evening Post.

"There are plenty of families where milk has reached the luxury level," Mr. Coates declares. "That never should be. Milk is too fine a food to be denied youngsters.

"Our co-op (Interstate) has asked that farm payments be cut enough to allow a one cent decrease in the retail price. That should help. My only alternative, if the price went down a great deal more, would be to sell my herd and find another way of making a living. That wouldn't help the consumer. It would mean less milk. . . ."

The high cost of machinery, equipment, building materials and labor is to blame for high milk prices, according to Mr. Coates. His farm represents a capital investment of \$90,000 on which he collects three percent each year.

"I haven't a ready solution, though there's no question in my mind as to why the price of milk is high," Mr. Coates concludes. "It takes man hours to transport it and to fashion it into a tractor. It takes man hours to milk my cows, to haul that milk to the processing plant, to handle it here and to deliver it to your doorstep. The higher the cost of those man hours, the more that tractor and the more those quarts of milk are going to cost."

Corn Prices Have Fallen More Than Milk Prices

Corn production for 1948 has been estimated to be 3,650,000,000 bushels, the highest in the 83 years that records have been kept. This is 1,250,000,000 bushels, or 52 percent more than the 1947 corn crop.

Corn prices have fallen because of high production. For the week, October 25 to 30, corn prices averaged \$1.40 per bushel, or 40 percent less than the peak 1948 price of \$2.34 in June.

Milk prices have fallen as a result of lower corn and feed prices. In the latter half of October the condensery price averaged \$3.31 per 100 pounds, or 24 percent less than the peak 1948 price of \$4.36 in July.

— Roland W. Bartlett, Professor, Agricultural Economics, University of Illinois — (The Milk Producer, Peoria, Ill.)

January Blend Prices

Blochowiak Dairy Co.	\$3.89
Borden Co. — Gridley Div. . . .	4.02
Emmer Bros. Dairy	4.07
Layton Park Dairy	3.90
Luick Dairy Co.	3.99
Standard Dairy	4.23
Wilke Dairy	3.89

Ask Oleo Tax Lifted

Albany, N. Y. — Companion bills to remove New York State's prohibition against sale of colored oleomargarine have been introduced in the State Legislature by Senator William S. Hults and Assemblyman Genesta Strong, both Nassau Republicans, last week.

Sales Set Record

Plymouth, Wis. — Sales of cheddars were the heaviest on the Wisconsin Cheese Exchange during 1948, it is reported by President R. W. Lefler in a breakdown of sales for the past year. Out of an estimated total of 14,068,125 pounds of cheese sold on the exchange during the past year, there were 12,652,725 pounds of cheddars sold, while single daisies accounted for 1,210,000 pounds.

New Members Approved By Board of Directors January 24, 1949

Harold R. Diekfuss, 1300 Summit Ave., Waukesha.

James C. Murphy, R. 1, Oconomowoc.

Leo Goeden, R. 2, West Bend.

Robert Wolfgram, R. 1, Cedarburg.

Kenneth Kane, 6101 S. 76th St., West Allis.

Erhart Jurgenmier and A. D. Klein, Lomira.

Wilbur Wiegert, R. 1, Oakfield.

Jess Willett, R. 1, Oakfield.

Wm. Scharf and Mrs. H. Waas, Brownsville.

Lester Wallschlager, R. 1, Hartland.

Jesse E. Biegemann, R. 2, Box 264, Waukesha.

Milk Market Bulletin

Indianapolis — Milk market prices are going down — how far down is not known. In manufacturing channels, 1948 was the unpredictable year; the condensery price of milk went up in flush time and down after the flush was over. The price steadied through November and December with the first half of January, 1949, \$.18 down and expected to go even lower. We have a report received on January 24, 1949, quote, "In Iowa it was stated that manufacturers are unable to pay more than \$2.50 per cwt. for milk. Good milk cows are going to market. Minnesota prices ranged from \$2.70 to \$2.80; Wisconsin reported a \$2.75 figure with a further drop in prospect."

The Indianapolis Class I price remains at \$1.35 over condensery average through February with a graduation down to \$.50 as the contract now stands, through June. We have had a greater spread between Grade "A" and Ungraded Blend Prices this past winter than ever before in the Indianapolis market.

The fight we have on our hands today, that will have the greatest effect on the future of the dairy industry, is the attack of oleomargarine on butter. Butter is the balance wheel of the dairy farmer and the dairy industry.



Get that extra
milk in the can
for extra profit

Insist
On

tri CALF FOOD

More and more milk plants are
making MORE ECONOMICAL
tri Calf Food available to
their patrons — HIGHEST
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Ask your milk hauler today.

TRI ASSOCIATES, INC.
Minneapolis 13, Minn.

25 lb. Metal Pail **\$4.25**

100 lb. Drum..... **\$15.00**

Learning by Doing

Educators are now stressing the vital importance of "learning by doing."

Knowledge unless actually put into practice is quickly forgotten. But by applying knowledge repeatedly (doing) it becomes second nature.

Professor Wm. Heard Kilpatrick of Teachers College, Columbia University, who has instructed over 30,000 teachers, said that to learn a thing, we must live it, and only as we live it, can we learn it. We get this learning from action, feeling, thinking, and bodily response. Then it becomes truly a part of us.

We might read books on operating an automobile, but this will not enable us to operate one. We must apply this knowledge physically step by step until we form movement habits and become automatic.

The same is true of most everything. Public speaking, athletics, writing, selling goods, playing musical instruments, etc. It's the constant practice that counts.

Books there are, crammed with knowledge and wisdom, but unless we put their precepts into practice repeatedly they are but sounding brass and tinkling cymbal.

Otherwise we could become as wise as Solomon by the perusal of a few volumes.

Thus experience is after all the great teacher, because through doing we form habits which are our real practical assets.

— Exchange.

Member W. D. Kyle Develops Champion

Belwin Johanna Skylark (W. D. Kyle, Jr., Oconomowoc, Wis.) became new U. S. champion three-year-old in 3x, with 29,233 milk and 847.3 fat.

LOBBY (Continued from Page 1)

health-insurance law would be added to its domain. Its size and power would thereby be immeasurably increased.

Government officials at the FSA supplied the law's out-in-front promoters with ammunition for their propaganda. They sent representatives abroad, at Government expense, to bring back data on how similar schemes work elsewhere; arranged a campaign to carry the idea to the various States; and even sent a mission, loaded with proponents of the idea, to work out a health program for Japan.

The files of the Social Security Administration in the FSA bulge with information favorable to the compulsory-insurance idea. The files and SSA's staff of experts have been at the service of those advocating the bill. Staff members largely drafted the present bill — as they had its predecessors. They wrote testimony for witnesses to read at Senate hearings. "The staff and resources of the Bureau of Research and Statistics in the Social Security Administration," we found, "were devoted freely to the preparation of pamphlets and propaganda literature for the CIO, AFL, and Physicians Forum. Much of this material, prepared at Government

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. Write for information on Sunbeam Stewart clipping equipment.

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Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

Banish Rust in Ammonia Condensers

THERE'S an easy Oakite way to prevent corrosion formations in enclosed ammonia condensers. Control the pH of your water supply! Try this safe, simple Oakite procedure: First, clean and de-scale with specialized Oakite materials. Then add a corrosion-inhibiting Oakite compound to hold the pH where it belongs . . . between 8 and 9. For complete details, write to Oakite Products, Inc., 34F Thames St., New York 6, N. Y.

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DAIRY RESEARCH DIVISION

expense, supported what certain witnesses referred to as 'socialized medicine.'" All opposing arguments were "dismissed contemptuously."

To add to the fund of material available, arrangements were made last spring to send an investigator to New Zealand, at Government expense, to bring back the story of

(Continued on Page 6)

120 Billion Goal Means Extra Work By Nation's Cows

Washington — A goal of 120,000,000,000 pounds of milk for 1949, established in the face of dwindling cow numbers in the United States, will require the nation's dairy farmers to boost the average milk production of their cows to an all-time high this year, Department of Agriculture officials said.

Cow numbers are now the lowest since 1950. The average production of the 23,200,000 cows milked on farms in 1948 was about 5,020 pounds. Even if the number of cows remains the same, average production will have to be increased to about 5,170 or an increase of 150 pounds of milk per cow, if the 1949 production goal is to be met.

LOBBY (Continued from Page 5)

that country's compulsory health insurance experiment. The man chosen for the mission has been "documented by the House Un-American Activities Committee for long association with Communist-front and fellow-traveler organizations." Our exposure of the facts halted this junket.

To increase pressure for the scheme, Federal job holders helped to set up two organizations — the Physicians Forum and the Committee for the Nation's Health — and have been active in both.

The Physicians Forum claims about 1,000 doctors in its membership, two-thirds of them in or near New York City. Its chairman, Dr. Ernst P. Boas, has been identified by the Committee on Un-American Activities as a member of eight Communist-front organizations. Under cross-examination at last summer's Senate hearings, he admitted that his organization is not registered as a lobby, although it had received and spent at least \$10,000 for the promotion of the Wagner-Murray-Dingell compulsory insurance bill.

The heads of both the New York and Washington offices of the Committee for the Nation's Health are formally registered with the Government as paid lobbyists. Chairman of the committee and one of its principal founders is Michael M. Davis, Ph.D., formerly employed by the Social Security Administration. Dr. Davis' son is an official of the Public Health Service lately assigned, at Government expense, to

the British Ministry of Health in London to observe Britain's system of socialized medicine.

On the eve of the introduction in Congress of a compulsory health insurance bill late in 1945, 10 of the most influential backers of the idea, all Government employees, met in Washington to plan a drive to stir support at the grass roots for the measure they had helped prepare. The device agreed on was the Health Workshop. This, we found, was the name given to conferences, planned for numerous States, to indoctrinate leaders of farm and labor organizations, women's clubs, church groups, and others. Instructions sent out from the Government for training Workshop leaders included techniques for the organization of citizen groups, formation of pressure groups, methods of bringing about group action.

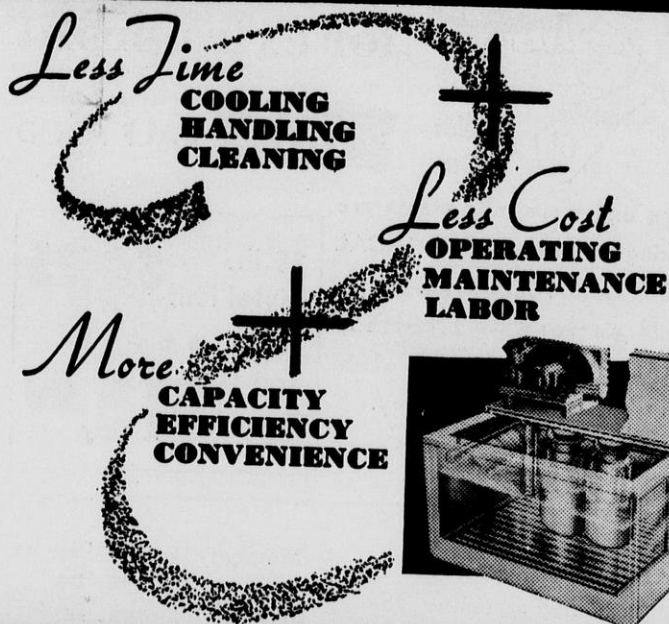
This campaign was launched last year in Minnesota and North Dakota. Our committee held hearings on the Workshop conference which was held in Jamestown, N. Dak. Committee counsel Frank T. Bow brought out in the hearings that representatives of six Federal agencies, traveling on the Government,

went from Washington and elsewhere to direct it. It was ostensibly devoted to a consideration of the health problems of North Dakota, but no North Dakota doctor was invited. The only doctors on hand were on the Federal pay roll — and they were not M.D.'s but Ph.D.'s.

In the literature sent in advance to each of the delegates were pamphlets published by the CIO, the AFL, and the Physicians Forum, advocating compulsory insurance and urging pressure on Congress to get it. This literature was mailed from the Federal Security Administration at Government expense. No material opposing compulsory health insurance was sent to delegates or made available at the meeting. No speaker opposing it was invited or heard.

Before adjournment the delegates, representing numerous State-wide organizations, voted to poll Congressmen and candidates on their stand on the national health program. They agreed to form the Dakota Action for Medical Care Council to coordinate and continue agitation. Our committee unanimously concluded that the Work-

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shop program "was calculated to build up an artificial, federally stimulated public demand upon Congress for enactment of legislation for compulsory health insurance."

The members of our committee, of both parties, also unanimously agreed that these efforts of certain Federal bureaucrats to organize pressure against Congress to advance their ideas and increase their authority are a threat to our representative institutions. We agreed that, with democracy almost everywhere under attack, these efforts must be exposed and fought. To that, we are sure, the American people will agree.

— From the Congressional Record.

No February Price To Date

Your board of directors met with the dealers for the second time on Monday, Feb. 7, to try to arrive at a price for February milk. No agreement could be reached because the dealers were not willing to pay the price that the directors were asking.

This situation has confronted us before when prices of dairy products were changing rapidly and where it seemed impossible to get a meeting of minds. There is another meeting scheduled for February 21, at which time it is hoped that both the price of February milk and March milk can be agreed on.

The retail price of milk went down 1c per quart on February 1. Following that decline, dealers in

jug milk cut their price materially and the market is in a rather disturbed condition. The jug operators, of course, are buying their milk much cheaper since condensery and cheese markets dropped. Condensery average for January was \$3.08, a drop of 20c since December and the drop for the last half of January of almost 40c per hundred pounds over December price.

Haulers Stop In

The genial milk haulers stop in for supplies and for information the farmers ask of them. Ray Lubbert driving for Walter Schrubbe, John Thumann and his son Al, Ernst Retzer and his assistant Dick Luebner, Rich Herpich, Oscar Conrad, Al Michels, Elmer Ernst, Melvin Ernst, Art Boettcher and assistants, Ed Parlow and helper Wally, Al Gengler, son Earl and driver Vernon, Eddie Koehler, Hugo Wolff, Johnnie Kreuser, Clem Hanrahan and Toby Wilkie his manager, Schuster Bros., Harvey Biever, Robert Kieso and the boss Wally Keuper, Lester Teuteberg, Lester Peters, Meissner Boys, Chas. Bartelt, Ted Jerfschefske, Chester Boltz, A. Fletcher, Clarence Staab, Marvin Timm, Chas. Schneider, Alb. Gengler, among our frequent haulers. Oh, yes, we musn't forget Mr. Bill Lyman.

Standardized Milk

A bill has been introduced in the state legislature which would, if enacted into law, permit standardization of market milk. Skimmilk

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.

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or non-fat solids (dry skimmilk to you) could be added to reduce the fat content of high test milk, cream could be added or taken from. The lowest test permitted would be 3.5 percent and the test would be required on the cap or label, together with the word standardized milk.

This bill was introduced by the Legislative Council but to date no individual has acknowledged authorship. Which is not surprising, for it's very wrong to tamper with a food supply. It's also very wrong to create doubt in consumers' minds about the quality of milk. Who could benefit by adding skimmilk? Certainly not the producer, for every pound of whole milk displaced with a pound of skimmilk means a pound of milk to separate from which the fat must be churned and the skim disposed of.

At a hearing held by the Senate Committee on Agriculture and Conservation, no appearance was made
(Continued on Page 8)

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Mutual DAIRYADE makes a hit with baby calves . . .

It will make a hit with you too when you see how much bigger your milk checks can be—how much extra milk you can sell instead of feeding—and when you see how Dairyade helps you raise fine herd replacements too you will really be glad you started with Dairyade.

Mutual Dairyade is America's No. 1 baby animal food compound distributed exclusively by milk plants coast to coast.

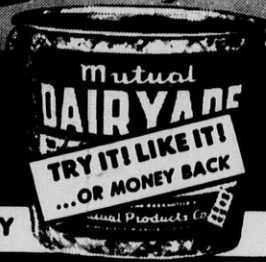


Dependable! Fortified!

Mutual DAIRYADE

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Resolution Committee Acts

The committee on resolutions met on Friday, Feb. 4, and recommended the following resolutions for passage:

No. 1—Regarding uniform production of milk so that a more even amount is produced through each month in the year.

No. 2—Approval of the American Dairy Association's work and recommended that deductions be made as in the past year.

No. 3—Approved the Dairy Council of Milwaukee and recommended a vote in favor of its support.

No. 4—Taking a stand against the legalization of standardizing of milk by addition of skim milk or taking away of skim milk for cream, or the use of powdered skim milk to dilute whole milk.

No. 5—Resolution on fat point differential to the effect that not more than four cents per point shall be deducted on milk testing 3.5 percent fat, leaving the differential

Clipper Repairs

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high grade
Holstein Heifers**

**All bred,
some are due shortly.**

**Must be seen to
be appreciated.**

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per point of fat above 3.5 percent to bargaining between the board of directors and the dealers.

No. 6. Approved Calfhood Vaccination and record that sufficient funds be appropriated to carry on a Bang's disease control program.

No. 7. We believe that when price of milk drops, labor and management should take an equal share in the reduction.

The pupils had been warned that they would be punished if caught chewing gum. One day Miss Jones, the teacher, noticed a bulge in Johnny's cheek.

"Johnny, are you chewing gum?"

"No, Ma'am, I'm just soaking a prune to eat during recess."

MILK (Continued from Page 7)

by anyone in favor of the bill. The Racine and the Madison Producers Association and our own organization appeared against this bill. One breed organization and the representative of the State Milk Dealers Association also testified against it.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22 — Number 3

"By Farmers . . . For Farmers"

March, 1949

A Tribute to a True Friend Of Your Dairy Council

The news of the sudden death of your Council's president on Wednesday, March 2 was a shock to all of us, and his passing will be deeply felt by all who knew him, and especially by all of us who with him have been vitally interested in the Dairy Council of Milwaukee.



Reprint From The
Milwaukee Journal
George E. Kibbe

Mr. Kibbe has been a member of your Council's Board since Mar. 1, 1945, when your Dairy Council's educational program was first established.

Boundless was his enthusiasm for the goals of The Dairy Council of Milwaukee, the work of our staff and the contributions of our educational program to the welfare of the dairy industry at the present and in the future.

As a leader we depended on him for counsel and guidance, and as a friend we could count on him for the lift to help us carry on with the job at hand at a greater speed.

All members of our dairy industry membership of producers and dealers, and our staff, will always remember the happy, infectious enthusiasm and geniality which Mr. Kibbe gave so willingly to the first four important and eventful years of your Dairy Council's being.

Elizabeth Sullivan,
Director, The Dairy
Council of Milwaukee

NEWSNOTES FROM YOUR DAIRY COUNCIL

Approximately one hundred and fifty leaders of professional, educational and consumer groups of Milwaukee County attended the fourth annual meeting of your Dairy Council, which was held at the Hotel

Pfister on Tuesday evening, February 8.

Fifty members of the dairy industry (members of the Board of Directors of the Milwaukee Co-operative Milk Producers and representatives from each of the member dealer firms) attended and served as a well-coming committee.

Dr. Arthur Steinhaus, Professor of Physiology at George Williams College in Chicago and an authority in the field of health education, was our guest speaker. In addressing the group on the subject of Thermometers or Thermostats for Health, he said that the right words at the right time may cause a child to drink milk the rest of his life, while the wrong approach may create an aversion to this important food.

He urged teachers, health department personnel, and other health educators present to warn parents against giving children medicine in milk as it may develop a dislike for a product essential to good health. Dr. Steinhaus gave numerous examples where "proper education" caused people to like and enjoy previously disliked foods.

Dr. Steinhaus paid tribute to the work of the Dairy Council in reaching the younger generation and their parents at "just the right time" to foster good food and health habits.

Since it is of great importance that the leaders of opinion-forming groups in Milwaukee County be well informed as to the values of milk and its products in the daily diet, and that they know the extent of the ever expanding health education services of your Dairy Council, this large attendance was most encouraging.

In the recent weeks since our annual meeting, we have been asked by many of the leaders, who attended, to plan several worthwhile programs for the coming months.

Your Dairy Council is on its way to another busy year of service to the communities within Milwaukee County and to you, our members.

Wisconsin State Department Of Agriculture Madison, Wisconsin

Copy of letter sent to members of Committee on Agriculture, House of Representatives, Washington, D. C.

February 28, 1949.

Efforts now being made to repeal all restrictions on the manufacture and sale of oleomargarine present extremely serious implications to the consumer, to the dairy industry, and to all citizens of the nation.

Those who are interested in the long-range aspect of the matter, question the logic of a Congress that appropriates many millions of dollars for a program designed to preserve the priceless heritage of soil fertility, and simultaneously considers the adoption of legislation that will change our nation's agriculture from a grassland animal husbandry structure, to a row crop soil-depleting type of agriculture that will inevitably destroy our irreplaceable top soil. The problem is basic and serious, and it must be given major consideration by all statesmen of Congress.

The Wisconsin Department of Agriculture is charged by statute with the duty of protecting consumers against fraudulent advertising and imitations. In this capacity it is our contention that the advertising of yellow oleomargarine with pictures of cattle, dairy barns and pasture scenes, accompanied by phrases and slogans designed to make the consumer believe oleomargarine is a dairy product is a direct intentional, and flagrant violation of the fraudulent advertising statute.

The U. S. Food and Drug Administration and the Federal Trade Commission have refused to give attention to this problem or are powerless to cope with it.

The oleomargarine industry has sought and received permission to imitate, synthetically or otherwise, the desirable qualities of butter. They are now imitating the distinctive butter flavor and texture, they are adding synthetic vitamins, they are packaging their product in cartons similar to those used by the

(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

Marquette 8-3057

Milwaukee 5, Wis.

Vol. 22 March, 1949 No. 3

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Milk Prices

With a great deal of condensed milk piled up in storage, cheese prices going down, and dry skim-milk piling up, it's a job to get agreements on fluid milk prices.

That is something that marketing organizations get away from in markets that have a federal order. The premium above manufactured milk is set at a certain figure and that's that.

After several meetings, the February and March Class I price in this market was bargained for at \$3.95. The March price is still subject to adjustment, if a demand from either side is made.

Cheese quotations have gone from 47 cents per pound in August to 29 cents on March 4, on the Plymouth Cheese Exchange. About \$1.70 per hundred pounds down for the cheese factory farms. Condensery average was \$4.36 for August and \$2.88 for February or \$1.48 per hundred.

Milwaukee's Class I milk was down \$1.35 in February compared to August.

The month of January, 1948, had the high butter price for that year. Chicago's quotation on car lots was \$.84.08 cents, and the average for the year was \$.75.21; January 1949 was \$.63.23.

Production of butter for January of this year was 50 percent above January, 1947, in this state. Production of butter is estimated at 17 percent over last year for the country as a whole.

Milk Standardization Bill Probably Dead

After several hearings on a bill that would permit the sale of standardized milk, the Senate Committee on Agriculture and Conservation refused to report the bill out for passage.

No one appeared for the bill which would allow the taking from or the addition of cream, or the taking away or addition of fluid skim-milk, or the addition of skim-milk powder, in fluid milk markets at the first hearing. A number of people appeared in opposition but the committee made a favorable report and recommended its passage.

Some senators evidently were not pleased with the committee's stand that another hearing was held on the bill. Your organization was represented by eight members of the board and several other members. Racine and Madison markets were also represented.

The State Holstein Breeders Association and the Waukesha County Holstein Breeders Association had people appearing also against the measure. Who originally authored the bill is not definitely known, but some people are quite sure about the identity of the sponsors.

Representatives of several consumer groups and various other people also registered their opposition. Mr. John Schuman appeared for the bill. Dr. Sommers of the College of Agriculture was present at the invitation of the committee chairman. Dr. Sommers said that he was neither for nor against the bill, but nevertheless he made a talk in favor of it. Looked like he was trying to ride two horses that were getting rather far apart. Not a pleasant position to be in.

Production Higher in January

Elsewhere a report on daily receipts and utilization of milk in January and the same month in 1948 is given in parallel columns.

It will be noted that total production and also production per farm was higher in January of this year as compared with January, 1948.

Sales of fluid milk were slightly lower and cream was way off.

The amount of overbase and criticized milk was also higher. There was a very small amount of criticized milk (milk that was not quite good enough for fluid use, but was retained at manufactured price) so

practically all of the 18,700 pounds per day or over 500,000 pounds per month was overbase milk. Only one handler paid on a base plan for January.

Base Plan Effective Beginning in April

A base or uniform production plan designed to even out production through the year instead of having high hills in the spring and early summer months and deep valleys in the late fall months, will be used through April, May, June and July. It's the same setup that was in effect last year. The formal notice follows:

"In order to even out production through the year, so that there may not be a burdensome surplus for which there is no market in the so-called flush months and a shortage in what has been considered a short period of the year, the following plan has been agreed to:

"The average production for the months of September, October, November, and December, 1948, will be a producer's base for the months of April, May, June and July, 1949. For the other months of 1949 no base will be observed. In other words, the base made in the aforementioned months of 1948 will be in effect only in April, May, June and July, 1949.

"There will be a 50 percent tolerance over the base made; for example: If a producer made a base of 10,000 pounds average for the months of September, October, November and December, he could then ship up to 15,000 pounds in each of the months April, May, June and July, without having overbase milk."

This agreement is entered into by the Board of Directors of the Milwaukee Co-operative Milk Producers and the following dealers:

Blochowiak Dairy Company; Borden Co., Gridley Division; Emmer Bros. Dairy Company; Golden Harvest Dairy Company; Layton Park Dairy Company; Luick Dairy Company; Standard Dairy Company; Wilke Dairy Company.

First Fair in 1949

The first fair in 1949 will be put on in Waukesha on March 15-18.

Waukesha County's Thirty-first Annual Dairy Show will be worthwhile attending. It's truly a county fair.

George Kibbe

The death of George Kibbe, sales-manager of the Luick Dairy Company, and for the past two years president of the Dairy Council of Milwaukee, shocked a great host of friends.

Mr. Kibbe suffered a heart attack early last week and was taken to the St. Mary's Hospital in Milwaukee, where he departed this life on Wednesday morning, March 2nd.

George was a good friend, and a fair fighter for the things he believed in, both in business and in sport.

The Dairy industry of Milwaukee has lost a very valuable and forceful man, and he will long be remembered by his many friends and associates.

Lounging Barns Separate Milking Quarters

Inquiries for plans of lounging barns or barns in which the cows are not fastened in stalls and separate milking quarters sometimes called milking parlors have been received from a few members.

We now have a few such plans on hand. They will be sent free to any of our members who may be interested.

WISCONSIN DEPARTMENT

(Continued from Page 1)

butter industry, and have appropriated for themselves the age old butter trademark, its yellow color. These facts indicate that oleomargarine was developed and is being marketed as an imitation product. Historically, this nation has protected consumers against such deceptive imitation.

For many years new legislation has been designed to provide additional protection against fraud and imitation to the consumer. This policy has been extended to include the interests of the producer and manufacturer.

Now great forces are at work to destroy this protection that we have taken for granted. The oleomargarine industry is asking that the controls against imitation and fraud that now exist in other industries be removed from its particular product.

In the main, other nations of the world maintain the consumer controls that the oleomargarine industry is attempting to avoid in the United States. Some nations maintain a tax or fee as we do. Some enforce the statutes relating to fair trade practices in labeling and advertising. Some require the addition of ingredients that will make identification immediately possible for

the consumer. Some have controlled the matter through the establishment of a state monopoly which has removed the opportunity for unreasonable profits. Some do not permit the manufacture of yellow oleomargarine. Still others protect the consumer by rigid and arbitrary price-fixing schedules.

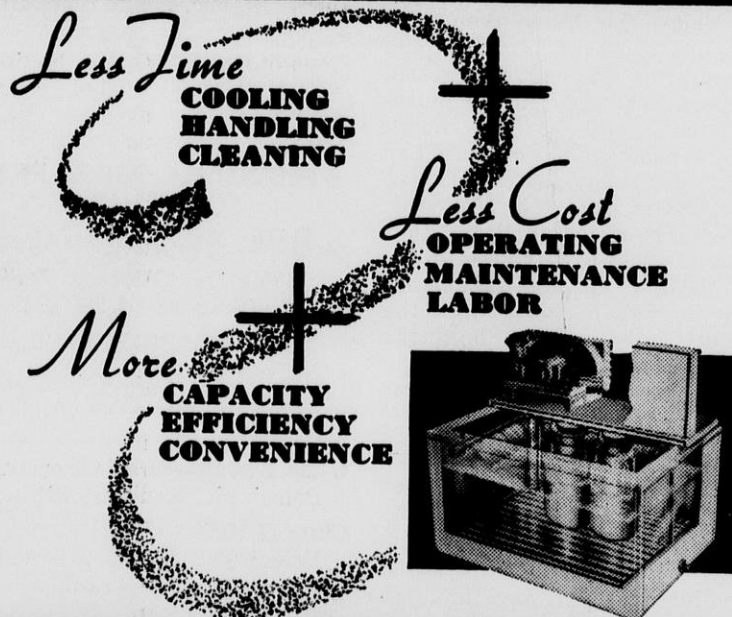
To summarize, the methods vary but other nations do afford consumer protection. We are looking to you and your associates in the 81st Congress for legislation that is in keeping with the principles and traditions of consumer protection.

Sincerely yours,
State Department of
Agriculture,
Milton H. Button,
Director.

Waukesha Holstein Breeder's Meet

On Saturday, Feb. 19, the Waukesha County Holstein Breeders Association held its annual meeting at Waukesha. The Waukesha group is one of the oldest county breeders organizations in the state. Frank Case, manager of Kyland Farms,

ARCTIC JET MILK COOLING MEANS..



THE SARGENT-ROUNDY CORP.
Randolph, Vermont

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Receipts and Utilizations of Fluid Milk Daily Average Summary

	January	
	1949	1948
Receipts —		
From producers .	874,102	808,105
Less overbase and criticized ...	18,701	14,161
Utilizations —		
Fluid sales	568,072	568,700
Cream sales	123,612	132,303
Manufacturing ..	163,717	92,941
No. of shippers...	2,754	2,734
Av. per shipper ..	317	295.5

— Geo. J. Gutmann,
Wis. Dept. of Agriculture,
February 21, 1949.

was elected president. A strong resolution protesting the legalization of standardizing milk was unanimously carried.

A committee was named by President Case to attend a legislative hearing by the Senate Committee on Agriculture, on a standardizing bill on the following Wednesday. Named to this committee was Fred Klussendorf, Henry Rosenow and Albert Steinke.

A Few Notes From Your Fieldman

At this writing, I have been working as your fieldman for 60 days . . . and I have a few remarks to make.

In covering the Milwaukee milk shed, seeing some of our shippers in Milwaukee, Racine, Waukesha, and Jefferson counties, in the southwestern part, and to the north Ozaukee, Washington, Fond du Lac and parts of Sheboygan and Dodge counties, this is what I have found: That the farmer now believes that he needs a co-operative setup to bargain for him and that the more members he has in his group, the better he can bargain to hold the fluid milk prices up.

The farmer also knows that if non-members are willing to accept prices established by the organization, isn't this, in itself, proof of the value of the co-operative? How could the individual bargain successfully for the price for milk, when in many instances he may have to deal with large buyers?

I will try, from time to time, to give our members of this co-operative a report of what your fellow members are thinking about and report it to you.

Your fieldman,
Ray Hartung.

Ozaukee County Holstein Breeders Meet

Some 75 Ozaukee County Holstein Breeders attended their annual meeting and dinner on March 1. Charles Brace, state field representative of the National Association; Professor Arthur Collentine, extension specialist of the Wisconsin College of Agriculture; and Mrs. Jack Reynolds, secretary of the State Holstein Breeders Association, addressed the group.

A resolution against the sale or serving of oleomargarine colored yellow in imitation of butter got unanimous approval. Pledges were made by practically all members to circulate petitions among city consumers asking for laws to prohibit the sale of yellow oleo. Ferdinand Ansay was elected president to succeed Walter Ahlers who refused reelection.

Retail Milk Still High In Many Markets

A retail price of 21 cents per quart for standard milk is the average for twenty-four large cities for February. This is three cents per quart higher than the Milwaukee delivered price. Looks like the Milwaukee consumers got a nice break compared with consumers in other large cities.

FEBRUARY MILK PRICES FOR CHICAGO

OFFICIAL PRICE ANNOUNCEMENT

For the Delivery Period
February 1-28, 1949

CLASS PRICES

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

Class I Milk—(Basic Formula Price¹ \$3.256 plus \$.70) . . . \$3.956

Class II Milk—(Basic Formula Price¹ \$3.256 plus \$.40) . . . \$3.656

Class III Milk . . . \$3.05

Class IV Milk . . . \$3.05

Butterfat differential to producers per hundredweight (for each one tenth of one percent of average butterfat content over or under 3.5 percent)—\$0.075.

¹The "Basic Formula Price" used in computing the prices of Class I milk and Class II milk was the Butter-Powder-Formula Price determined for the January 1-31, 1949, delivery period—\$3.256. Chicago blend price, 70-mile zone, \$3.66.

CHICAGO CLASS PRICES FOR MARCH

The Federal Milk Market Administrator announced the following prices for March, 1949.

Class I milk based on a butter and milk powder price for February of \$3.05 plus 70 cents . . . \$3.75

Class II based on \$3.05 plus 40 cents . . . \$3.45

Class III and IV price depends on the price of butter and milk powder, condensery or butter-cheese combination, whichever formula is higher, for the month of March, and the price will be announced not later than April 5.

FEBRUARY PRICES

Blochowiak Dairy	\$3.53
Borden Co., Gridley Division . .	3.64
Emmer Bros.	3.65
Gehl's Guernsey Farms	3.46
Layton Park	3.55
Luick	3.62
Standard Dairy	3.78
Wilke Dairy	3.54

New Members Accepted at Board of Directors Meeting Held on February 21, 1949

Emil Heine, Route 3, Jefferson.
Harold J. Meyer, Route 4, Oconomowoc.

Erwin Prinsen, Cedar Grove.
Anthony Steinmetz, Belgium.
Irwin H. Weavers, Cedar Grove.
Pail Wiebe, Route 2, Cedarburg.

Oleo Makers Plan Dairy Farmer Gouge

"A few huge oleo manufacturers are plotting to take \$250,000,000 a year from the incomes of America's dairy farmers under bills they are sponsoring in Congress," Representative August H. Andresen (R., Minn.) charged January 24 in the House of Representatives.

"Oleo manufacturers want the unrestricted right to sell oleo colored yellow to imitate butter and thus monopolize the table spread market," Representative Andresen said. "With butter and dairy prices already declining and pushing down dairymen's incomes, an additional loss of the \$250,000,000 a year will mean outright disaster to dairy farmers and their families and to 40,000 small dairy plants and their employees.

"Farmers will be forced to slaughter millions of milk cows—an economic body blow to consumers who are dependent on dairy herds for 40 percent of their beef and veal and all of their milk. This can only result in scarcity and high prices for meat, milk and other dairy products. It will also bring to an end the historic soil conservation program practiced on every dairy farm without government subsidy."

Andresen's declaration came as he introduced a measure embodying the new policy for dealing with oleo proposed by national farm and dairy organizations. He declared that his new bill provided a policy that was "fair to consumers, fair to retailers and distributors, and fair to the oleo industry."

"It would also protect the vital dairy industry against a complete loss of its crucial table spread market to a product using a deceptive coloration to gain economic advantage," Representative Andresen declared.

The Andresen bill would prohibit the imitation of butter through the manufacture and sale of oleo colored yellow, in semblance of butter, but removal of all taxes and license fees on oleo itself. "Under my bill," the Minnesota Congressman stated,



Get that extra
milk in the can
for extra profit

Insist
On

tri CALF FOOD

More and more milk plants are
making **MORE ECONOMICAL**
tri Calf Food available to
their patrons — **HIGHEST**
QUALITY . . . COSTS LESS!

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100 lb.
Drum **\$13.80**

"every housewife can obtain all the oleo she wants without the payment of any taxes whatever, but the product will be sold for what it is and not as an imitation of butter.

"Competent economists estimate that, based on experience in foreign countries where yellow oleo was legalized, and upon trends in the last few years in this country, the complete legalization of yellow oleo would take away 600,000,000 pounds a year in butter sales.

"A loss of this size could cost the farmers of this country immediately \$250,000,000 in annual cash income. To this huge loss must be added that which will be suffered by farmers whose milk now goes into cheese, ice cream, evaporated and fluid milk, etc. The result would be liquidation of dairy herds on a scale never before seen, since small farmers would simply be unable to operate any longer.

"Liquidation of dairy herds as a result of lost butter markets would be heaviest in states depending most on butter for the source of income. For example, there are 18 states where sales of farm-separated cream are one-fifth or more of total sales of milk in all farms.

"Some dairy farmers, rather than accept extinction, would struggle to dispose of their milk in the form of products whose prices are already almost too low to encourage production. They might overburden the cheese, ice cream and even fluid milk markets and thus jeopardize the returns to every producer in the land. The South, as well as the North, would reel from the blow."

— Pure Milk, Feb.

Stanchfield Elected Holstein Group Head

Sam Stanchfield, Fond du Lac, was elected president of the Holstein-Friesian Association of Wisconsin at a meeting of the board of directors, following the annual convention this week in Oshkosh. He succeeds Leonard Seybold, Forrest Junction, president for the past two years.

Tom Webster, Winnebago, was re-elected vice-president. The 1950 convention of the association will be held February 20-21 at Monroe.

Four directors were also elected at the convention. Leonard Seybold, Forrest Junction, and Sam Stanchfield, Fond du Lac, were re-elected. New directors chosen were Henry Richter, Union Grove, and Frank Case, Oconomowoc. All were elected for three-year terms.

Allen Hetts, Fort Atkinson, was elected as director to fill the unexpired term of Howard Clapp, Oconomowoc, who died last June.

The meeting was very well attended by breeders from all parts of the state. Very informative talks on oleo legislation were given by Glenn Householder, chief of the Extension Department of the Holstein-Friesian Association of America, Brattleboro, Vt., and by Milo Swanton, executive secretary of the Wisconsin Council of Agriculture.

A resolution on the oleo question was unanimously adopted. A committee was named by President Stanchfield to carry out the intent of the resolution.

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New Plan Proposed for New York Milk Shed

Designed to hold milk prices in line with the overall national price level, a new formula method of computing the price of fluid milk (class 1-A in the New York milkshed) was released in New York State late last month.

The formula, designed to reflect general economic conditions and factors affecting the supply of and demand for milk in the New York market, if adopted, would replace the butter and butter-powder formulas which have been in use since the New York milk marketing orders became effective more than 10 years ago.

A New York Milkshed Price Committee, appointed by Dr. C. J. Blandford, New York metropolitan marketing area administrator, started work in November, 1947 to study factors affecting the price of fluid milk and to devise a new pricing procedure.

The report features the new pricing formula as well as some suggested changes in public hearing procedure. It was worked out by a committee headed by Dr. F. F. Hill, professor of Land Economics at Cornell University.

Here is how the formula works. Two indices would be used to reflect three factors which are considered as influencing fluid milk supply and demand. The first is the index of wholesale commodity prices. This index is published monthly by the United States Department of Labor and shows the composite price level of more than 800 items in relation to their prices in 1926, the base year. Since almost every item purchased by consumers is included in the index, it was considered the most accurate reflector of economic conditions generally. This index is given wide publicity by the radio and the press and was therefore considered to be the one most familiar to consumers.

For the formula, 1948, rather than 1926, is used as the base year. Among the reasons for this choice is that technological advances in dairying in the past 25 years—better breeding, mechanical milking, improved nutrition—would not be reflected if the earlier year were used.

To reflect milk supply conditions at the distribution point (New York City) and Consumer demand, one index was used: the amount of milk sold in fluid form as a percentage of total milk produced. For a base, the fluid utilization percentage dur-

ing the calendar year 1948 was used—63.6 per cent. This means that 63.6 percent of the milk supply in the New York milkshed during 1948 was sold for fluid use.

For each one percent change upward or downward from this base, the formula price would be adjusted one percent. A one percent rise—to 64.6 percent—would increase the formula price one percent.

The suggested base price for fluid (class 1-A) milk—starting point for the formula and the price which would be adjusted by the wholesale price index and the percentage utilization—is \$5.66 per hundredweight. This is the simple average of monthly fluid milk prices during 1948. For the New York region, it was felt that this figure was in reasonably good alignment with economic conditions, discouraging neither production nor consumption to a great extent during the year.

To encourage greater balance in seasonal production, the formula would adjust the fluid milk price ac-

cording to the time of the year. March and August production would be used as the norm.

The committee also published two tables which compare prices under the new formula and actual prices. One period is from January, 1947, through February, 1949. The other covers a 27 year period, 1922 through 1948.

The tables show that formula prices would have been higher than actual prices in every month of 1947 except January, with the average for the year 23 cents greater. In eight months of 1948, formula prices would have been higher, with the average for the year nine cents more. In the most recent comparison available, the fluid milk price under the formula for February of this year would have been \$5.47 a hundredweight, one cent higher than the price set by a marketing order amendment.

In the 27-year period, prices under the formula would have been higher in 12 of the years. However, the comparison is not considered too

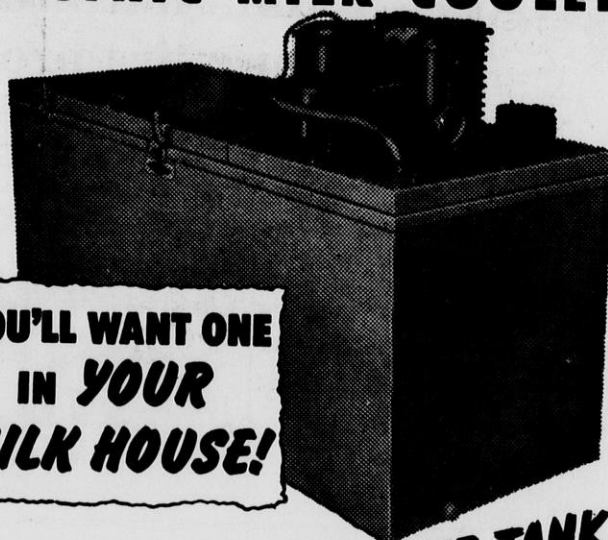
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realistic because of war-time ceilings and other factors existing in the milkshed prior to 1938. But formula prices would have averaged one cent a hundred-weight higher for the entire period, excluding the price ceiling years of 1942-46.

The committee consisted of nine college professors chosen within the six state New York milkshed.

— From Co-operative Digest.

Something New About Milk

Chicago—Something new has been discovered about the nutritious quality of milk.

Science reported today that milk, because of its high protein value, is an important source of niacin, a vitamin required by the body for normal health.

Working on a four-year research project at the University of Wisconsin under the sponsorship of the National Dairy Council, Chicago, Dr. Elvehjem and his associates point out that niacin's dietary values became known in the search for a cure for pellagra, a skin disease with a history of several thousand fatalities annually, particularly in the southern part of the United States. Patients fed milk improved in health but no one seemed to understand why. More recent research discloses that milk prevents early signs of niacin deficiencies which may occur even in persons who think they are well nourished.

The University of Wisconsin study provides proof that milk, generally thought to be low in niacin content,

acquires an abundance of the much-needed vitamin for health from the protein in the milk through the process of synthesis in the body.

Wilson Retires After 30 Years in State Service

Clyde N. Wilson, principal accountant in the marketing division of the state department of agriculture, will retire February 1, after more than 30 years of state service.

Entering the state service August 5, 1918, Wilson worked in the board of control until April 1, 1920 when he transferred to the department of agriculture. He has been in charge of the department's bonding and security work since the enactment of the law in 1939. In this capacity he has had close contact with the dairy industry throughout the state.

Firmer Undertones Appear In February Butter Markets

Feelings of greater assurance became apparent in butter markets this month. Retail demand continued good with advertised prices in the 60 to 70 cent range. Receipts were absorbed without difficulty. And reserve supplies in cold storage warehouses were moving steadily into trade channels.

As the month opened USDA's top quotation for Chicago 92-score stood at 62 cents. It remained at that level for six days then dropped $\frac{1}{4}$ cent. The loss was immediately regained and followed by a steady climb. By the end of February's third week Chicago 92's were up to 64 $\frac{3}{4}$ cents.

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Although larger than a year ago supplies of butter had not been burdensome. For the month of January production from U. S. creameries measured only 92 million pounds. It represented a gain of 16 percent over the very low output of January, 1948. Yet on a per capita basis production was some 34 percent below the January average for the prewar years 1937-41.

In the four principal markets, Chicago, New York, Boston, Philadelphia, receipts of butter had failed to reflect the increased production. For the month of January four market receipts were less than a million pounds above January arrivals in 1948. And by the end of 1949's seventh week four market receipts had totaled 3 million pounds less than in the same period of last year. The difference was even more noticeable when compared with prewar averages. On a pound basis January butter production measured 25 percent

(Continued on Page 8)

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Washington State Bans Colored Oleo

The men who make the laws for the State of Washington refused to heed the arguments of the oleo lobby. In the lower house the sale of yellow colored oleo was voted down 95 to 2 and in the senate the anti-oleo vote was 100 percent. Looks like the government of that state knows the score. It evidently realized that soil can't stand up under heavy cropping unless dairy cows are kept to consume considerable roughage and return fertilizer to the soil.

State Department Bears Down on Food Law Violator

W. H. Freund, manager of Milk Products, Inc., Eau Claire, pleaded guilty in county court at Eau Claire, February 21, 1949, to the charges of (1) marking barrels of dry milk powder with fictitious numbers and (2) maintaining the premises used for manufacturing food in an insanitary condition. He was fined a total of \$200 and costs—\$150 on the first charge and \$50 on the second charge.

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looked
into
the
B-K
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plan*



BUTTER MARKETS

(Continued from Page 7)

below the 1937-41 average. Yet receipts in the central markets were down more than 43 percent.

Smaller receipts had been supplemented by storage withdrawals. Throughout February the movement out of storage continued good. By the end of the third week total holdings in the thirty-five markets were down to 6.6 million pounds, only 1.5 million more than on the same day of last year.

In the background milk production on U. S. farms had climbed to a level 4 percent above January of 1948. A record high rate of milk per cow had more than offset a decline of 2 percent in the number of cows on farms. With plentiful feed supplies available in the season ahead it seemed likely that a high rate of flow would be maintained. Additional milk would be turned to manufactured products.

At month's end dairy producers were anxiously awaiting announcement of a parity price for manufacturing milk—an announcement that would lend confidence to all dairy markets.

— DPMA News.

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Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22 — Number 4

"By Farmers . . . For Farmers"

April, 1949

Newsnotes From Your Dairy Council

It was, indeed, a great pleasure for your Dairy Council's staff to have the opportunity to meet personally and talk with many of you, our producer members, at your Annual Meeting on March 10. We always look upon our invitation to speak at your annual meeting as a great privilege and an opportunity to tell you how we spread the word about the importance of dairy products in the daily diet of young and old throughout the community.

The Dairy Council's staff hopes that many of you were listening to the broadcast on WTMJ, Saturday, March 26 which featured Dr. Conway, a member of the Medical Society of Milwaukee County, speaking on undulant fever and the need for a wholesome milk supply and the important role of pasteurization. Miss Lilly, of the editorial staff of the Medical Times, which is published by the Medical Society of Milwaukee County, called your director shortly before the broadcast to tell her that our most recent issue of the DAIRY COUNCIL DIGEST on "Safe Milk" arrived just in time to be of help in writing the radio script.

"What's New in the Kitchen" over WTMJ-TV on Thursday, March 24 featured your Dairy Council's Director as guest. Holding the spotlight was milk and its relation to good nutrition.

The Girls' Club of the First Wisconsin National Bank held a meeting recently at which a staff member of your Dairy Council spoke. We quote from a letter received from Miss Mary Ralston, Assistant Personnel Director at the bank, shortly after the program: "You would certainly be pleased if you could hear all the favorable comments about your talk and about the booklets. This was one of the most successful programs we've had." This again proves the point that people of any age or from any field of work are vitally interested in the role milk can play in improving their nutritional status.

Another interesting request for Dairy Council material came from Miss Marcella King of the Milwau-

kee Vocational and Adult Schools who, in conjunction with the Wisconsin Restaurant Association, has initiated an on-the-job training program for waitresses in this area. She believes that the booklets, posters and other Dairy Council materials will be useful in the improvement of the girls' health habits and subsequent personal appearance.

The Dairy Council staff was also pleased with a request for some of our materials to be used in the libraries at Veterans' Hospital, Wood, Wisconsin.

Members of the graduate class in Obstetrical Nursing from St. Joseph's Hospital were visitors at the Dairy Council's office for the purpose of familiarizing themselves with our supply of Dairy Council materials and how they may possibly fit these lessons on milk and dairy products into their future work.

Ag Department Names Don Wilkinson Head Of Dairy Promotion

Donald E. Wilkinson last week was named Supervisor of Agricultural Publicity and Dairy Promotion Head of the State Department of Agriculture.

Announcement of his appointment was made at the first meeting of a new dairy promotion advisory committee made up of representatives of the dairy industry. His appointment is effective April 1.

Wilkinson has been serving as supervisor of Agricultural Radio Programs with the State Department of Agriculture. In presenting him to the committee, Director Milton H. Button briefly reviewed work done in past years by the dairy promotion section.

The new supervisor grew up on a farm near Benton, Lafayette County, and is a graduate of Benton High School and the Wisconsin College of Agriculture. During the war he served four years as B29 pilot in the Pacific area.

Prior to joining the Department of Agriculture, Wilkinson was instructor in agriculture at Waukesha High School.

Research Shows Milk To Be Important Source Of Niacin, Says Council

Something new has been discovered about the nutritious quality of milk, reports the National Dairy Council. Recent research reveals that milk, because of its high protein value, is an important source of niacin, a vitamin required by the body for normal health.

Working on a four-year research project at the University of Wisconsin under the sponsorship of the National Dairy Council, Dr. C. A. Elvehjem and his associates point out that niacin's dietary values became known in the search of a cure for pellagra, a skin disease with a history of several thousand fatalities annually, particularly in the southern part of the United States. Patients fed milk improved in health but no one seemed to understand why. More recent research discloses milk prevents early signs of niacin deficiencies which may occur even in persons who think they are well nourished.

The University of Wisconsin study provides proof that milk, generally thought to be low in niacin content, acquires an abundance of the much-needed vitamin for health from the protein in the milk through the process of synthesis in the body, the National Dairy Council says.

Butter Support Fifty-nine Cents

The Federal Government has announced a support price of fifty-nine cents per pound for butter scoring 92 points or higher to September 1, and 62 cents for the rest of the year. Lower score butter will be supported at a lower price. The following rules are to be observed by creameries offering butter to the government:

Offers to be submitted by letter or telegram to Washington, D. C., not later than Tuesday of each week, for acceptance not later than Friday of each week.

Delivery instructions will be issued not later than seven days after acceptance of the offer.

(Turn to Page 4, Column 1)

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

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Milwaukee 5, Wis.

Vol. 22

April, 1949

No. 4

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Subscription\$1.00 Per Year

The Thirty-third Annual Meeting

The annual meeting held at the Jefferson Hall on March 10, was a very quiet affair. The Board of Directors believed that if the meeting was held at Jefferson Hall instead of downtown at the auditorium, more members might turn out because of better parking facilities, etc. However, the turnout that we had, was the smallest ever to attend an annual meeting at any time. Some members said that the members were too well satisfied, that another year when low prices make it tough for farmers to meet their expenses there will be more interest shown.

The Board of Directors has only one change as a result of the election. Arthur J. Allen, who had served well for a number of years, decided that he could not spare the time from his farm work, since he was alone on the farm and declined the nomination. Fred Klussendorf was elected in his stead. Re-elected were Clarence Maerzke, William Lyman and Albert Steinke.

Resolutions were read by Fred Klussendorf, chairman of the resolutions' committee. Covered by resolutions was action to have deductions made for support of the American Dairy Association in the month of June. Suggested that the members favor compulsory deduction by legislative action from farmers accounts for the use of the American Dairy Association was referred to the Board of Directors.

The support of the Dairy Council work as in the past; discussion of base plan. Resolution that would require that the fat differential of milk testing less than 3.5% fat be not more than 4 cents per point. The payments per point above 3.5% to be a matter of negotiations between the Board of Directors and the handlers of milk. A resolution which would provide a deduction of one-half cent per hundred pounds paid for milk instead of a two cents per hundred pounds deductions for support of the organization was referred to a committee for further study, this committee to be composed of not more than one member of the Board and four members of the Cooperative to be named by the president.

There was considerable discussion about holding the annual meeting at different places also some discussion on having a summer picnic.

Miss Elizabeth Sullivan, director of the Dairy Council of Milwaukee and her assistant, Miss Eleanor Halter gave a brief address. A film was shown by Miss Sullivan which depicted production and distribution of milk. Mayor Frank Zeidler, stressed the importance of milk production because of the need of milk in the diet. He also said that it was very important that producers receive a fair price for their product, because lack of prosperity on the farm would mean low employment of people in the city.

Dean Froker of the College of Agriculture was unable to attend and Dr. Schumacher of the Extension Division, College of Agriculture appeared in his stead. Doctor Schumacher presented some figures on the general dairy situation and predicted that prices would not go down much below the present level. He compared the cost of living with the cost of high living, bringing out the fact that people probably spend considerable money for non-essentials and scrimp when they purchase necessities.

Meeting of the Board Of Directors

The Board of Directors met on March 29 and elected officers for the ensuing year as follows:

Edwin Schmidt, President
Grover Dobbertin, Vice-Pres.
Charles Dineen, Secy.-Treas.

It had been the custom to have a separate treasurer, but the by-laws provide that the office of sec-

March and April Prices

Lower prices paid by condenseries resulted in a drop in our blend price for March, because cream price is paid on the average of the four condenseries and manufactured price is at the average of the four condenseries.

It is doubtful whether condensery price will be higher for several months, but it may possibly hold the March level for April.

Class I price is \$3.95 for April, which is the same as March. It is difficult to sell surplus milk, for no condensery wants it at all, and when Milwaukee handlers do find a market, it is at less than the condensery price. Production per farm continues at a much higher level than in 1948, which means that there is considerable milk to be disposed of in manufactured channels.

U. S. Dept. of Agriculture Weekly Butter Report

This report shows butter at fractionally lower price with liberal offerings. Production is increasing at a rate somewhat faster than the consumers are buying butter and some butter is offered to the U. S. Dept. of Agriculture on the butterfat support program. Evaporated and condensed milk market is rather slow. Buyers are looking for lower prices and probably not stocking up on that account.

Cheese markets held steady but the seasonal increase is well above last year and the five-year average. More cheese is going into storage than in the last year or in the last five years. Some milk had been diverted from cheese factories to creameries. Tone of trading in cheese at Plymouth last Friday was easy, although prices held.

Milk and Cream. Fluid milk markets were weak. Supplies were in heavy surplus with additional churning. Eastern markets were very flush with milk. More cream is coming into eastern markets than needed and prices weakened as a result.

More Foolish Legislation

There is a bill before the legislature which would legalize the sale of frozen milk. That this is a vicious bill and not in the producers' interests is self-evident for a 5 percent

retary-treasurer can be combined and the Board of Directors combined those offices. The secretary does not get extra pay for acting as treasurer.

milk can be frozen and sold in making chocolate malted, frozen bars, etc. It will mean that less ice cream will be sold, which would leave more milk fat to be manufactured into butter.

It is hard to find out just who is backing this legislation but this particular bill seems to have money back of it. Its sponsors say that in other states a law allows a product of that kind to be sold. However, that is not justification for the leading dairy state in the nation to help cut its own throat. Anyone who wants frozen milk can freeze it in his own refrigerator and needn't go to a custard stand or drug store to buy it.

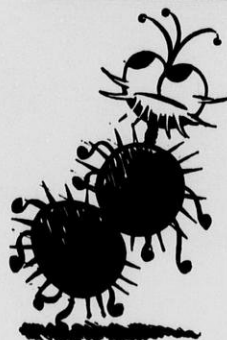
This organization has contacted many senators and we hope that the bill will be killed at this week's session of the legislature.

The Why of Base Plans

Some producers question the wisdom of a base plan, thinking that it is something that is set up to make it tough for the producers. As has been said in these columns many times, the purpose of a base plan is to get more uniform supply of milk throughout the year. By so doing there is less need to take on new producers who, of course, contribute to surplus milk in the flush season. If there were no base plan at all, surplus milk would still be with us in the flush season and to a much greater degree. The only difference being that the man who produces uniformly will have less surplus under a base plan, while the producer who is way out of line and producing six cans in the flush season when he had two in the short season, does have more surplus. In other words, he is carrying the extra surplus he makes instead of having everybody else help carry his high surplus. It is understood that through misfortune, a man may find it difficult to make a good base, but when a 50 percent tolerance is allowed, that does take care to a great extent any misfortune that may befall a producer.

If we all make an earnest effort to plan our production, care, feeding, during the months of September, October, November and December, we may have enough of milk in the market without bringing in new producers and we are not likely to be penalized for overbase milk next year.

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| <input type="checkbox"/> Dumore — soapless cleaner | <input type="checkbox"/> Dilac — liquid milkstone remover |

You may deduct the small charge from my next milk check.

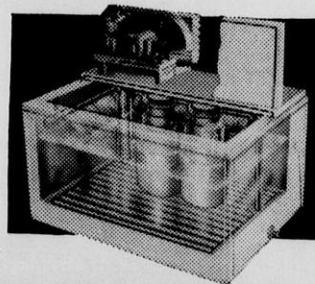
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Rudolph Kaestner,
R. 1, Box 52, Slinger

Roland and William Kelley,
R. 3, Fond du Lac

Ed Lutz,
R. 5, West Bend

Louis Bellman,
R. 4, West Bend

Joe Zurn,
R. 2, Hartford

James O'Neill,
R. 1, Hartford

Other Markets

Dr. C. J. Blanford, New York Milk Market Administrator, has announced that he believes that the uniform price for the next three months (April, May and June) would be \$3.60. The February price in the Northeast was around \$4.50.

New blended price for St. Paul and Minneapolis markets for February was reported as \$3.34 per cwt. for Grade A milk testing 3.5% fat.

Fort Wayne, Indiana reported a net blend price of \$3.95 for hundred pounds for 4% milk for February.

BOTTLE SUPPORT (From Page 1)

Offerings may be for any quantity in multiples of not less than minimum cartons.

Butter must be graded by U.S.D.A. inspectors before offering is made and U.S.D.A. certificate number must accompany the offer.

Contractor must pay all U.S.D.A. inspection fees and charges covering the butter to be delivered.

Offerings must be straight cars of either 90 score butter or 92 score (or higher). No tolerance for off grade churnings; they must be sorted out.

Government will purchase storage butter after September 1 if offered.

DAILY AVERAGE POUNDS OF FLUID MILK RECEIPTS AND UTILIZATION February

Receipts:	1949	1948
From Producers	896,934	842,442
Overbase and Criticized	15,006	12,185
Utilization:		
Fluid Milk Sales	573,660	568,521
Gallon Milk Sales	6,134
Total	579,794
Cream Sales	128,657	130,981
Manufacturing	173,477	130,755
No. of shippers	2,743	2,734
Average per shipper	327 lbs.	308 lbs.

Wis. State Dept. of Agriculture
Milk Auditing Division

Geo. J. Gutmann
3/21/49

Milk Sales Down

Marketing milk is becoming more difficult, said Dairymen's League Secretary Seymour K. Rodenhurst, reporting on sales to the Association's Board of Directors in New York, March 25.

There is more competition, more price-cutting and more milk available for the markets, he said. In some cities of the New York Milk Shed there is considerable unemployment and this has a direct bearing on milk sales. The market for manufactured dairy products also has been weak.

Volume of milk produced by the Dairymen's League members in February was nine percent more than a year ago.

Executive committeeman Ernest C. Strobeck reported that the number of active cancellations of membership contracts by members during the February withdrawal period was the smallest in the history of the Association. Only 168 members withdrew. During the same period 188 new contracts were accepted.

Numerous matters dealing with the management and operation of the Association requiring roll call votes came before the Directors.

—The Dairymen's League News.

Oleo Laws

Recent checks on oleo served as butter in Pennsylvania and Arkansas disclosed that so-called laws to "protect" the public are not working in many cases. In Pennsylvania

on a recent inspection by the State Department of Agriculture about 30 percent of restaurants inspected were found violating state oleo laws. Miles Horst, secretary of Agriculture, reported that 153 out of approximately 500 eating places violated the law in one of three ways: they had no licenses; were coloring oleo and in many cases mixing it with butter or were not posting signs to advise customers oleo was being served.

Out of 100 restaurants chosen at random in nine Arkansas cities in February, 66 were serving oleo as butter. Six of this number even stated in their menus that butter was served.—Exchange.

The Dairy Situation

Lower price for manufactured dairy products are reflected in fluid milk markets. This is particularly true in markets like ours that have to meet the competition of milk bought as slightly over that paid at condenseries.

The big eastern fluid markets have not felt the effects of the lower prices to the extent that midwestern producers have. In commenting on prices, the Connecticut Milk Producers Bulletin quotes its President as saying, "we have felt but slightly the effects here in Connecticut, although we have had to accept a cut of one cent a quart for our milk. But reports from the great Midwestern producing areas where farmers are receiving prices as low as \$2.50 per hundredweight are cer-

Feed Calf Ween!



**ONE \$3.85 PAIL SUPPLIES
TWO CALVES FOR 6 WEEKS**



Calf Ween is formulated of ingredients, vitamins, proteins and minerals selected in accordance with recommendations of feeding authorities. It is palatable and calves take to it naturally. One pail is sufficient to feed two calves for the milk feeding period with the usual amount of other grains and hay. Start using Calf Ween now and see how well they get along on it.

EVERY PAIL CARRIES A MONEY BACK GUARANTEE

MILWAUKEE COOPERATIVE MILK PRODUCERS, 1633 N. 13th St.
MFG. BY SECURITY FOOD CO., MINNEAPOLIS, MINN.

tainly depressing. They are depressing because we know that unless some corrective action is applied this wave of low prices which is sweeping eastward will inevitably effect our market, given proper time."

Pricing Surplus Too High Can Hurt Producers

Pricing milk to be sold in non-fluid classifications requires steering between two danger points; one, pricing it so high that the outlets will be closed, the other, pricing it so low that it will lower the blend price to the point that the supply for the New York fluid market is jeopardized.

This assertion was made by Fred H. Sexauer, a director of the Dairy-men's League Cooperative Association, in an address at the 14th Annual Meeting of the Northeastern Dairy Conference in Boston, March 17.

Producers delivering milk to the New York City market produce it primarily for fluid milk and cream, and sales in other classifications are merely incidental to production for the fluid market, said Sexauer. He reminded that the New York City federal-state milk marketing orders have operated in only two periods. The first was the pre-war period, which was more nearly a normal competitive period than the period

of demoralized conditions when the orders were established. The second was the war period, from 1941 to approximately the present time.

Sexauer pointed out that the handler who uses the milk in his own manufacturing plants must be in a position to handle the peak supply of summer and little or no milk in winter. The facilities must be maintained for summer peak even though low winter volume results in high costs and inefficient operations.

Cottage Cheese-'N-Peach Campaign Now Underway

Advertising Spotlight on New
Spring Salads as ADA and
Peach Growers Launch Drive
In Magazines, Newspapers,
'Xpress Posters and
Radio

Two favorite foods — cottage cheese and peaches — are again wedded in a favorite salad for spring. The wedlock is proclaimed nationwide in the April sales campaign of the American Dairy Association and the California Cling Peach Advisory Board.

It's a repeat performance! A year ago these two producer organizations united on a similar campaign. So successful were the joint sales efforts in stepping up sales of cot-

Clip Cows Regularly With
Sunbeam
**STEWART
CLIPMASTER**

NEW
More Powerful
Motor . . .
25% greater
speed



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. Write for information on Sunbeam Stewart clipping equipment.

SUNBEAM CORPORATION
(formerly Chicago Flexible Shaft Company)
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

**MORE
power to kill
bacteria**



- for cleaner milk
- for healthier cows
- for bigger profits

Oakite Sanitizer No. 1, new quaternary ammonium germicide disinfectant, kills more bacteria faster. Dilutes out for low-cost, effective sanitizing. Recommended solutions virtually tasteless, odorless. Won't stain equipment or harm rubber. Swab, spray or circulate to sanitize milking machines, pails, strainers, cans, cows. Gallon containers. A postcard request brings you FREE details. Write.

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

OAKITE *Cleaning &
Germicidal
Materials*
DAIRY RESEARCH DIVISION

tage cheese and canned peaches that the program is back this year by popular request. In addition, Ry-Krisp is included in the campaign through the Ralston Purina Company featuring Cottage Cheese 'n Peach salads.

This year's expanded campaign is sweeping across the country through full color ads in national magazines, metropolitan newspapers, on radio networks and 'Xpress posters.

Food Editors Push the Salad

The sales impact of the campaign pyramids to new heights as magazine and newspaper food editors feature the nutritious delicious zestiness of the cottage cheese-peach salad combination to their millions of readers.

Add to this the sales momentum of point-of-sale displays and materials used in the retail outlets as thousands of stores feature these two products on the counter, in window displays and in local advertising.

New Salad Stars

In celebration of the '49er Centennial, two new performers are making their first appearance on the "salad show" this year. One is '49er "wagon wheel" salad, featuring cottage cheese and peach halves. The other is "gold strike" plate starring cream cheese and sliced peaches.

Gold was discovered in California in 1848. The next year, 1849, the covered-wagon trek was in full swing. All the glamour, color and romance of the '49ers comes to life again on the radio, in the newspapers and magazines and at the movies. Hitching the cottage cheese-peach campaign to this gigantic promotion gives a "sales jubilee" setting never before equalled.

Gold rush glamour is reflected, too, in the colorful palate-pleasing recipe arrangements for the new salads — wagon wheels of green pepper slices, decorating mounds of cottage cheese and peaches and "nuggets" of cream cheese nestled in golden peach slices.

Moving to the Millions

In April, the modern version of covered wagon days suggests these delightful salad combinations to the millions on cavalcade of 6,000 'Xpress truck posters moving among the millions. The dairy farmers of the nation, through their American Dairy Association, are devoting their entire outdoor advertising 'Xpress poster showing — April 15 to May 15 — to the gold rush theme featuring cottage cheese and cream cheese in taste-tickling "peachy" salads.

The combined bombardment of ads sponsored by the dairy and peach associations is aimed 42 million times at 38 million families. ADA ads, in full color, appeared in April 4 issue of Life Magazine and in the April issues of McCall's Magazine and Woman's Home Companion. The same food products are featured in Cling Peach ads appear-

ing in other national magazines such as Good Housekeeping, Family Circle, Modern Romances and True Story.

Color ads of the cling peach board also sell cottage cheese and peaches through the advertising pages of the American Weekly, This Week and Parade. During the latter part of March, ads appeared in more than 110 leading daily newspapers.

Ry-Krisp in Drive

Just as Ry-Krisp is pictured in all adds of the two associations, so the cottage cheese-cling peach salads are boosted in the advertising program of the Ralston Purina Company. The Tom Mix radio show on the Mutual Network featured the '49er's salad two weeks in March. Ads appeared in 59 Sunday comics with copy reading, in part, "Close Harmony—the '49er's salad and Ry-Krisp."

Commenting on the cottage cheese and peaches campaign, Owen M. Richards, Chicago, general manager of the American Dairy Association says, "Here is another outstanding example of merchandising mobilization that gives selling impact to the promotional efforts of the dairy industry. It's a sound and quick way to step up sales."

ADA ADVERTISING AT WORK During April

"Cottage Cheese 'n Peaches" in April 4 issue of Life Magazine (27½ million readers); Woman's Home Companion (circulation 3,699,793); McCall's Magazine (3,568,268 circulation). "Bread and Butter" featured in Better Homes & Gardens (circulation 3,255,304). All ads in full color.

Outdoor poster showing, "Cottage Cheese 'n Peach Salad," April 15 — May 15 on 6,000 'Xpress trucks in 1,200 cities, potential exposure to 96 million possible customers.

During May

"Whipped Cream 'n Strawberry Shortcake" in May 23 issue of Life Magazine (27½ million readers); butter — "Bread and Butter" — Woman's Home Companion (circulation 3,699,793) and McCall's Magazine (circulation 3,568,268). "Ice Cream Your Favorite" in Seventeen Magazine (circulation 1,011,176).

'Xpress poster showing — "Whipped Cream 'n Strawberry Shortcake" — May 15 - June 15 . . . 6,000 'Xpress trucks across the nation parading your product before 96 million people.

DAIRY FARMERS! SET-ASIDE IN JUNE . . . ADVERTISE ALL YEAR

The American Dairy Association is your own business-building program for all dairy foods.

February 1 Milk Production At New High But Per Capita Output Low

Milk production averaging over 14 pounds per cow on February 1 set a new record for that date but daily per capita production has been very low, says the Bureau of Agricultural Economics. Milk production per cow increased more than usual in January and on February 1 was about eight percent larger than a year earlier and 13 percent above the 1938-47 average for the date, the bureau said.

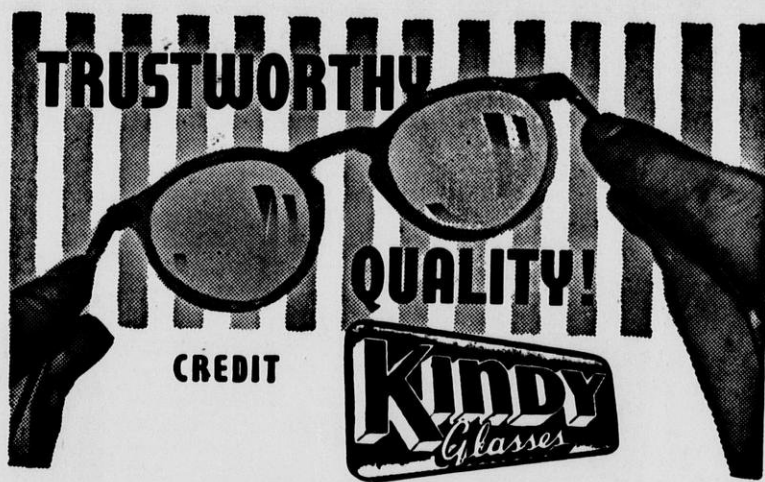
By geographic divisions, milk production per cow on February 1 ranged from four percent larger than a year earlier in the West to 14 percent larger in the South Atlantic states. January production was estimated at 8,671,000,000 pounds, compared to 8,354,000,000 in 1948.

The decreased number of milk cows on farms was more than offset in January by a record high rate of milk production per cow resulting from herd culling and better feeding, the bureau reported, but per capita daily production during the month was only 1.89 pounds. With the exception of a 1.85 pound average a year ago, this was the lowest January figure since 1938, the Bureau of Agricultural Economics said.

Amendment of 27 Milk Orders Sets Limit on Pool Fund Transactions

The United States Department of Agriculture February 21 announced an amendment to 27 of the 30 federal milk marketing orders which regulate milk handling in various parts of the United States. A time limit of two years was set on obligations of both the market administrators and handlers to pay money due to the other under the terms of the orders. These transactions deal essentially with moneys paid into milk pool funds, administrative assessments, and market service accounts.

The amendment was developed as the result of a public hearing held July 30, 1947, at Washington, D. C.,



KINDY OPTICAL CO.

615 N. 3rd Street

Marquette 8-7225

and its provisions have been approved by more than two-thirds of the producers participating under each of the orders now amended. Two-year time limit on claims may be extended for the market administrators by notice to the handler that money is owed under the order, and extended for handlers by institution of an administrative proceeding under authority of the Agricultural Marketing Agreement Act of 1937. Provision also is made under the amendment for retention of records by handlers for a three-year period unless the local market administrator requires that such records be kept longer in connection with litigation. Currently, handlers are keeping records indefinitely.

Orders amended regulate the handling of milk in the following marketing areas: St. Louis, Mo.; Greater Boston, Mass.; Dubuque, Iowa; Greater Kansas City, Mo.; South Bend-LaPorte County, Ind.; New York Metropolitan; Toledo, Ohio; Fort Wayne, Ind.; Louisville, Ky.; Fall River, Mass.; Sioux City, Iowa; Duluth-Superior; Philadelphia, Pa.; Cincinnati, Ohio; Wichita, Kan.; Suburban Chicago, Ill.; Clinton, Iowa; Lowell-Lawrence, Mass.; Omaha-Council Bluffs; Chicago, Ill.; New Orleans, La.; Quad Cities; Dayton-Springfield, Ohio; Tri-State; Minneapolis-St. Paul; Columbus, Ohio; Cleveland, Ohio.

Amendment does not affect the marketing areas of Topeka, Kan.; Nashville, Tenn.; and Paducah, Ky., since the marketing orders for these areas were not in effect at the time of the hearing. It is contemplated similar action will be taken for these three markets at the earliest practicable time, the department said.

A Few Notes From Your Fieldman

There are reasons to believe that milk will be plentiful this spring at the rate that production is going up, within the last sixty days.

And your Milwaukee Cooperative Milk Producers, Board of Directors have a real job ahead to hold our milk prices in line this spring.

They are doing everything within their power to do this job and they must have the support of all the farmers that are shipping to the Milwaukee Market.

As your fieldman, I congratulate you as a member of this, your own Cooperative. You help keep your Cooperative strong and useful to yourself and the other members.

Again this last month there were ten more farmers that came into your cooperative.

That is proof enough to me that the farmers that became members now, know that they alone cannot do the job and must have the help of their organization.

If at any time you do not understand all of the problems that come up in the dairy industry, do not fail to write in and we will try to answer them for you.

Or if you have any constructive ideas that may be helpful to the members, do not fail to send them in also.

Always keep this in mind. This is your own Cooperative.

Your fieldman,

Ray Hartung.

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

WET GRAINS

Immediate Delivery.

Supply Guaranteed to September.

TRUCK OR CARLOAD

**No better feed for dairy
or beef cattle.**

Also have a supply of bulk dry feed.

DONOHUE GRAIN COMPANY

8310 N. Port Washington Road
Phone Flagstone 4-7249
Milwaukee 9, Wis.

SHAVINGS

*Better than straw and cheaper.
Large Load Delivered.*

CHAS. MENNER

Phone Concord 4-1831
5060 N. Green Bay Ave.
Milwaukee 9, Wis.

March Prices

Blochowiak Dairy	\$3.48
Borden's — Gridley Div.	3.56
Emmer Bros. Dairy	3.61
Gehl's Dairy	3.43
Golden Harvest Dairy	3.50
Layton Park Dairy	3.48
Luick Dairy	3.54
Standard Dairy	3.72
Wilke Dairy	3.45

DEPENDABLE DAIRYADE for BETTER DAIRYING

How Many Calves
MAKE A COW?

Does it take more than *one* calf to make a cow? Well, normally one calf will make a cow *if*—and that word "*if*" is the key to the answer which can be summed up briefly in two sentences.

1. If you raise your own heifers from your own highest producing cows and purebred high-index bulls.
2. If you feed that heifer properly from the time it is born right on through its productive life.

Mutual Dairyade will help you raise your calves *right* from the start. With Mutual Dairyade you can sell most of the milk which you would ordinarily have fed and thereby add \$30 to \$40 to your milk checks with each pail of Dairyade used. Mutual Dairyade is America's No. 1 baby animal food compound distributed exclusively by milk plants coast to coast.

**FORTIFIED!
DEPENDABLE!**

**RAISE CALVES
BETTER
THAN EVER**

WITH MUTUAL
DAIRYADE
THROUGH THE
NATUR-NIPPLE

**Mutual
DAIRYADE**

ORDER FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA



*Have
you
looked*

*into
the*

B-K

PR

plan



Production High

Production of milk for this market is very much the same as all over the country—very heavy. The demand is just the opposite.

While fluid markets are moving fair amounts of milk there seems to be a slow market for manufactured dairy products. Condensery put great quantities of high priced milk in cans last year. Some of that remains unsold. As a result, some big condenseries have been making butter.

Last year there was a mad scramble for milk by nearly all manufacturers through the spring and summer months. Now it's just the opposite. Condenseries are kept busy taking care of the milk produced by their regular patrons. One handler in this market who has been and is holding producers to a base, has suggested that each producer do something with his excess milk, rather than send it in to the plant. Seems to indicate that condensery price is more than the handler can get out of the product by churning cream and drying the skim. Then, too, it may be noticed that a producer who is overbase should not complain for he can take it somewhere else or drink it himself.

Chicago Prices

**As Reported by the Federal
Milk Market Administrator**

For the delivery period March 1 to 31, 1949, Class I milk was \$3.75. Class II—\$3.45; Class III—\$2.87 and Class IV—\$2.87. Butterfat differential for each one-tenth of one percent of average butterfat content over or under 3.5% was \$.072.

A formula used in computing Class I and II prices was butter-powder

formula to which was added seventy cents to obtain the Class I price and 40 cents to obtain Class II. Class III and IV prices were the average condensery price for the month. Chicago blend price for March \$3.43 per hundred.

For the delivery period April 1 to 30, 1949, butter-powder was the basic formula used, to which was added 70 cents to get the Class I price of \$3.57, and 40 cents to get the Class II price of \$3.27.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22 — Number 5

"By Farmers . . . For Farmers"

May, 1949

Newsnotes From Your Dairy Council

Your Dairy Council's Board of Directors elected their officers for the year at a recent board meeting. They are Paul A. Pratt, President, B. L. Blochowiak, Vice-President, and Charles F. Dineen, Secretary and Treasurer. Other members of your Council's Board of Directors are: Edwin Schmidt, R. Newman Slawson, Albert Steinke, Ambrose Wiedmeyer, Jr., and Howard Wilke.

These men as well as those who have previously served on your Council's board devote a great deal of effort, thought and time to their guidance and direction of planning for the future of The Dairy Council of Milwaukee's long range educational program.

Much credit is due those men who have served and those who are serving as members of your Dairy Council's board, for what ever your Council's success may be it is due to a great degree to the enthusiastic cooperative effort of this group of eight dairymen, four of whom are elected to represent the Milwaukee Cooperative Milk Producers.

You Need More Milk . . . We All Need More Milk!!!

Your Dairy Council is very much interested in the most recent recommendations of the National Research Council which state that there is evidence that adults need 25% more calcium daily than had previously been supposed.

The National Research Council is a committee of food scientists which announces from time to time the currently recognized requirements of food nutrients needed to maintain life and health, and the scientific world accepts their recommendations as **the standards** until new facts, based on research, justify a change.

This increase in calcium standards for human nutrition is unquestionably in the public interest. It is of special interest, too, to you, a member of our industry which **produces the food that is the most dependable source of calcium.**

Dr. H. E. Sherman (Columbia University) in his book entitled **FOOD AND HEALTH** (1947) says that "as a rule the calcium content of the diet depends mainly upon the amount of milk consumed."

This new indication of increased needs for milk by adults brings new demands for service from your Dairy Council, since such an increase is of major importance to all groups from the practical standpoint of meal planning.

We have the responsibility of showing the way to improved nutrition with adequate amounts of milk and its products in the diet. Three and one-half cups of milk each day, included as a beverage, in cooked foods and in the form of cheese and ice cream, could supply all of the calcium needed by an adult.

Among the many professional groups which are very much interested in this new need for milk, the following groups called on your Dairy Council for specific service, during the month of April:

Members of the Wisconsin Dietetic Association at its convention at the Hotel Schroeder had the opportunity to study a display of Dairy Council materials and highlights of the new needs for milk.

A quotation from a letter received recently from the Wisconsin State Dental Society speaks for that profession's interest in your Dairy Council's materials.

"Dear Miss Sullivan:

On behalf of the Wisconsin State Dental Society we want to thank you for providing Health Education materials for our Annual Meeting. You may rest assured that your co-operation was gratefully appreciated.

Sincerely yours,

Kenneth F. Crane,
Executive Secretary"

Your director on April 29 presented and interpreted the Dairy Council's material (designed for health education groups of people at all age levels) to the senior students at Marquette University's College of Dental Hygiene. She also demonstrated various ways in which dairy Council materials can be used effec-

tively as teaching tools in dental offices (attractive bulletin boards and reading racks) and to make simple but attention-getting educational exhibits. Milk is an important part of dental health and your Dairy Council is pleased to have such an opportunity to tell these dental health educators of tomorrow more about milk and its values.

A busy Milwaukee physician, in a recent letter made this request: "I was so favorably impressed by your little booklet **DOWN THE SCALE OR UP**, that I should like to buy a dozen of them. Where may I order them and what is the price per dozen?"

Note: Of course, we were pleased, as always, to know that another physician could use our fine booklet on weight control in instructing patients. Your Dairy Council was pleased to supply the materials as one of its many free services.

January to May 1, 1949 in Review

In **548** personal conferences with leaders of professional, educational, and consumer groups, your Dairy Council's staff members encouraged and assisted in the planning of future programs.

In **57** direct meetings with groups, **2,986** people were given factual information about milk and good nutrition.

119,543 pieces of Dairy Council educational materials were selected by and given to leaders of groups for use in health education programs which they conduct within Milwaukee County.

Milk Consumption Up

Americans drink more than 60 million quarts of fresh milk and cream every day, 14 per cent more than average daily consumption before the war. The U. S. is the greatest dairy nation in the world. One of every fifteen American families depends in some way on milk for a livelihood.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Milwaukee 5, Wis.
MArquette 8-3057

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Deductions for American Dairy Association

A bill has been presented to the state legislature which if it becomes a law will require every handler or buyer of milk to make deductions of one cent per pound of milk fat delivered in the month of June. This money would go into the state treasury and be earmarked for the American Dairy Association of Wisconsin.

Questions might well be asked regarding the need of compulsory deductions from a producers milk check. Probably the best answer to that is 60% of the producers are paying on a voluntary basis leaving 40% to pay nothing towards promoting the use of dairy products. This is manifestly unfair.

Is there need to spend money to induce people to use more dairy products?

With the oleo people spending upward of seven million dollars per year to advertise their product and influence legislation, it seems that the dairy farmer will have to do some worthwhile promoting or find himself with a very limited market. Take a look at lard. At one time it outsold all cooking fat both in volume and price per pound. By persistent advertising, vegetable cooking fats have been pushed to the front and now outsell lard, although lard is much cheaper per pound.

What are other states doing? The State of Washington has passed legislation for a compulsory deduction from the producers' accounts for every month of the year. Four other states (including the great butter producing state of Iowa) have le-

galized deductions from all producers accounts.

No one wants to be compelled by law to contribute to anything. But the high powered oleo and soap lobby will compel us to give up our butter, ice cream, cheese and fluid milk markets in due time unless we protect ourselves by spending money to promote our dairy products.

Ice cream made from vegetable oil? Sure! Just add water to skim milk powder put in the same vegetable fat as is used in oleo. Cheese can be made in the same way. Also milk.

Fact is much vegetable fat filled milk is being sold in some states now. The oleo gang is bringing the fight to us. Let's meet them now and not wait until it's too late.

Dairy Products Prices Lower This Year

Butter price for April, 1948, averaged over 79½ cents, while in April, 1949, the average wholesale price was just under 59 cents or over 20 cents per pound less.

Cheese averaged over 41 cents last year in April and under 30 cents this year. Condensery average last year was \$4.058 as against \$2.761 (Chicago) this year.

This time last year every manufacturer of dairy products was actively soliciting milk. This year the exact opposite is true. No manufacturer will accept surplus milk except at a price well below that being paid regular producers.

Federal support of butter at 59 cents has kept the market at or near that level. The same is true of skim-milk powder.

The Chicago market and practically every federal order market changes automatically with the price of manufactured milk.

Chicago's Class I for April, 1948, was \$4.707 and this year was \$3.57 or \$1.137 lower. Milwaukee Class I for April, 1948, was \$4.80 and this year for same month \$3.95 or 85 cents less.

Five Per Cent Ice Cream

In the April issue mention was made of the Frozen Milk Bill 343S. That bill would have been killed in the Senate but some of its backers got a motion through delaying action until April 28. Your organization contacted many senators, pointing out that if this bill became law consumers would be getting frozen milk instead of ice cream in chocolate malts, cones, bars and perhaps in bricks. Also that producers would have to seek another market for milkfat that is now sold

as ice cream, if this 5% frozen milk was legalized. Again on April 28 the frozen milk boys got frightened and had the bill laid over to May 12. Ask your senator and assemblyman to vote against this frozen milk bill.

Methoxychlor May Be Used for Fly Control

Because there is much argument about using DDT for fly and other insect pest control, methoxychlor, water mixed, may safely be used in its stead. While this product may have to be sprayed on cattle and stable walls at more frequent intervals than DDT it is said to be quite effective. It comes in powder form, dissolves very readily in water and if reports be true is much more effective than old time fly sprays. Methoxychlor should not be used with kerosene or other coal oil products for spraying cattle. We will stock this product in powder form for the convenience of the members.

Good Returns for Farmers, Cheap Food for City People

Secretary of Agriculture ought to be a very popular man if he can induce Congress to pay farmers a subsidy and give consumers cheap food. Every one ought to be happy. Only drawback is that taxpayers, farmers and city people must furnish the money for the program. Not only to pay a subsidy, but also for administering the vast program. The Secretary does not say how much the program might cost. Might scare people if he did make a prediction. Farmers, of course, would have to knuckle down to rules and regulations, quotas and whatever else the government would require of them in order to get payments. Maybe that's what it will be. Time will tell.

Cooling Milk

The sudden heat wave caught many producers off base as far as cooling milk was concerned. Cold nights were the rule until the first of March. So the nights milk got cooled out and in many cases the tank water was quite cool in the morning.

Beginning with May 1, warm nights meant that unless plenty of water was used the night's milk stayed warm and of course was not too good when it got to town.

The weather may be quite cool when you read this but it's best to bet that most nights will be warm. It will pay to run plenty of water through the tank except where electric refrigeration is used.

A Few Notes from Your Fieldman . . .

The Milwaukee Cleaner City Campaign started Saturday night, April 30, 1949. . . . This is a long time program and the effect of this program may reach the farms that are shipping milk to Milwaukee.

The Milwaukee Health Department and the dairies of the City of Milwaukee are cooperating in this campaign.

Let us, as Milwaukee producers, give this some thought.

Your uniform production plan was outlined in the February issue of the Milwaukee Milk Producer. It is a broad plan. . . . Very few farmers will be penalized under this plan and it sure will help to keep the blend price somewhat higher. . . . A tolerance of 50% overbase should take care of the ordinary run of bad luck that all producers are subject to at one time or another. Ray Hartung

Many Cattle Owners Taking Advantage of Bang's Control Plan

Work under the state's Brucellosis (Bang's disease) control program is now going ahead at a record rate, according to Dr. J. T. Schwab, Chief of the Livestock Sanitation Division of the State Department of Agriculture.

During the week ending April 23, 4,126 calves were vaccinated, Schwab said, and 8,401 cattle in 526 herds were tested.

Technicians at the livestock disease control laboratory operated by the Department of Agriculture are now testing about 4,000 blood samples a day. This includes both county and township area work. It is a record volume, and is about the capacity of the laboratory with its present staff, Schwab said.

To date hearings have been held and orders issued for 765 townships in the state, and work is now under way in all of them. Additional petitions are being received and further hearings are being scheduled in order that the work can get under way as soon as possible.

New Milk Houses

A producer who plans to build a new milk house will do well to ask a representative of the Milwaukee Health Department, a dealer's fieldman, or our own fieldman to visit with him before making plans. Regulations and requirements sometimes are changed. It is also advisable to plan so that it is possible to put in an electric cooling tank, water heater and wash tank later on if not at the time the building is completed.



"... and when you buy the quarter-pound prints even your best friends won't know you're serving oleo — unless they're accustomed to eating butter!"

U. S. DEPARTMENT OF AGRICULTURE REPORTS

BUTTER: Butter markets showed no particular strength as the week opened although the situation in the midwest and far west was steady. Wholesale selling prices in these areas were largely unchanged. Eastern markets reflected the burden of supplies as the market opened in an unsettled position. At New York trading progressed with fractional declines daily. At the close of the period top grade prices in the midwest showed no change for the week but lower grades were off $\frac{1}{2}$ - $\frac{3}{4}$ c. Eastern prices of top grades in wholesale declined 1-1 $\frac{1}{2}$ c and lower grades were $\frac{1}{2}$ -2c lower. At San Francisco prices were unchanged to fractionally higher throughout the early part of the week. The market has been highly sensitive to rumours, some of which reflect lack of confidence in the storing program. Despite the temerity displayed by some interests butter is moving to the freezers at an accelerated rate seasonally and in comparison with last year. In part some of the increase movement to storage is reflected directly by CCC purchases. Private interests were storing mostly top grades but reports this week to effect that a limited amount of lower grades went to storage. So far all butter purchased by the CCC on the butterfat support

program has been grade A or better. The volume to date through April 28, amounts to 1,854,640 lbs. As the week closed the market at Chicago was unsettled with the situation weak at New York. Top grades were in ample supply and inventories were being kept low. Lower grades have not shown the expected seasonal increase but pressure on this class indicates more liberal supplies currently arriving.

CHEESE: American cheese market was steady during the week showing some improvement in tone toward the close. Terminal markets were amply supplied with fresh goods and moderately well supplied with cured. Prices of cured at terminal markets continued somewhat irregular. At primary points receipts were increasing seasonally and assemblers showed an inclination to accumulate supplies. The announcement that the recent British contracts amounted to 13,650,000 pounds of natural and process cheddar cheese served to stimulate sentiment and lay the basis for a maintained market position. The closely maintained primary market price situation of recent weeks in conjunction with the operative support programs on nonfat dry milk solids and butterfat has given rise to trade

New Members Accepted By Board of Directors By April 25, 1949

David Dobbertin, Hartland
Francis Kau, R. 11, Box 238, West Allis
Willard C. Strege, R. 2, West Bend
George Mohr, Saukville
L. C. Albinger, Saukville
Walter Pett and Ralph Arndt, R. 1, Eagle
Walter Jacoby, Cedar Grove
Harold Kampink, Cedar Grove

thought that there cannot be much change in cheese prices during the storing season without upsetting the production relationship with butter or other allied products.

EVAPORATED AND CONDENSED: Market weak. Inventories and trading stocks heavy. Demand fair. Prices declined.

FLUID MILK: Market barely steady. Supplies increased and excess over current needs moved liberally to manufacturing outlets. In the New York milk shed, production per day per dairy was 14.4% above same period a year ago and total production was 16.9% higher. Production appeared to be at or near peak in California. Favorable pasture conditions in most northern states indicate possible earlier than normal flush production period those areas. Demand improved slightly in most sections of country.

CREAM: Cream market barely steady to weak. Prices unchanged to lower. Supplies larger. Demand from ice cream makers showed some improvement as warmer weather boosted sales. Surplus moved to churns and into storage. Marketing was orderly in New England but in many sections of the country distress selling of excessive local supplies increased in volume.

DRY MILK: Markets steady. Supplies liberal. Some improvement in demand. Distress lots offered at concessions. CCC purchased 1,352,702 pounds spray nonfat dry milk solids at 12.25c per lb. and 1,777,845 lbs. roller at 11c per lb. f. o. b. various points.

What About DDT?

Federal government agencies have issued conflicting reports on whether or not DDT may be safely used for spraying crops such as peas, and corn for canning, and also its use for spraying barns and dairy cattle. DDT and all other insecticides contain

DAILY AVERAGE POUNDS OF FLUID MILK RECEIPTS AND UTILIZATION March

	March 1948	March 1949	February 1949
Receipts:			
From Producers	875,111	949,934	896,934
Overbase and Criticized....	22,893	26,976	15,006
Utilization:			
Fluid Sales	576,053	573,144	573,660
Suburb Gallon Sales.....		8,767	6,134
Cream Sales	136,955	127,281	128,657
Manufacturing	139,210	213,766	173,477
No. of shippers.....	2,727	2,738	2,743
Average per shipper.....	321 lbs.	347 lbs.	327 lbs.

Wisconsin State Dept. of Agriculture
Milk Auditing Division

Geo. J. Gutmann
4/20/49

poison. However, some government agencies have agreed that DDT if used properly has not caused human sickness although great amounts have been used for crop protection and in spraying barns and livestock. When used with kerosene and like products some minor symptoms of toxicity have been noted. The use of DDT has not been prohibited for spraying dairy cattle or barns by the Food and Drug Administration. Traces of DDT have been found in milk from cows that have been sprayed or have eaten feeds that were sprayed with DDT. The Department of Agriculture says that the public health is not jeopardized because of DDT contamination in milk.

Announce Support Program for Manufacturing Milk

"The U. S. Dept. of Agriculture announced on April 14 an additional program to support prices of milk going into manufacturing uses during 1949 at a national average of 90% of the parity equivalent price for manufacturing milk, in accordance with the Agricultural Act of 1948. (The parity equivalent price is 88.5% of the U. S. average parity price of all milk sold by farmers at wholesale to plants and dealers.) The support operations will be carried out through offers by the Department to purchase nonfat dry milk solids when necessary.

"A similar program to support farm prices of butterfat at 90% of parity through purchases of butter was announced February 8, 1949. The programs supplement each other.

"In carrying out any necessary support operations, the Department

will offer to buy in any area during 1949 nonfat dry milk solids of U. S. Extra Grade at 12.25 cents per pound for spray type solids and 11 cents for roller type solids for delivery before September 1 and at 12.75 cents for spray and 11.50 cents for roller for delivery on and after September 1.

"On the basis of the parity index for March, 1949, 90% of the national average parity equivalent price of milk used for the principal manufactured dairy products (butter, nonfat dry milk solids, American Cheddar cheese and evaporated milk) is \$3.14 per hundred pounds for milk of approximately 3.95% annual average butterfat test." Assuming a butterfat differential of 7 cents a point, this would mean a price of about \$2.82 for 3.5% milk.

"Any nonfat dry milk solids acquired under the program will be available for sale to agencies administering foreign programs and for use in school lunch programs. The milk solids also will be available for sale in the domestic market at not less than the purchase price plus storage and other carrying costs incurred by the Department.

"The two support programs (butter and powder) as announced, both with seasonal differentials, are planned to encourage normal storage of dairy products during spring and summer months of seasonally large production for marketing in the fall and winter. By encouraging commercial storage, the programs are expected to stabilize the market by preventing a drastic decline in butterfat and manufacturing milk prices during the heavy producing period and a subsequent sharp rise during the months of low production.

Feed Calf Ween!



**ONE \$3.85 PAIL SUPPLIES
TWO CALVES FOR 6 WEEKS**



Calf Ween is formulated of ingredients, vitamins, proteins and minerals selected in accordance with recommendations of feeding authorities. It is palatable and calves take to it naturally. One pail is sufficient to feed two calves for the milk feeding period with the usual amount of other grains and hay. Start using Calf Ween now and see how well they get along on it.

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THE FROKER PLAN

By Oswald B. Anderson,
Director of Information,
Wisconsin Farm Bureau

Madison—Far simpler than Bran-
nan's proposals for a new farm pro-
gram is a recipe for ending farm
depressions which has been kicked
around in academic circles the past
several years.

Like the scheme of the secretary
of agriculture, it would give farm-
ers a subsidy to raise income—but
that's about the only similarity.

There would be no crop restric-
tions, no artificial price levels, no
quotas, no acreage allotments, no
regulation or regimentation of the
farmer. It wouldn't try to guaran-
tee him anything more than a little
help in time of trouble.

Prof. Rudolph K. Froker, agricul-
tural economist, now dean of the
college of agriculture at the Univer-
sity of Wisconsin, first set forth
the details of such a proposal four
years ago. It has since been endorsed
by both the American Economic As-
sociation and the American Agricul-
tural Economic Association—the
professors who presumably are in
position to give such things the
benefit of trained criticism. But
Dean Froker, an academic man, has
never made any great effort to sell
it to farmers or politicians.

The Froker plan makes no attempt
to hold production down to any pre-
determined level. The professors are
convinced that you can't effectively

curtail American farm production,
and that if you try it you must clamp
down on the most efficient produc-
ers, thereby turning back the wheels
of progress.

Instead of trying to manipulate
scarcity, it would encourage abun-
dant. Agriculture would run in
high gear, instead of grinding along
with the brakes on.

Farmers would produce abundantly
and sell at the market levels de-
termined by free play of supply and
demand. If this resulted in farmers
getting too small a share of the na-
tional income, federal funds—out
of the U. S. treasury and contributed
by the taxpayers, as under all past,
present or proposed programs—
would be distributed to bring total
farm income up to par.

Each farmer would benefit in pro-
portion to his contribution to the
food and fiber needs of the nation.
If total net cash marketings were
\$25,000,000,000, and farm "parity"
were \$26,000,000,000, each farmer
would be entitled to a four per cent
federal payment. A farmer who sold
produce for \$3,000 would receive
\$120; a farmer with sales of \$5,000
would receive \$200. A maximum
payment would be set, and all pay-
ments would be contingent on good
soil practices. This prescription for
farm prosperity assumes, of course,
that government would make every
effort to maintain full employment
and maximum foreign trade.

It would be self-terminating, oper-
ating only when farm income was

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time-consuming brushing or
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that dissolves calcium com-
pounds in milkstone . . . re-
moves calcium in protein com-
binations . . . freeing protein
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DAIRY RESEARCH DIVISION

below parity; it would "clear the
market" of so-called surpluses; it
would encourage marginal produc-
ers to shift to more profitable lines.
It would be a positive answer to the
demand for a national food policy,
assuring consumers of maximum
supplies at natural prices, and assur-
ing producers of their fair share of
the national income.

Some of the things it would not
do, according to the professors: It
wouldn't subsidize obsolete or in-
efficient practices; it wouldn't regi-
ment agriculture; it wouldn't en-
courage the uneconomic production
of commodities already glutting the
market; it wouldn't attempt to hold
commodities off the market in hopes
that prices will go up—a theory
which works only if prices do go up.

Froker figured that operating
under his formula it would have
been necessary to make income pay-
ments to farmers in 12 of the 30
years between 1916 and 1946. Big-
gest deficit of farm income was
\$3,500,000,000 in 1921. The 1931 de-
ficit was \$2,200,000,000, but if farm-
ers had received that amount to sup-
plement their cash marketings they
might have avoided the deficit of
\$2,100,000,000 in 1932.

(Continued on page 7)

Farm Support Proposal

A summary of Secretary of Agriculture, Charles F. Brannan's proposal to Congress for Supporting Farm Prices

Secretary of Agriculture, Charles F. Brannan, on April 7 presented to a joint meeting of Congressional Agricultural Committees a new "one-package" farm program. The proposed program is designed to extend price supports to many additional commodities. Government loans and purchase programs would be used as at present, but in addition the support of most perishable products would be accomplished by outright subsidies or production payments. Thus farmers would sell their perishable products at the market levels regardless of how low prices fell. Then they would be entitled to the difference between what they received and the support level from the government in cash.

The present system of parity would be scrapped. It would be replaced by a farm income standard, based on a recent ten-year period. For instance, in 1950 the support base would be calculated from the average purchasing power of farmers in the years 1939 to 1948. This base would be moved up each year so as to include the first ten of the most recent twelve-year period.

The next step would be to determine the corresponding schedule of support prices for each specific commodity. In doing this, average farm prices for the ten immediate preceding years would be multiplied by the ratio of (a) current income support standard to (b) the actual average level of cash receipts from farm marketings during the ten immediately preceding years.

For example, the average cash receipts for the ten years 1940-49 are 20.98 billion dollars, while the estimated minimum income standard for 1950 is 26.23 billion. Since the support standard is 1.25 times average cash receipts, the support price schedule would be determined by multiplying the 1940-49 average farm price for each commodity by 1.25.

Under the Administration's proposal as outlined by Mr. Brannan, butterfat would be supported at 66.9 cents per pound and wholesale milk at \$4.22 per hundredweight in 1950. By comparison under the Aiken Law, scheduled to become effective next year, maximum support for butterfat would be 58.4 cents and milk \$3.70.

The program would be limited to supporting prices for a single pro-

ducer up to the extent of a large family-type farm. To accomplish this benefits would apply only to the first 1,800 "comparable units" produced. "Comparable units" would be set by the Department of Agriculture. A unit of wheat equals 7.77 bushels, corn 10 bushels, cotton 52.16 pounds, butterfat 21.82 pounds, milk 3.46 hundredweights, eggs 31.68 dozens, beef cattle .86 hundredweights, etc.

Another feature of the plan is the requirement that eligibility for participation in benefits would be contingent upon compliance with production adjustments, marketing quotas or agreements, and carrying out reasonable conservation practice requirements.

Basically the revision in the price support level favors livestock and dairy products. High support of meat animals, milk and butterfat is designed to encourage shifts into those fields. Shifts to livestock production and dairying are the backbone of the Department's soil conservation program.

—DMPA News.

Whitewashing

It's not too early to contact a whitewash man. It's a good idea to put on an insect killing whitewash as soon as the cows go out to pasture. If the job is done early there is no need to worry later.

Compulsory Pasteurization

The great dairy state of Iowa has enacted, effective April 15, a compulsory pasteurization law covering all milk or cream which does not meet Grade A raw milk standards, as defined by the Secretary of Agriculture—and these rules are strict. All milk and milk products going into ice cream, buttermilk, and skimmed milk are required to be pasteurized.

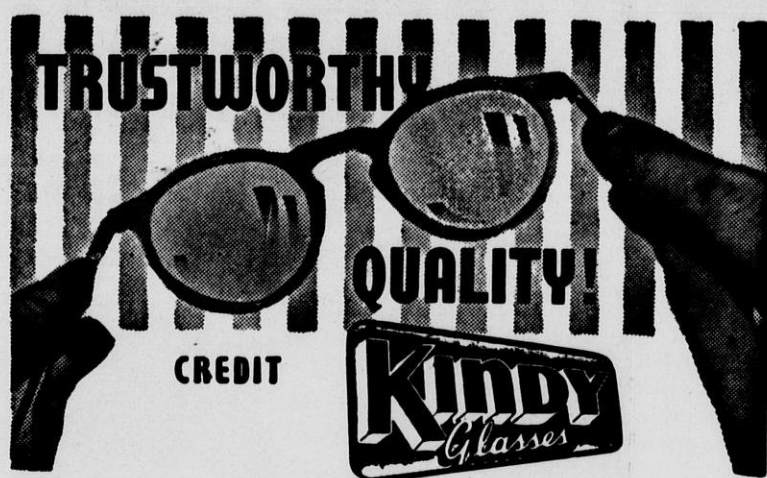
While milk producers have traditionally opposed compulsory pasteurization, the statistics of milk-borne epidemics make quite a case for compulsory pasteurization, at the dealer level. Consumers are more health conscious than ever before in connection with the food they buy. They have become alarmed, perhaps unduly, over the dangers of contracting undulant fever from using unpasteurized milk. Thus the reassurance of pasteurization is an important factor in building increased consumption of milk and all dairy products. Extension of laws like those which Iowa has adopted to include the other big butter producing states would in our opinion definitely help us in the marketing job that lies ahead.

Much happiness is overlooked because it doesn't cost anything.

—Proverb



"... and the Secretary of Agriculture set the parity equivalent of manufacturing milk at 88.5 percent of the current parity price for all farm milk at wholesale, which means that on the basis of the \$3.97 parity price, the parity equivalent of your milk is \$3.51, but I don't know which price you'll get and neither does the plant manager."



KINDY OPTICAL CO.

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FROKER — Continued from page 5

The cost of the farm program under the Triple-A (adjustment programs, conservation programs and parity payments) from 1933 to 1947 was \$6,716,844,000.

Today the government has about \$2,000,000,000 tied up in loans designed to keep commodities off the market and to keep prices up. By next year it may have pledged \$3,500,000,000.

If congress gets serious about revising national farm policy, and wants farmers to be aided by income supports rather than by price supports, the Froker formula promises to do the job better than the Brannan plan.

More Milwaukee Families Buying Cheese; Use Fewer Varieties

A large percentage of greater Milwaukee (Wis.) families are buying cheese now than in 1948 but the overlapping in purchase of the various types of cheese has declined slightly, according to the 1949 Consumer Analysis compiled and published by the Milwaukee Journal, daily newspaper.

The 1949 analysis covering a representative 5,000 of Milwaukee's 244,954 families, shows 98.9 percent buy cheese, compared to 98.1 percent last year. However, the percentage of families purchasing bulk cheese, packaged cheese, cream cheese, and cheese spreads has declined slightly since 1948, according to the survey. The 1949 analysis shows 60.7 percent

of the families buy packaged cheese, 58.5 percent buy cream cheese, 43.5 percent buy cheese spreads, and 77 percent are bulk cheese buyers. Compared with 1948, 67.8 percent bought packaged cheese, 64.2 percent cream cheese, 43.9 percent cheese spreads, and 78 percent bulk cheese.

On a brand preference basis, the survey shows 83.9 percent of the families buying cream cheese buy Philadelphia and 11.1 percent use Borden's. Last year 83.2 percent bought Philadelphia cream cheese and 7.8 percent bought Borden's. Of the families buying cheese spreads, 74.2 percent reported a preference for Kraft brands, compared to 77 percent last year. Percentage buying Borden's was 14.7 in 1948 and 16 according to the 1949 analysis.

Kraft brands led in consumer preference for packaged cheese with 55.7 percent in 1949, compared with 56.4 percent in 1948. A & P brands showed a slight increase from 9.0 percent in 1948 to 9.9 percent in 1949, while Kaukauna Klub gained from 5.0 to 8.4 percent. Pabstett dropped from 10.5 to 7.6 and Borden's from 5.8 to 5.5 percent.

Heritage

"Hordes of gullies now remind us we should build our lands to stay, and, departing, leave behind us fields that have not washed away. When our boys assume the mortgage on the land that's had our toil, they'll not have to ask the question, 'Here's the farm, but where's the soil?'" — *The Wrangler*, Wichita, Kansas.

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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

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A bill was introduced in the Alaska House of Representatives recently calling for a tax of \$50 on single women. Representative Egan said its intent was to "further the institution of matrimony, relieve the housing shortage and levy a special tax on the privilege of being single." — *Bakers Review*.

April Prices

Blochowiak Dairy	\$3.51
Borden's — Gridley Div.	3.51
Emmer Bros. Dairy	3.57
Gehl's Dairy	3.42
Golden Harvest Dairy	3.50
Layton Park Dairy	3.44
Luick Dairy	3.48
Standard Dairy	3.72
Wilke Dairy	3.43

Chicago Prices for April

Class I or all milk sold as fluid.....	\$3.57
Class II or all milk used for cream.....	3.27
III manufactured	2.851
IV manufactured	2.851
Blend in 70 mile zone	3.30

CHICAGO MAY PRICE

Class I is \$2.851 plus 50 cents.....	\$3.351
II is 2.851 plus 30 cents.....	3.151

Other prices not available until June 5

Blend price announced about June 13. Probably between \$3.05 and \$3.10.

Navy Studies Reliquefied Milk

Yo Ho Ho and a bottle of reliquefied milk has replaced the traditional salute to Jamaica rum aboard Uncle Sam's warships. No longer will the salty brethren who go down to the sea in ships relegate their milk consuming activities to ports of call. Milk is now an accepted part of a sailor's ration. And what's more, they like it.

In a study of the acceptability of reliquefied milk aboard ship conducted by Lendal H. Kotschevar, Food and Equipment Technologist at the Navy Supply Corps School in Bayonne, New Jersey, it was found that the acceptability of reliquefied milk was practically one hundred per cent. The milk that received this accolade was prepared from a whole milk powder which in its manufacture was known to have had careful quality control.

The tests took place aboard the Destroyer Escort Snyder during Operation Bermuda from July 31 to August 13 of last year. Their purpose was to compare the acceptability of fresh milk with a navy issue of whole milk powder and with a whole milk powder that was produced under conditions of exacting quality control. The results were a feather in the cap of quality control. When served as chilled milk, the quality control reliquefied product had a high degree of acceptability. When served as iced chocolate milk, the sailors accepted it on a par with chocolate milk made from the fresh article. When used in cooking, the boys could not tell the reliquefied product from fresh milk. The acceptability of the quality controlled product varied between 88 and 100 per cent depending on how it was served as a beverage. The Navy issue powder did not fare quite as well and came up with an acceptability spread between 19 and 72 per cent. Mr. Kotschevar concludes that "the high acceptability of the quality controlled powder by those who identified it indicates that even though the men knew they were drinking powdered milk, they found this particular type of milk sufficiently pleasing to label it

"acceptable." But the fact that many of the men answering the questionnaires were able to distinguish between the quality controlled powdered milk and fresh milk indicates that there is still need for continued improvement in quality control of powdered milk during manufacture."

—American Milk Review.

Department of Agriculture Takes Action

A milk producer at Brussels, Wisconsin, was taken into court in Sturgeon Bay by the Wisconsin State Department of Agriculture. The charge was (1) offering for sale unsanitary milk and (2) maintaining the premises and the utensils used in the production of milk in an unsanitary condition. On pleading guilty he was fined \$50 and costs.

A meat dealer in Waterloo got \$50 and costs for selling and delivering horse meat as beef.

Good Will

The most precious thing anyone can have is the good will of others. It is something as fragile as an orchid. And as beautiful. As precious as a gold nugget, and as hard to find. As powerful as a great turbine, and as hard to build. As wonderful as youth, and as hard to keep.

—Amos Parrish.

A shotgun wedding may be defined as troth or consequences.

—Perc Simer

Women's styles may change, but their designs remain the same.

—Oscar Wilde

Blotter — Something you look for while the ink dries.

—Daffy Dictionary

Most of us know how to say nothing; few of us know when.

—Anonymous

No Sore Hands...
No Irritated Cow Udders

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QUATERNARY AMMONIUM COMPOUND FOR RINSE SOLUTIONS

Non-Poisonous
"FILM"
That
Control
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MEET HEALTH LAW ACCURATELY

LAST ALL DAY — NO EVAPORATION

LOSS — SAVE TIME — LABOR —

MESS — ERROR

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For Lower Bacteria Counts

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165 — \$1.95 — 24 bot.

450 — \$4.95 — 12 bot.

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A rummage sale is where you buy stuff from somebody else's attic to store in your own.

—Kenneth L. Krichbaum

Golf is a good walk spoiled.

—Mark Twain

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Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 6

"By Farmers . . . For Farmers"

June, 1949

Newsnotes From Your Dairy Council

Among professional groups which requested your Dairy Council services during May were

—the Town of Greenfield Health Department. That staff requested Dairy Council materials for use in their parent education programs, both at home and at school.

—the West Allis Health Department. Their staff of four public health nurses paid a visit to our offices to select parent education materials for use in their Well-Baby Clinics and Pre-school Health Roundups.

—four outstanding dentists who requested Dairy Council booklets for waiting room reading materials and leaflets for patient instruction.

—nurses at Milwaukee County Children's Home and Marquette University's College of Nursing, who selected films and instructional materials.

—the dietitians and directors of Out-Patient Department at Mt. Sinai Hospital, who arranged a visit from your Council's director to their department to tell them how your Council could be of assistance to them in the development of a planned nutrition education program for their clinic patients.

Among educational groups which called upon your Dairy Council for assistance were

—Atwater and Lake Bluff schools in Shorewood, where a Dairy Council exhibit and distributive materials pointed out to 300 parents who brought their young children to the Pre-School Health Roundups for examination that milk and dairy products are very essential to growth and maintenance of good health.

—the committee for the Midwest Health Educators' Conference which requested a display of all Dairy Council school materials at their two-day meeting held at the Hotel Pfister.

—the Suburban Home Economics Association, to whom your director was asked to speak on "Integration

of Dairy Council Materials in Your Nutrition and Health Curricula."

—Miss Marcella King, Instructor, Waitress Training Program, Milwaukee Vocational and Adult Schools, who continues to contact and train waitresses in restaurants in this area. With the help of Dairy Council materials, she highlights the role of milk and other protective foods for good health and efficiency.

—St. James Lutheran School requested your Dairy Council's colorful exhibit, "The Seven Daily Steps to Good Family Nutrition," for display at an open house on May 20. This exhibit climaxed a school-wide health activity. Three hundred adults were in attendance.

Among the consumer groups to which we were asked to extend Dairy Council services were

—a Women's Circle group of the Wauwatosa Methodist Church. Your Dairy Council's director addressed 21 members at a luncheon meeting.

—the 31 members of the auxiliary of the Junior Chamber of Commerce of South Milwaukee to whom your Council's director spoke on the subject of "Fitting Foods for Your Child's Future."

—and you may be sure that MILK and MILK PRODUCTS are spotlighted wherever Dairy Council staff and materials participate.

Wisconsin Farm Prices Are Lower

Prices received by Wisconsin farmers for farm products dropped two percent during the past month, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Compared with May, 1948, the state's farm price index during the past month was down more than 20 percent. Prices paid by farmers for commodities purchased have also declined, but not nearly as much as prices received for farm products.

The largest declines in the various groups of Wisconsin farm prod-

ucts compared with last year are reported for milk and for feed grains and hay. Meat animals have declined much less than most other items. For the United States prices of farm products during the past month declined about one and one-half percent and for the nation they are about 11 percent lower than they were a year ago.

Nationally, prices of feed grains and hay have dropped more than any other important group. Some groups, such as poultry and eggs and fruits, are higher than they were a year ago, but most farm products are lower this year. In Wisconsin the price of milk for May averaged \$2.85 per hundred pounds, which is a drop of \$1.42 from a year earlier.

April Receipts 15.5% Above a Year Ago

Chicago received 315.2 million pounds of milk from producers during April, 1949, compared with receipts of 272.9 million pounds a year ago; this represents an increase of 15.5 percent.

The average butterfat test of all milk delivered to handlers under Order 41 during April was 3.54 percent.

The April, 1949, average daily delivery per farm (preliminary) was 507.7 pounds, an increase of 6.4 percent over a year ago. Compared with the estimated March delivery of 483 pounds, the seasonal increase in production from March through April was about 5.1 percent.

Milk Worth Over \$10,000,000

The value of the 315.2 million pounds of milk handlers received during the month of April was \$10,232,571.92. This figure was computed by deducting from the reported value the location adjustments to producers for the month and includes a net value of \$85,408.03 for butterfat over 3.5 percent at the butterfat differential of 7.1 cents per point.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 8-3057 Milwaukee 5, Wis.

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Slight Change in Uniform Production Plan

In this issue, a formal notice of a Uniform Production Plan is printed.

There is a slight change in the tolerance allowed. For the year 1950 the tolerance overbase will be 40 percent instead of 50 percent which was allowed this year. If we, as producers, wish to supply this market without bringing in new farms in the fall months, production must be leveled out. In all likelihood a further reduction in tolerance will be made for the year 1951. It's a good idea to keep this in mind when planning a breeding program.

In order to produce milk for this fall, a good breeding and feeding program needs to be carried out. Some feeds are cheaper now than they may be later on.

Over a Million Pounds Per Day

On another page there appears a report of the receipts and utilization of milk in this market for the month of April for 1948 and 1949 and of March of this year. This report does not include the milk received and disposed of by the gallon handlers who sell through stores outside of the city limits of Milwaukee. This outside milk represents a large volume and a considerable amount of it is brought into the city by residents who go out to bring it in.

The report shows that over a million pounds a day was received in

the city, not including overbase and criticized milk.

Fluid sales were lower than in April, 1948, possibly due in part to lower earnings of city people.

May production reports are not available at this time, but, of course, the receipts will be higher than in April. The peak of production probably came early in June. If needed rain had fallen in late May, June production might be almost as high as in May. However, the weather over most of our milk shed has been too dry for good pasture.

Wholesale Milk Price Down

On June 3, announcement was made of a one cent per quart drop in milk to the wholesale trade. Stores will probably sell at a lower price since they pay 14.5 compared to 17 cents charged for home delivered milk. Rumors have it that discounts offered by some handlers to some stores were creating a condition that threatened to demoralize the market. Now all stores get the same deal. Cream price also was cut 1½ cents per half pint.

May and June Price

The price of May milk was not settled until May 27. The Board of Directors could not agree to \$3.50 for May Class I milk, when it met with the dealers in April. The meeting was adjourned to May 27 at which time June price was also up for consideration. Market conditions had not improved, in fact with Chicago Class I priced at \$3.35 the outlook was rather dim. Dealers were having a hard time trying to move surplus milk at a price below condensery, although they had to pay condensery average for it. Cheese was the only dairy product that looked good. Of course it was good only because someone wanted it for export.

Gallon dealers taking advantage of unorganized farmers could buy at a few cents over the condensery and had made another cut of one cent per quart. Thinking that conditions might be even worse for June, the Board finally agreed to \$3.50 for Class I milk for both May and June. The price is too low, but then think of the man who sells all of his milk to the condensery for \$2.80 per hundred.

Purchase Begun for Butter Price Support

So far in 1949, demand for butter has been in close balance with supplies of butter at the announced support level. The support level was announced on February 8 at 59 cents per pound for Grade A up to September 1, and 62 cents per pound for September through December, 1949. No purchases of butter were made until the third week in March. Through mid-April, purchases totaled 700,000 pounds. All purchases were made in Minnesota and Missouri. Purchases of butter for price support may increase substantially over present low levels as production approaches its seasonal peak in June. The volume of price support purchases will be governed in part by the volume of other dairy products procured for export, the level of consumption of fluid milk and cream, and the price level for margarine, as well as the level of output of milk on farms.

The USDA recently re-emphasized that the announced support level for butter would not be altered during the balance of 1949. Thus, returns to farmers for butterfat will be close to present levels through August, and will be higher in the last four months of the year by virtue of the three-cent higher support level for butter beginning on September 1.—Chicago Milk Market Reporter.

Alice in Dairyland

A new Alice in Dairyland will be selected to succeed Margaret McGuire, last year's beautiful queen.

The queen to be selected will preside in the Dairy Building at the State Fair, August 20 to 28. She will be the official hostess at the State Fair and will be the official State Dairy Queen through the year.

Here is a chance for some nice farm girl to win the honor of being Alice in Dairyland. Photographs, glossy prints 5 by 7 inches should be sent to some newspaper or to Paul Mandt, Chairman of the State Fair Dairy Committee, State Fair Park, West Allis.

Judging from the photographs sent in, 16 girls will be selected and invited to a dinner. At this gathering one girl will be selected queen and an alternate will also be named, just in case the number one girl could not officiate.

Chicago June Price

The Federal Market Administrator announced that Class I milk for June will be \$3.349 cents per hundred pounds and Class II \$3.249. These two classification prices are based on the price of butter and skimmilk powder quotations for the month of May plus 50 cents for milk and 30 cents for cream milk.

The Class III and IV price will not be known until July, since they are the condensery or skimmilk butter prices for June.

Chicago's blend price for May will probably be about \$3.16.

June will probably be higher because of less milk going into the lower price classes.

Holstein Breeders' Picnic at Rice Lake

Wisconsin Holstein breeders will hold their annual picnic at Rice Lake, Friday and Saturday, June 17 and 18, according to an announcement by Sam C. Stanchfield, Fond du Lac, president of the Holstein-Friesian Association of Wisconsin.

I. O. Hembre of the College of Agriculture, Madison, will open the Friday evening program with a talk on soil conservation. Loren Gafke, ADA representative, will speak on dairy products promotion.

Saturday forenoon will be devoted to a judging contest conducted by Charles C. Brace, association fieldman, and Clair Miller, Medina, Ohio, official inspector of the Holstein-Friesian Association of America. Miller will also conduct a type school.

Saturday afternoon C. L. Blackman, extension dairyman at Ohio State University, will discuss "The Recent Developments in Holstein Breeding and Dairy Farming."

Other features of the Saturday program are a home talent show and a dairy lunch. The meetings will be held at the city park on the shores of Rice Lake.

Five Counties Share State Dairy Honors

Five Wisconsin counties share top dairy production honors, a report prepared by the crop reporting service of the State Department of Agriculture reveals.

Dane county leads in milk production, while Marathon is first in the

number of milk cows and heifers and also in the number of producing cows. Several counties top the state's biggest producing counties in the average production per cow.

Here's how the counties line up, according to 1948 reports:

Cows and heifers two years old and over: (1) Marathon, 96,100; (2) Dane, 94,500; (3) Dodge, 80,800; (4) Clark, 75,500; (5) Fond du Lac, 65,400.

Producing milk cows: (1) Marathon, 90,400; (2) Dane, 89,300; (3) Dodge, 77,200; (4) Clark, 71,800; Fond du Lac, 63,400.

Milk production: (1) Dane, 642,960,000 pounds; (2) Marathon, 565,920,000 pounds; (3) Dodge, 548,120,000 pounds; (4) Clark, 466,700,000; (5) Fond du Lac, 456,480,000 pounds.

Production per cow: Calumet, Jefferson and Ozaukee head the list with an average of 7,300 pounds per cow for the year. Fond du Lac, Winnebago, Dane, Green and Walworth are in the second group, with an average production of 7,200 pounds per cow. The state average is 6,420 pounds.

Amazing Offer!

NO MONEY REQUIRED—
TRY AT **OUR RISK!**



TAT

META-PHIOXYENE

KILLS HOUSE, STABLE, HORN, and

D.D.T. Resistant FLIES

All over the country, strains of flies resistant to D.D.T. have survived and are on the increase. Tat META-PHIOXYENE is new!

LET US RUSH
**GUARANTEED
TRIAL OFFER!**
WRITE TODAY

Tested and proven to kill these resistant strains as well as others listed above. One application gives continued control for 30 days or more in stables, barns, piggeries. Applied around the barn where flies breed it kills them as they emerge. A fly-free farm is a healthier, more profitable farm!

FEED SUPPLIES, Inc.

3328 W. Cameron Ave.

Milwaukee 9, Wis.

Branches at

WEST ALLIS • WALES • SAUKVILLE • GERMANTOWN

Ice Cream Consumption

Consumption of ice cream continued to decline in 1948, and was 22 percent below the record level reached in 1946. During the past winter, however, consumption was stimulated to some extent by the comparatively mild weather in the eastern portion of the country. For the four months, November through February, production of ice cream was larger than a year earlier by 2 percent. In February, the increase was 4 percent. During the second half of March, wholesale and retail prices for ice cream probably will be nearly as great as in 1948. Last year's consumption of ice cream was 22 percent below the per capita level of 1946 but nearly double the per capita level of 1946 but nearly double the 1935-39 average level per person. The quantity of milk used in ice cream in recent years has been larger than the quantity used in producing evaporated milk and nearly as great as the quantity used in making American cheese. — Chicago Milk Market Reporter.

Methoxychlor Recommended for Fly-Control in Dairies This Year

If you're a dairyman, use methoxychlor this year instead of DDT to control flies on your cows and in your barn.

This new chemical, methoxychlor, is being recommended because the Food and Drug Administration has objected to spraying DDT on dairy cows or in dairy barns to control flies. DDT is a poison, and tiny amounts of it show up in cow's milk, especially when it's used carelessly.

Methoxychlor will not carry over into milk as DDT does, and it is just as good a fly-killer, explains H. B. Petty, insect specialist in the College of Agriculture and Natural History Survey. Methoxychlor is more expensive than DDT, however, and its killing power does not last so long.

According to Petty, the FDA has said that methoxychlor is all right for dairymen to use. The FDA has also said that milk that is found to contain any DDT may be confiscated and dumped out.

"That's why it's just good insurance for dairymen to play it safe and use methoxychlor," Petty declares.

Here are Petty's recommendations for using methoxychlor: When treating dairy barns, use 1 pound of 50 percent wettable powder in 2 to 4 gallons of water to every 1,000 square feet of surface. You ought to put on this mixture two or three times during the summer.

Petty also recommends spraying dairy cattle with methoxychlor every 2 to 4 weeks to control horn flies. Use one-half pound of 50 percent powder in 3 gallons of water, and apply 1 quart to each cow.

You can still use DDT to spray outside surfaces where flies roost, such as the sides of barns, around doors and windows, board fences, wooden gates, and trees. You can also use DDT to spray the hog house, chicken coop, and feed shed, but not the feed bunk. Just don't use DDT on dairy cows or inside dairy barns, Petty declares.

Oleo Bill Fails

Harrisburg, Pa. — A final effort to get action on a bill to permit sale of colored oleomargarine in the State of Pennsylvania failed.

DAILY AVERAGE POUNDS OF FLUID MILK Receipts and Utilization

	April 1948	April 1949	March 1949
RECEIPTS			
From Producers	949,302	1,021,464	949,934
Overbase and Criticized	34,593	54,631	26,976
UTILIZATION			
Fluid Sales	571,272	562,530	573,144
Suburban Gallon Sales	10,584	8,767
Cream Sales	140,863	138,208	127,281
Manufacturing	202,574	255,511	213,766
No. of shippers	2,707	2,710	2,738
Average per shipper	351	377	347

Wis. Dept. of Agriculture
Milk Auditing Division
Geo. J. Gutmann

OFFICIAL PRICE ANNOUNCEMENT For the delivery period May 1-31, 1949

CLASS PRICES

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

CLASS I MILK — (Basic Formula Price ¹ \$2.851 plus \$.50)	\$3.351
CLASS II MILK — (Basic Formula Price ¹ \$2.851 plus \$.30)	\$3.151
CLASS III MILK	\$2.849
CLASS IV MILK	\$2.849

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)

"The "Basic Formula Price" used in computing the prices for Class I Milk and Class II Milk was the Butter-Powder-Price determined for the April 1-30, 1949, delivery period	\$0.071
NOTE: Class prices for Class I Milk and Class II Milk were announced May 4, 1949, and are included with this announcement to provide on one report all prices applicable to May 1-31, 1949, delivery period.	\$2.851

MAY — 1949 PRICE DATA

Average Price of Butter	\$0.58905
Average Price of Cheese	\$0.30000
Average Roller Powder Price (f.o.b. Manufacturing Plant Prices)	\$0.10720
Average Spray Powder Price (f.o.b. Manufacturing Plant Prices)	\$0.12110
Average of Roller and Spray Prices (f.o.b. Manufacturing Plant Prices) ..	\$0.11415
Condensery-Pay-Price computed pursuant to Section 941.5 (b) (3) (i)	\$2.768
Butter-Cheese Formula Price computed pursuant to Section 941.5 (b) (3) (ii) ..	\$2.765
Butter-Powder Formula Price computed pursuant to Section 941.5 (b) (4) ..	\$2.849
Butterfat Differential to Producers computed pursuant to Section 941.8 (c) ..	\$0.071

A. W. Colebank,
Market Administrator

In Its Support Program

the government is buying only 92 score butter. As an appreciable amount of this quality is sold to the government, a higher percentage of the lower grades will be left for consumers. This might conceivably constitute a major problem, because to hold and regain consumer use of butter the industry must furnish a steady, consistent supply of high quality product. There's only one remedy—the butter industry must produce a greater per-

centage of high grade butter than it is now doing. — Ed Slater, in National Butter and Cheese Journal.

MILK PRICES May, 1949

Blochowiak Dairy Co.	\$3.23
The Borden Co., Gridley Div. .	3.22
Emmer Bros. Dairy	3.28
Gehl Guernsey Farms	3.16
Layton Park Dairy	3.19
Luick Dairy Co.	3.20
Standard Dairy Co.	3.28
Wilke Dairy Co.	3.16

Feed Calf Ween!



**ONE \$3.85 PAIL SUPPLIES
TWO CALVES FOR 6 WEEKS**



Calf Ween is formulated of ingredients, vitamins, proteins and minerals selected in accordance with recommendations of feeding authorities. It is palatable and calves take to it naturally. One pail is sufficient to feed two calves for the milk feeding period with the usual amount of other grains and hay. Start using Calf Ween now and see how well they get along on it.

EVERY PAIL CARRIES A MONEY BACK GUARANTEE

MILWAUKEE COOPERATIVE MILK PRODUCERS, 1633 N. 13th St.
MFG. BY SECURITY FOOD CO., MINNEAPOLIS, MINN.

Evap Milk Order Passage Predicted

Successfully redrafting a proposal for a federal marketing order for evaporated milk during conferences with dairy branch officials in Washington recently, General Manager Perdue and George St. Peter, Pure Milk Products Co-operative's legal counselor, are enthusiastic to the point of predicting that the proposal will be given a public hearing within a period of months. They feel it is not unreasonable to expect completion of the order within a year.

Perdue and St. Peter voice appreciation for the fine co-operation they received as a result of Washington officials' increasing interest in the proposed order. — Pure Milk Products Press.

Chicago Retail Price Up One Cent Per Quart

Organized labor in Chicago demanded and got a \$10.00 per week raise and some other concessions that cost the handlers some money. The price of milk to the consumer was raised one cent per quart to take care of the increased cost. This raise occurred when the producers are getting the lowest price in the year. Looks like the union leaders don't care whether the Chicago consumers buy milk freely.

Buyer's Market Here Again, Leader Says

Madison, Wisconsin — Warning that competitive days are here again, Milton H. Button, Director of the State Department of Agriculture, today urged dairy farmers to again join the annual June drive for advertising funds to promote the sale and use of dairy foods for "a better life for all mankind."

Wisconsin farmers lose money when the price of butter goes down, he said, adding that a drop of just one cent per pound of butterfat costs the farmers of Wisconsin a loss of nearly \$5,000,000 in one year.

The predicted "buyers market" has returned, he declared. The job confronting the dairy farmers is to convince the American housewife that her best food bargain is milk and its products. The way to do this, he adds, is through the American Dairy Association.

With so many other products competing for the buying public's dollars, it's up to dairy farmers to use the "best business methods" in getting their share, he pointed out. The ADA is the farmers' own advertising program for boosting his own business. Today's farmers are business men vitally interested in milk and its products from cow to consumer.

Farmers in 40 states have made June a set-aside month for adver-

5 Aids to Bigger Profits

Milkstone remover, Oakite Compounds No. 36, gives you these 5 worthwhile money-saving advantages in removing milkstone from processing units:

- 1) Cuts clean-up time
- 2) Helps keep bug counts low
- 3) Reduces tedious brushing
- 4) Prolongs equipment life
- 5) Assures maximum efficiency . . . greater economy for your chemical sterilizer

New Oakite Booklet shows where and how you can save money on your sanitation procedures with Oakite Compound No. 36. Write for your FREE copy today!

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

OAKITE *Cleaning & Germicidal Materials*

DAIRY RESEARCH DIVISION

tising funds, Button asserted, explaining that a penny per pound of butterfat is a "sound investment."

He said the advertising set-aside is subject to exemption on the farmer's income tax just the same as advertising expenditures in any other business.

Abrahamsen Heads FCA's Co-op Purchasing Section

Dr. Martin A. Abrahamsen, former senior agricultural economist with the Farm Credit Administration's Co-operative Research and Service Division, has rejoined Farm Credit as principal agricultural economist in charge of the Co-operative Purchasing Section.

Since leaving FCA in 1945, Dr. Abrahamsen has been professor of agricultural economics in charge of research and teaching in marketing at North Carolina State College. A native of Wisconsin, he is a graduate of River Falls State Teachers College, River Falls, Wis., and holds M.A. and Ph.D. degrees from the University of Wisconsin. From 1936 through 1944 he was on the

(Continued on Page 6)

Abrahamson

(Continued from Page 5)

faculty of West Virginia University as professor of agricultural economics and agricultural economist when he left there to join the co-operative purchasing section of the Farm Credit Administration.

Dr. Abrahamson has conducted many studies and written widely in the field of agricultural co-operation. In 1934, while at Wisconsin University, he assisted in conducting a study of purchasing associations in that state that was published as FCA Bulletin 20. He is known to a large number of educators, editors, economists, co-operative executives, and other workers in this field.

Uniform Production Plan

In order to even out production throughout the year, so that there may not be a burdensome surplus for which there is no market in the so-called flush months and a shortage in what has been considered a short period of the year, the following plan has been agreed to:

The average production for the months of September, October, November, and December, 1949, will be a producer's base for the months of April, May, June, and July, 1950. For the other months of 1950 no base will be observed. In other words, the base made in the aforementioned months of 1949 will be in effect only in April, May, June, and July, 1950.

There will be a 40 percent tolerance over the base made. For example: If a producer made a base of 10,000 pounds average for the months of September, October, November, and December, he could then ship up to 14,000 pounds in each of the months of April, May, June, and July without having over-base milk.

This agreement is entered into by the Board of Directors of the Milwaukee Co-operative Milk Producers and the following dealers:

Blochowiak Dairy Co.
Borden Co., Gridley Div.
Emmer Bros. Dairy Co.
Golden Harvest Dairy Co.
Layton Park Dairy Co.
Luick Dairy Co.
Standard Dairy Co.
Wilke Dairy Co.
Gehl's Guernsey Farms

Attorney General States Law for Compulsory Deductions Unconstitutional

The Attorney General says that it would be unconstitutional to have a law requiring deductions on all milk delivered in this state for the support of the American Dairy Association.

This probably means that while this opinion is the judgment of only one lawyer, the legislature will not push the measure for enactment. Reasoning which the attorney general gave according to the papers does not seem too sound. He said, again quoting the paper, "that while dairy products need promoting, that this measure would promote the sale of dairy products produced by farmers outside of this state. In the course of time as our young attorney general gets better acquainted with the rest of Wisconsin outside of his home city of Milwaukee, he may learn that the great bulk of Wisconsin's mammoth dairy production is sold outside of this state."

Statewide Contest to Select New "Alice in Dairyland" Announced

Selection of a new "Alice in Dairyland" is now under way with newspapers and radio stations sponsoring the nomination of candidates.

"Alice" will be the official hostess of the state fair, August 20 to 28, 1949, according to Paul Mandt, Milwaukee, Chairman of the State Fair Dairy Committee. She will also be the official state dairy queen for the coming year.

Selection will be made on the basis of photographs submitted to the Wisconsin Alice in Dairyland headquarters at the State Fair Park. Daily newspapers may submit up to 10 pictures and weekly papers and radio stations five. Glossy prints, 5 x 7 inches, are preferred. All must be in the hands of the contest committee by June 22, 1949.

Sixteen finalists will be selected from the entries received, Wilkinson said. These candidates will attend a dinner where the final selection will be made. A board of judges will make the final decision.

Here are the qualifications for candidates: 17 to 22 years as of July 1, 1949; a resident of Wisconsin at least five years; unmarried; pleasing voice adaptable to radio

New Members Accepted By The Board of Directors May 27, 1949

Lester Hause, Route 6, Box 552, Waukesha.

Franklin A. Held, R. 1, Adell.

Roman Lauer, Route 2, Menomonee Falls.

Elroy Wendt, Hales Corners.

and public speaking; photogenic; charm and pleasing personality; appearance of health and good carriage; natural beauty.

The winner will receive a \$100 honorarium for reigning as hostess of the State Fair and its Dairyland Building, and will also model for the new mechanical Alice. In addition she will make a series of trips through the Middle West, telling the story of Wisconsin and its dairy industry as well as the state fair. She will also receive her expenses for trips and public appearances while serving as Alice in Dairyland.

CCC Buys 107,000 Pounds More Butter

Washington — With purchases on May 10 and 11 of some 107,000 pounds of butter, Commodity Credit Corporation has bought to date — under the Department of Agriculture's price support program — about 2,400,000 pounds. The total is nominal, being only one-half of one percent of the production since January 1. It is held in storage for resale this fall.

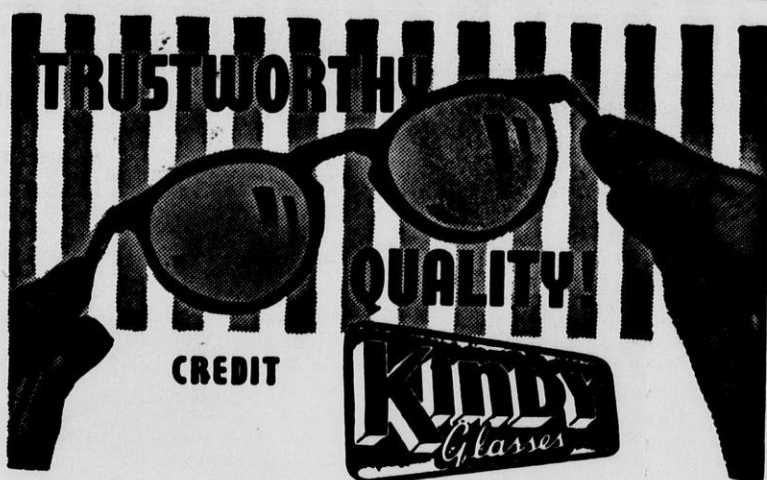
Purchases of spray nonfat dry milk were about 2,900,000 pounds at 12.52 cents on May 11, and 2,800,000 pounds at 12.5 cents on May 12. Roller process on the two dates were about 1,900,000 pounds and 2,400,000 pounds at 11 cents.

All in Fun

She was sick in bed, and her husband, who was fixing her a cup of tea, called out that he couldn't find the tea. "I don't know what could be easier to find," she answered. "It's right in front on the pantry shelf in a cocoa tin marked matches."

A father was buying a fountain pen for son's graduation gift. "It's to be a surprise, I suppose," said the clerk.

"I'll say it is," said the father. "He's expecting a convertible coupe."



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615 N. 3rd Street

MARquette 8-7225

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

NOW

For Cleaner, Pure, More Saleable Milk
Production and More Profits for You
Clean All Dairy Utensils with

New

DIVO

The Amazing New Soapless, Wetting Agent Cleaner



-cleans fast as lightning!
-makes mountains of rich fluffy suds!
-softens the hardest water soft as rain!
-leaves no soap film or smears!
-non-caking, free-flowing . . . easy to use!
-works wonders, too, with woollens, dishes, glassware and woodwork!

ORDER DIVO FROM YOUR HAULER TODAY!

Use Handy Order Blank Below

Mr. Hauler:

Please bring me one package (58 ozs.) of DIVERSEY DIVO . . . that amazing new soapless, wetting agent dairy cleaner! You may deduct the charges from my next milk check.

PRODUCER NUMBER _____

NAME _____

Mother was hearing little Jimmy's goodnight prayers: "God bless mommie. God bless daddy, and make Youngstown the capital of Ohio."

"Why do you ask that?" asked mommie.

"Because," said Jimmy, "that's what I put on my examination paper."

BUY NOW

Shortage of Feed Due to
Dry Weather

STOCK UP

GRAINS

WET OR DRY

DONOHUE GRAIN COMPANY

8310 N. Port Washington Road
Phone Flagstone 4-7249
Milwaukee 9, Wis.

FOR SALE

Holstein bull ten months old. High producing strain on both sire and dam side, well marked, well grown.

HARRY GRUENWALD

Route 2, Thiensville

Phone: Thiensville 2723

(Wauwatosa Road one-half mile north of Milwaukee County Line Road)

"So you lost your poor husband. I'm so sorry. How did it happen?"

"He was keelt by a weasel."

"Killed by a weasel? That's very unusual. How did it happen?"

"Driving hotomobil, commeng to railroad crossing. Deedn't hear no weasel."

13th JUNE DAIRY MONTH



DAIRY FOODS
always
YOUR BEST BUY

June
is Dairy Month

June is Dairy Month from coast to coast. It highlights dairy foods for which housewives spend more than 15 per cent of their food budgets. In turn they get nearly 30 per cent of the food consumed annually in this country.

The physical well-being of every person, old and young, leans heavily on milk and its many products. Take fresh milk and cream, for example, about 60 million quarts are distributed through stores and doorsteps daily across the nation. Today milk consumption alone is 14 per cent higher than before World War II.

Dairy foods used in each home represent an industry that employs full time at least 1,500,000 persons and gives a livelihood to about 10 million people. In addition the industry contributes \$10 billion to national commerce.

Work Started on New Dairy Building at University of Wisconsin

Construction started last month on the new dairy industry building at the University of Wisconsin. The completed building and equipment is expected to cost \$2,525,924 and will be named in honor of Stephen Moulton Babcock, Wisconsin dairy scientist who developed the Babcock fat test for milk.

The new dairy building will replace Hiram Smith Hall which has

been used since 1892 as headquarters for the department of dairy industry. The new building is being constructed on the Linden Drive parking lot area between College Avenue and Farm Place.

Sambo and Rastus were having their supper. A large fly was buzzing around Sambo, and Rastus endeavored to shoo it away from his friend.

"What sort of fly am dat?" asked Sambo.

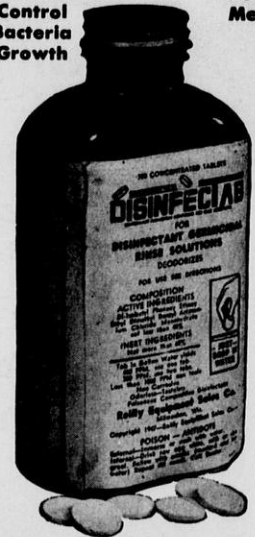
"Dat's a hoss-fly," replied Ras-

No Sore Hands...
No Irritated Cow Udders

DISINFECTAB
QUATERNARY AMMONIUM COMPOUND FOR RINSE SOLUTIONS

Non-Poisonous
"FILM"
That
Control
Bacteria
Growth

Non-Corrosive
No Harsh
POWDER
Measure



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safe
sure
no
waste

1 in gal. = 100 ppm poultry, drink water disinfection.

2 in gal. = 200 ppm milk pail, machine, cow udder, flank, wide use cold sterilizer.

SPRAY - RINSE - SOAK - MOP PAIL
TABLET MEASURE SAVES WASTE
No Guess Measure of Powder, Liquid

MEET HEALTH LAW ACCURATELY
LAST ALL DAY — NO EVAPORATION
LOSS — SAVE TIME — LABOR —
MESS — ERROR

Preferred by Thousands of Leaders
For Lower Bacteria Counts

SPRAY RINSE
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DISINFECTAB
QUATERNARY AMMONIUM COMPOUND FOR RINSE SOLUTIONS



Accurate
Just
Drop In
Water

tus. "Dey buzzes round jackasses mos'ly."

"Is you inferring Ah's a jack-ass?"

"Ah ain't inferrin' nothin'," replied Rastus, "but you can't fool dem hoss flies."

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 7

"By Farmers . . . For Farmers"

July, 1949

Newsnotes From Your Dairy Council

Miss Jane Comings, of Eau Claire, Wisconsin, joined your Dairy Council's staff on June 27 as assistant director to succeed Miss Eleanor Halter, who has returned to her former field, hospital dietetics, and is now a member of the dietary staff of the Milwaukee County Institutions. Miss Comings is the daughter of Mr. and Mrs. W. S. Comings and her father is manager of the Farmers' Cooperative Grain Elevator at Eau Claire.

Miss Comings received her B.S. degree in Home Economics Education at The Stout Institute, Menomonie, Wisconsin and has been a Home Economics teacher at Waukegan, (Illinois) High School and, for the past four years, at Janesville (Wisconsin) High School.

Aside from her work in the teaching field, Miss Comings has contributed much to community groups interested in nutrition and self improvement. She has taught Red Cross Nutrition Classes, both adult and student groups, and was a Y-Teen leader in Janesville. These experiences, along with that of being president of the Janesville Teachers' Association (a group of 160 members) last year, equip your Council's new assistant director with the leadership ability and interest in community welfare that will contribute so much to the continuous expansion and growth of your Dairy Council's educational program.

Miss Comings will share with Miss Sullivan, your Council's director, in the planning and direction of our educational activities, and will eventually be responsible for the planning and direction of our school programs and other youth programs.

Your Council's membership and its staff join to say "Welcome" to Miss Comings and to wish her much joy in her new position.

Summertime Is Planning Time

While the boys and girls are enjoying their vacations from school and club groups have disbanded for

the summer, your Dairy Council's staff is busy reorganizing its stockroom shelves to make room for the new educational booklets, leaflets, and posters that will help teachers and other professional, educational and consumer leaders to better convince their groups that milk and milk products are essential parts of every meal, everyday.

We have previewed a number of nutrition films and have chosen two which will be used in our new and expanded school program:

UNCLE JIM'S DAIRY FARM
(for Primary grades).

POWER (for Upper grades and Boys' groups generally).

As we write these NEWSNOTES each month we often wish that we could meet each and every one of you, our member families, to tell about the work of your Dairy Council for you and the dairy industry as a whole.

Your Dairy Council's staff wishes that you would pay our offices a visit sometime in the near future to get better acquainted with us and the work each one is doing to make adults and children in the Milwaukee County area aware of their individual daily needs for milk.

We should like to suggest, also, that you call on us to present a program for your local groups where a sizeable number of dairy farm families contributing to your Council might meet to learn more about your Dairy Council. We wish you'd call on us to tell us how we may better serve you.

Pasteurization Bill Defeated in House

The Illinois House of Representatives on June 6 defeated, by a 75 to 24 vote, a bill requiring the pasteurization of all milk sold in Illinois after July 1, 1950.

The Great Wisconsin State Fair

The general premium book of the 1949 State Fair just came in. A nice thick volume it is giving the names of the members of the Board of Agriculture and other notables.

Prizes are given for most everything even including draft horses. Remember horses?

They are the animals farmers did the farm work with and drove on the road before tractor, truck and automobile. Here and there a few of them still run in the pasture. So prizes are still offered for draft horses at the State Fair.

Then there are prizes offered for cattle — eleven different breeds. Nine or ten different breeds of sheep, seven or eight breeds of hogs, chickens and other fowl and goats — they are in the fur show.

Horticulture, plants and flowers. Dairy products. Home economics. Ribbons in twelve different shades, will be given to exhibitors. Going to be a great show. Fact Jack Reynolds, the general manager, said so himself. Plan to be there!!!

Cheese Purchases for Britain Are Okayed

The economic Cooperation Administration announced this month the approval of procurement directives in the amount of \$20,800,000 for the purchase of American cheese by the United Kingdom. Purchases to the extent of \$14,400,000 are authorized for delivery in the third quarter of 1949, and \$6,400,000 in the last quarter. At recent prices the volume involved would be upwards of 65,000,000 pounds.

Correction

In the June issue, the price of milk to stores as of June 1 was given as 14.5 cents. This was a mistake for the store price was 14.5 cents and was reduced to 13.5 cents on June 1.

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. 22 July, 1949 No. 7

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Subscription\$1.00 Per Year

July Fluid Milk \$3.50

Fluid or Class I milk continues at \$3.50 per hundred for the month of July, as in May and June. While there is not much likelihood that condenseries will increase their price very much, the blend price should be quite a bit higher, due to a higher percentage of the reduced receipts going into bottles.

It's true that sales are generally way off for July and August because of schools being closed and a great many people are on vacation.

Members sometimes ask why milk prices are down while the price of things that farmers must buy continue high. Of course, the price of milk in city markets must bear some relationship to the price of butter, cheese, condensed milk and other dairy products. Such prices are set on the law of supply, influenced of course by local conditions.

In the big population centers of the eastern part of this country, prices are normally higher than in this state, for all the dairy products produced are not sufficient to feed the people and in order to produce that milk, much feed must be brought in from this part of the nation. In this state we produce a great deal more dairy products than we consume and we must find a market outside and pay high transportation costs which, of course, reduce the returns. Getting back to our own Milwaukee market, there is no doubt that we could get more money if we were not undersold by every farmer that sells to the gal-

lon dealers who sell in the outskirts of Milwaukee. Some of these farmers who undersell us live within twenty miles of this city. They are without protection on price, weight, test and everything else that producers should have. These farmers have costs that are about the same as ours. Probably they think that getting a dime over cheese or condensery is good enough. It's bad enough for our members, for if the dealers who buy our milk do not meet the price of the dealers who buy low and can sell at a low price, our milk will go into manufactured products.

Production of Milk for May High, Sales Fair

The report on milk taken into plants in this market and the use made of it as shown on another page, indicates that milk production was high for May.

Over four hundred pounds per farm per day is a record in this market. The amount of overbase milk, 90,205 pounds per day less a small amount of criticized milk, shows that some producers are quite a ways out of line. The fact that one handler allows no tolerance above base does throw considerable milk into over base.

Fluid sales were somewhat lower than in April, due perhaps to schools taking less milk. While milk sales are higher than last year, cream sales are behind.

It Makes Us Wonder, Too

In the June issue of the Pure Milk, the organ of the Chicago Pure Milk Association, Art Lauterbach gets rather worked up over a raise in pay to milk plant employees in Chicago. As a result, the price of milk rose one cent per quart as of June 1. This occurred when the price of milk received by the farmers was the lowest in many years. But read Mr. Lauterbach's editorial, "Increase in the Price of Milk":

"Since the last issue of Pure Milk, the two labor unions and the handlers of milk have reached an agreement whereby union employees are going to receive about a ten dollar increase in weekly wages. This has already increased the price of milk to consumers 1 cent a quart.

"This is very discouraging to milk producers at a time when the prices are going down. Dairy farmers in the Chicago milk shed in the nearby area are now receiving about

7 cents a quart for Class I milk and consumers in Chicago are paying 20½ cents a quart for home deliveries. In other words, if the farmers gave their milk away, the consumers would still pay 13½ cents a quart for it.

"I am not exactly sure of my figures but I have been told that there are only about half as many milk wagon drivers as there used to be because more and more milk is being sold out of stores at a lower price. Milk wagon drivers are pricing themselves out of a job.

"Many complaints are being received from farmers because of the lower milk price but the facts are that even at the present lower price we have about a ten percent greater production than a year ago and more producers are coming into the Chicago market because the premium above manufactured prices is still attractive enough to make farmers want to remodel dairy barns, build milk houses and meet all sanitary conditions to ship to Chicago.

"This spread between what the farmer receives and what the consumer pays is now so far apart that both the consumer and the producer are commencing to think about ways and means of meeting the situation.

"Some very prominent men are now advocating to consumers that they make their own fluid milk by the use of whole milk powder. This makes the handlers of fluid milk and fluid milk producers furious but let us be realistic. It may be that some of this fine PMA Grade 'A' milk would make the kind of powder from which the consumers could make their own fluid milk and which would return to them a reasonable premium above other manufactured milk.

"This editorial may sound like a betrayal to the fluid milk producer, but if unemployment continues to increase, the errors in our distribution system will catch up with us."

June Milk Prices

Blochowiak Dairy Co.	\$3.23
Borden Co.—Gridley Div.	3.20
Emmer Bros. Dairy Co.	3.27
Gehl's Guernsey Farms	3.15
Golden Harvest Dairy	3.20
Layton Park Dairy	3.17
Luick Dairy Co.	3.18
Standard Dairy Co.	3.23
Wilke Dairy Co.	3.14

The Brannan Plan

Secretary of Agriculture Brannan proposes to keep farmers prosperous and at the same time keep the cost of food low for city consumers by the following plan:

1. In theory, price support for all farm commodities. In practice, price support primarily for wheat, corn, cotton, tobacco and all livestock products, with the others more or less at the discretion of the Secretary within the framework of the congressional appropriations.

2. A minimum "farm parity income" which would perpetuate in purchasing power the farm income derived from the expanded high way and postwar production. Support, not at 60 to 90 percent of the old parity, but fully 100 percent of this new "income support standard." Thus the farm income would be made a safe island in the sea of fluctuating national income, benefiting from its rise, but largely protected against its decline. Computed at \$26,250,000,000 at present prices, it would double in purchasing power the farmers' cash income of 1939.

3. Average allotments, marketing quotas and marketing agreements as the sole devices for adjusting production to demand, to counteract the incentive to overproduction which is the natural consequence of high support prices. This will necessitate all-out farm regimentation — the price the farmer has to pay for greater security.

4. High support prices for livestock and its products to increase the number of grain consuming animals.

5. Outright subsidies, called "production payments" to insure the farmer of the promised high income from livestock products and other perishables in the face of lower market prices, with the aim of stimulating consumption.

6. Protection of farm income up to \$26,000 per farm cash income, but not beyond.

The big wheat and cotton farmers would not get support on more than \$26,000.00 per farm cash income. Whether that provision could be gotten around by splitting up holdings is another question. The big producers of those two commodities are a small percentage of the total number of farmers but they do produce a rather high percentage of wheat and cotton.

Secretary Brannan refuses to make a forecast of the costs. Nobody

could do so with any claim to accuracy. We have no experience with such an all-embracing plan, nor do we know how much it will increase one kind of farm output and decrease others. Nobody knows what "disinflation" will do to consumption, even if the Treasury is paying part of the food bill.

We are now paying more than \$2,500,000,000 for the support mainly of grains, cotton, tobacco and potatoes.

Much would depend on how close production would be controlled and on the buying power of the city people. Regardless of how cheap food is people can't buy freely without a fair income. That was quite evident during the early thirties when milk did not sell well at ten cents per quart. Farmers may well ponder whether a guaranteed income with all the controls and regulations plus the extra taxes will be worthwhile.

Dairy Breeding Coops

Dairy Breeding Cooperatives is a new publication of Farm Credit Administration's cooperative research and service division. Describing the development, practices and policies of these organizations, the booklet reports that:

"The 963 farmers' cooperatives in the United States engaged in artificial insemination of dairy cattle on January 1, 1948, had all developed during the previous ten years. About 1,200,000 cows were inseminated artificially by these cooperatives in 1947 and on January 1, 1948, approximately 7 percent, or 1,750,000 dairy cows on farms in this country, were listed for service by them during the year 1948."

He's Okay

An examining physician of a psychiatric hospital was testing the mental capacity of an incoming patient: "Now, my good man, what would happen to you if I cut off one of your ears?"

The patient replied sanely: "I couldn't hear so well."

Doctor: "And what if I cut off both your ears?"

Patient: "I couldn't see."

Doctor (indulgently): "And why, my good man, would you not be able to see?"

Patient: "Well, you see, Doc, if you cut off both my ears, my hat would fall down over my eyes."

Supplies Available

If you need any of the items listed below we have them:

Milk cans — pails — strainers — extra can covers — milking stools — filter disks, different sizes and makes.

Marlate cattle and barn spray, does not contain DDT but is more effective.

Cleaning compounds — disinfectives — germicides — milkstone remover, brushes — sponges — sprayers — (plain and pressure types) DDT for outside of buildings and vegetables — wash tanks and water heaters — electric cooling tanks — milk scales, strip cups.

Want to make a herd test on individual cows? Drop in for sample bottles or have your hauler stop. It's a free service.

Filled Milk in Kansas City

Kansas City grocery stores now have filled milk on their shelves in competition with grade "A" milk and evaporated milk.

Filled milk is made by removing the butterfat from milk and replacing it with cheaper vegetable oils. It is then evaporated and placed in cans like evaporated milk. The difference in price of the two fats makes it possible for the filled milk to be sold at a price lower than the cost of production of evaporated milk.

For several years the sale of filled milk has been banned in Missouri and Federal laws prohibit the transportation of it in Inter-state commerce. However, these laws have been circumvented by the Millnot Company by the building of a plant at Seneca, Missouri, which saddles the Missouri-Oklahoma State lines. This makes it possible for them to distribute it in Missouri and Oklahoma without being involved in Inter-state Commerce.

The unfair competition from filled milk may have a decided effect on the prices of milk and its products in the future.

—The Kansas City Cooperative Dairyman.

If you haven't heard from some relatives in years and want to locate them, just rent a cottage at the seashore for the summer.

—Jimmy Durante.

Chicago Official Price Announcement

(For the delivery period
June 1-30, 1949)

CLASS PRICES

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

CLASS I MILK — (Basic
Formula Price¹ \$2.849
plus \$.50)\$3.349

CLASS II MILK — (Basic
Formula Price¹ \$2.849
plus \$.30)\$3.149

CLASS III MILK\$2.846

CLASS IV MILK\$2.846

BUTTERFAT Differential
to Producers per Hun-
dredweight (For each
one-tenth of one percent
of average butterfat con-
tent over or under 3.5
percent)\$0.071

¹The "Basic Formula Price" used in computing
the prices of Class I Milk and Class II Milk was
the Butter-Powder Price determined for the May
1-31, 1949, delivery period — \$2.849.

NOTE: Class prices for Class I Milk
and Class II Milk were announced
June 3, 1949, and are included
with this announcement to pro-
vide on one report all prices ap-
plicable to June, 1949, delivery
period.

JUNE, 1949, PRICE DATA

Average price of butter ...	\$0.58835
Average price of cheese ...	0.30000
Average roller powder price (f.o.b. mfg. plant prices)	0.10850
Average spray powder price (f.o.b. mfg. plant prices)	0.12060
Average of roller and spray prices (f.o.b. mfg. plant prices)	0.11455
Condensery pay price computed pursuant to Sec. 941.5(b)(3)(i)	2.775
Butter-cheese formula price computed pursu- ant to Sec. 941.5(b)(3)- (ii)	2.763
Butter-powder formula price computed pursu- ant to Sec. 941.5(b)(4) ...	2.846
Butterfat differential to producers computed pursuant to Sec. 941.8(c) . .	0.071

A. W. Colebank,
Market Administrator.

DAILY AVERAGE POUNDS OF FLUID MILK Receipts and Utilization

RECEIPTS	May 1948	May 1949	April 1949
From Producers	1,024,285	1,101,398	1,021,464
Overbase and Criticized	52,386	90,205	54,631
UTILIZATION			
Fluid Sales	555,188	547,418	562,530
Suburban Gallon Sales	10,681	10,584
Cream Sales	144,327	135,024	138,208
Manufacturing	272,384	318,070	255,511
No. of Shippers	2,709	2,704	2,710
Average per Shipper	378	407	377

Wis. Dept. of Agriculture
Milk Auditing Division
Geo. J. Gutmann

Chicago Had Two Cents For Adjustment Fund

In order to take care of loss that
might be incurred in taking care of
milk that had to be manufactured
into various dairy products during
the flush months, Chicago Pure Milk
members had an additional two cents
per hundred deducted from their
check in the months of May and
June.

In discussing this deduction and
the reasons for it, John Knox, di-
rector of sales, has this to say:

"In our Association, we take an
assessment from all the producers to
carry the loss on excess milk we are
required to handle. For example,
during the month of April we han-
dled 6 million pounds of excess
milk; however, this was less than 5
percent of the total of the 118 mil-
lion pounds of excess milk in the
April pool. So you can see that
someone else is handling the bulk of
excess milk in the market rather
than PMA.

"How much is the loss per cwt.?
In the Class IV formula, manufac-
turing allowance during the flush
production months is 6c per pound
solids or 45c per cwt. We believe
our cost of producing powder will be
approximately that figure this year.
However, we allow our receiving
plants a cooling charge plus 5c ad-
ditional for separating, are required
to pay Market Administrator and
Milk Foundation charges for 2½c
the churning cream must be hauled
to market, which costs us about 1c
a pound fat, so, the loss per cwt. in
milk in our own plants is approxi-
mately 30c per cwt.. If the milk
must be hauled from one plant to
another there would be an additional
charge for hauling. Therefore, on 6

million pounds of milk there would
be a loss of approximately \$18,000,-
000. But, the thing to remember is
that even though we may be taking
losses on handling the small portion
of surplus milk in the Association
due to a formula price on which the
manufacturing allowance is very
small, this keeps the Class IV price
high and results in higher prices to
producers as explained in the second
paragraph."

Old Paint Pails Hazard To Stock

Old paint pails, paint brushes and
other material containing white lead
are a hazard to farm livestock, says
Dr. J. T. Schwab, Chief of the Live-
stock Sanitation Division of the
State Department of Agriculture.

Because losses of cattle due to
lead poisoning are reported every
year, Schwab warns that articles
containing white lead should not
be left where cattle can get at them.
Special care should be taken during
the early summer when much of the
painting is done.

All farm animals, cattle in par-
ticular, seem to like to lick empty
paint containers or brushes. For
that reason, he said, they should be
stored where cattle cannot reach
them, or buried deep in the ground.
They should never be thrown on
dumps or rubbish piles. A little time
spent in removing lead poisoning
hazards from the farm premises may
prevent the loss of one or more
valuable animals.

Where cattle have had access to
white lead, call a veterinarian and
have an antidote given before symp-
toms of poisoning appear. But the
surest way to avoid loss, Schwab
says, is to remove the source.

Pressure Groups — Wreckers of the Nation's Economy?

The national income is beginning to shrink. This portends smaller Government revenues. Economy-minded Senators and Representatives demand that appropriations be trimmed sufficiently to keep the budget in balance. But, despite their protests, both houses of Congress continue to approve measures providing for lavish spending all along the line. Why?

The answer is — "Pressure groups." It is fear of these militant organizations which leads Congressmen to vote billion after billion of dollars for purposes which they ious to be re-elected.

The typical Congressman is elected to office by a relatively small plurality. He believes that if, in the next election, he is vigorously opposed by any well organized group, he will be defeated — and, being a politician, he is, of course, very anxious to be reelected.

He is not at all oblivious to the dangers of wasteful spending. He understands, for example, the Governmental support of the prices of wheat, cotton, and potatoes leads to excessive output of these products, and hence burdens the taxpayers unnecessarily, but he does not dare to arouse the ire of the Farm Bloc. He is fully aware that pensioning all veterans at the age of 65 will eventually result in a huge drain upon the Treasury, but he does not want to bring down upon himself the wrath of the American Legion. His common sense tells him that giving doles to the unemployed is a sure method of encouraging idleness and intensifying depression, and that, if a real business collapse appears, the cost to those who remain at work will be huge. However, he knows that both the C.I.O. and the A.F. of L. are on record in favor of unemployment insurance, and he cannot afford to incur their wrath. Fear of these same organizations also impels him to endorse movements to increase social security coverage. Even though he knows that the various states are asking no assistance in providing education for their children, he kowtows to the National Education Association in its demand for Federal support of schools. He is familiar with the fact that rent control is almost entirely responsible for the "housing shortage," and that entrance of Government into the building field will entail tremendous waste, but he does

not see how he can be elected if the tenants and those seeking cheap housing unite against him. So, he votes for bill after bill the enactment of which will mean either crushing tax burdens or an unbalanced budget, vainly hoping all the while that others, more courageous than himself, will defeat the measures.

He realizes fully that inflation robs the thrifty, and that "soaking the rich" and levying heavily upon the earnings of corporations takes away the funds normally invested to provide the capital essential if our nation is to progress, but he knows that the wealthy are few in number, and that corporation stockholders do not hang together, so he votes to increase upper-bracket income-tax rates, while reducing taxes, which fall upon the masses, who have most of the nation's income — and most of the votes. And so the spending spree goes on and on, and the prospect of establishing the national finances upon a sound basis grows dimmer and dimmer.

Who is to blame? Certainly not the poor Congressman. He knows that if he fails to respond to the wishes of the pressure groups that are strong in his constituency, he will soon be replaced by a man who is less independent. The blame rests squarely upon the members of the pressure groups who put their own selfish aims above the welfare of their country.

It is, of course, true that, in many cases, a pressure group unwittingly fights against its own interests. Furthermore it often happens that, in the case of members of a given pressure group, any gains which it secures for them are more than offset by losses produced by the actions of other pressure groups. But these facts are not commonly recognized. Therefore, since human beings are selfish, there is little chance of eliminating the anti-social influences of pressure groups by pointing out their combined adverse effects upon the nation as a whole. Is there, then, any possible way of remedying this untoward situation, and thereby obtaining good government?

The probabilities are that we could greatly improve the quality of our legislation were we willing to sacrifice the privilege of knowing how our representatives vote. Install in each branch of Congress an electric voting machine with a "Yes" button and a "No" button under each Congressman's desk. The machines should record merely the total vote for and the total vote

Stop Bottle Breakage on Conveyor Chains

YOU can eliminate that bugaboo of bottle breakage — conveyor line gate pressure — by lubricating your conveyor chains with Oakite Composition No. 6. This new style liquid soap lubricant gives your bottles a slippery surface to ride on. Bottles traveling along this slippery route avoid collision by "riding the blow." Oakite Composition No. 6 keeps chains clean and shining. Prevents bottom of bottle build-up of black gummy deposits. For complete details send for Folder 4422. No obligation.

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

OAKITE *Cleaning &
Germicidal
Materials*
DAIRY RESEARCH DIVISION

against a measure. This procedure would almost certainly improve amazingly the quality of the legislation adopted.

"But," you will say, "take away roll calls, and Congress would run wild." Would this, however, really be true if the voters sent to Congress citizens respected for their integrity? If not under pressure, would men of character change their positions merely because they were elected to office?

Unfortunately, universal secret voting in Congress cannot be instituted without a Constitutional Amendment — something **very** difficult to put through. Therefore, the only immediately feasible method of blocking the log-rolling tactics of the pressure groups appears to be to organize into a new bloc those public-spirited citizens who place their country's welfare above their own chances for gain. If these patriotic Americans were to act as a unit, their power would probably be greater than that of several of the other pressure groups combined. Fighting fire with fire is a time-tested device. Why not apply it in the present instance? It's worth trying.

— WILLFORD I. KING

New Members Accepted By Board of Directors June 27, 1949

Leo Dyer, Campbellsport, Route 1
John Ernst, North Lake
Henry Fiebig, Route 3, Fond du Lac
Anton N. Goebel, Route 1, Eden
Mrs. Elenor Goebel, Route 1, Eden
Richard Hornburg, R. 1, Eden
Roy Kremer, Sullivan
Joseph Loduha, R. 1, Germantown
McCallum, Farm, R. 1, Hubertus
Florian Percinski, R. 1, Colgate
Clyde Schroeder, R. 3, Fond du Lac

A Few Notes From Your Fieldman:

The generally unsettled conditions in the fluid milk price during the past two or three months, has resulted in part from the depressed conditions of all agriculture and also in part from conditions peculiar to fluid milk markets. . . . During recent years it has been much easier than formerly, to shift a certain amount of milk from one market to some other market, if the price becomes relatively favorable. . . . To the extent that a producers' association can maintain a rather high degree of control in the market. . . . It is able continuously, to obtain prices materially above those obtained by neighboring farmers who sell to creameries, cheese factories, and condenseries. . . . Your Milwaukee Cooperative Milk Producers Board of Directors again should be congratulated for the efforts it has put forth, to hold up the price we are getting today, which is high compared to other Metropolitan Areas in the Middle-west.

Ray Hartung

Changes Are Made in Bang's Control Laws

Several changes in the laws governing the state Brucellosis (Bang's disease) control have been made by the 1949 legislature, according to Dr. J. T. Schwab, Chief of the Livestock Sanitation Division of the State Department of Agriculture.

The major changes are:

(1) Authorizes compulsory testing of cattle in areas of town size when petitions requesting this service are signed by at least 75% of the cattle owners owning at least 85% of the cattle in the area. County area testing will be continued as in the past.

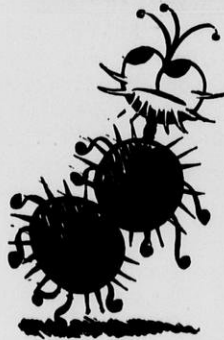
(2) Hearings on petitions request-

ing calfhood vaccination and free herd testing are eliminated. The program, as set up under the 1947 law will continue in effect. When testing and vaccination service is authorized by the department, notice of the authorization must be published in a newspaper having general circulation in the area.

(3) Herd owners in areas operating under the voluntary plan may qualify for indemnity by signing a cooperative state-federal agreement. In such areas, however, beginning January 1, 1950, the indemnity payment will be limited to \$25 for registered cattle and \$12.50 for unregistered cattle. Indemnity at the old maximum rates of \$50 and \$25 respectively will be paid only in compulsory test areas.

The reason swelled heads don't burst is because they have thick skulls.
—Minnie Pearl.

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*Every Time!***



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TODAY**

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| <input type="checkbox"/> DIVERSOL — the complete bactericide | <input type="checkbox"/> Divo — high wetting-agent type cleaner |
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| <input type="checkbox"/> Dumore — soapless cleaner | <input type="checkbox"/> Dilac — liquid milkstone remover |

You may deduct the small charge from my next milk check.

PRODUCER NUMBER.....

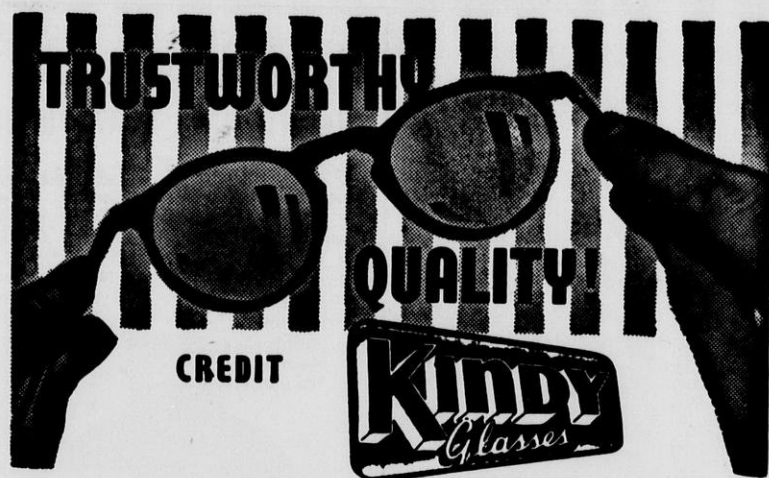
NAME

Communists in Farm Organizations

Much fuss is being made about ousting communists from the Farmers Union by its president, Ken Hones. Well, it looks as though Mr. Hones will have to reap what he has sown over the years.

The Farmers Union has been way over to the left and has attracted to its ranks the very radical farm element.

In this state it has teamed up with radical labor elements and has worked very closely with labor leaders in a political way. Its officers have been quick to condemn most everyone in business; in fact, if one were uncharitable the title of rabble rouser might fit some of its top brass very well. So if some of its members have gone a little farther to the left than their leaders, it is not surprising.



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Milk Production High on Wisconsin Farms Despite Fewer Milk Cows

Milk cow numbers on Wisconsin farms have reached the lowest level since the first part of 1942 but total milk production for the six months of this year was above the production for the first half of 1948, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Despite poor pasture conditions as a result of dry weather during the first part of June and above normal temperatures in recent weeks, milk production per cow in June was the highest on record for the month. The previous record for the month was June of last year. Because of the high production per cow, total milk production in June was only a little below a year ago and the total for the 6 months of this year exceeded the production for the first half of 1948.

The peak of milk production came early this year. Reports at the beginning of July indicate that the high point in milk receipts at dairy plants occurred in May this year. In most years recently the peak of milk production has come in June.

Pasture conditions since spring began have been reported poor in some parts of the state. Heavy rains in most areas during the last half of June and early July greatly aided pastures. On July 1 conditions for the state as a whole averaged about the same as a year ago but well below the average for the past 10 years.

Market Conditions at a Glance . . .

Strengthening Factors: Government support programs this month continued to serve as a stabilizing influence in dairy markets. By mid-June purchases of creamery butter had reached 5.5 million pounds. Purchases of nonfat dry milk solids since January 1 had passed the 200 million pound mark.

Creamery butter production this year reached its seasonal peak in the week ending June 2—somewhat earlier than in most previous years. In the period ahead output will grow smaller with each passing week.

Milk production on United States farms during May was closer to the level of a year ago than in any month this year. The total was only 1.6 percent above May of 1948. In April the percentage increase over a year ago had measured 3.5, in March 4 percent.

Additional ECA authorizations to Great Britain this month for the purchase of cheese in the United States will lend strength to dairy markets.

Weakening Factors: Reserve supplies of creamery butter in cold storage warehouses on June 1 totaled 49.2 million pounds. Holdings were more than 30 million pounds larger than on the same day of last year and were 8.6 million above five-year average stocks for the date.

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Production of creamery butter during May did not maintain the increase over a year ago established earlier in the year. Yet for the month total output of approximately 159 million pounds was still some 19 percent larger than May of 1948.

Milk production per cow on June 1 averaged 20.82 pounds, highest reported for the first of any month in records covering nearly a quarter of a century. The average was 4 percent above last year's record high.

Dairy pastures on June 1 this year were among the best of recent years and were furnishing an abundance of green feed.

—DPMA News.

Calf love is when you sit up until the cows come home.

—Vaughn Monroe.

Weekly Dairy Market Review

For Period June 27 - July 1, 1949

Dairy markets improved. Production declined. Fluid milk and cream supplies decreased. Demand for most products improved and some forward buying recorded. Products supplies shortened and increased tendency for sellers to hold closely. CCC continued purchases of butter and nonfat dry milk solids.

Butter: Butter markets ruled steady to firm this week. There was a tendency toward closer holding and prices generally advanced fractionally in terminal markets. The strength which developed was largely speculative with most of the improvement on top grades. Demand for current use reported as only fair. Production has declined more than seasonally in some areas. Terminal market receipts continued to show decrease. The speculative phase of the market strength is borne out by the demand for long lines suitable for later offering to CCC. Values of mixed lots were irregular. Wholesale selling prices, with the exception of grade AA at New York and on the West Coast, were somewhat under the value which would be arbitrarily considered value based on the support price of butter which can be offered to CCC in September. Offerings to CCC this week at 857,277 pounds fell short of purchases last week. Total purchases of the program closely approximate 8 million pounds. Recent purchases show a larger proportion of grade B than grade A than was noted earlier in the program. Price advances this week carried top grades to the best levels since early in the year, although medium and lower grades are still lagging behind early spring prices. Market closed steady with the undertone firm.

Production of creamery butter during the week ending June 23 was estimated by B.A.E. at 35,550,000 pounds, a decrease of 4 percent from the week earlier but 12 percent over last year, while in comparison with the five-year average declined 8 percent. All areas reported currently decreased production. Pastures have been benefited by rains east of the Mississippi river except in the north-eastern states but continued favorable conditions are necessary. Creamery butter production during May was estimated at 159,780,000 pounds, 20 percent larger than last year in May and at the highest level for the month since 1945.

Cheese: Market for American cheese was easy to weak in trading

throughout the week at primary assembling points. Terminal markets no more than steady. Demand for large styles at primary centers was slow. Receipts in excess of demand and accumulated. Small styles were fairly well maintained with a continued interest for storing grass supplies. The easiness on large styles was attributed to a lagging speculative demand and fulfillment of commitments against British contracts. Deliveries for shipment run through July but it was generally assumed that supplies had been set aside for this purpose by contractors.

Fluid Milk: Market steady. Production declined seasonally and because of dry pastures in many sections of United States. In the New York City producing area, production per day per dairy was 1.3 percent below same period last year and total flow was 2.2 percent higher. Supplies ample to fluid requirements and some surplus continued to move to manufacturers. Bottling demand spotty as sales dropped off at some points and improved in others. Retail prices advanced $\frac{1}{2}$ c per quart at New York City effective July 1.

Wisconsin Has 2,250 Dairy Plants

There are now 2,250 dairy plants operating in the state of Wisconsin, according to a report compiled July 1 by the dairy division of the State Department of Agriculture.

The plants produce about a dozen different types of manufactured dairy products.

Cheese factories are more numerous than any other type of dairy plant, with a total of 1,313, the report reveals. Ice cream plants and milk distributors rank second and third in number.

Following is a tabulated report of the number of plants now operating in the state:

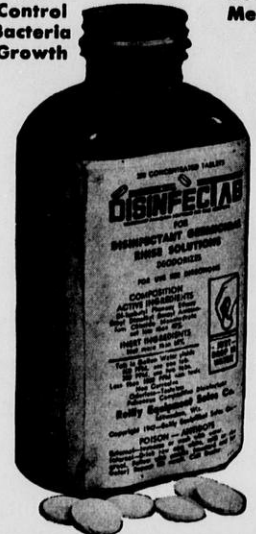
Butter factories	316
Cheese factories	1,313
Receiving stations	353
Condenseries	101
Powdering plants	127
Ice cream plants and counter freezers	620
Milk distributors	545
Process plants	15
Cheese food compounds	5
Cottage cheese mfg.	175
Cooked cheese mfg.	1
Concentrated whey mfg.	11
Canned cream	1
Total	2,250

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2 in gal. = 200 ppm milk pail, machine, cow udder, flank, wide use cold sterilizer.

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MESS — ERROR

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These days when a woman has nothing to wear she either stays home or goes to the beach.

—Rod Brasfield.

Milwaukee Milk Producers

Volume 22—Number 8

"By Farmers . . . For Farmers"

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MADISON 1949

NEWSNOTES FROM YOUR DAIRY COUNCIL

July has been a busy month of preparations for the fall program, a new school term and the beginning of a new program year for many club groups.

There was special emphasis on assisting professional leaders in their health education program planning and activity during July.

We had the opportunity to help staffs of the dietary departments of Milwaukee County General Hospital and Misericordia Hospital, in the selection of materials for teaching student nurses and patients, and for the employee's classes. The physiotherapist and the obstetrical department supervisor at Columbia Hospital requested our help in their planning for teaching student nurses and patients.

Nurses at Cudahy Health Department have carefully selected materials for use in their Well-Baby Clinics and Prenatal Clinics.

The head of the dental hygiene program for the Wauwatosa Health Department has selected materials and films which she will recommend to all teachers in the Wauwatosa public and parochial schools to help them point out to students and parents the important role of milk in good dental health.

There has not been a dull moment at your Dairy Council since the school doors closed and many club activities ceased for the summer.

Miss Comings has been busy and very interested in getting acquainted with our materials, our services and the many details of her new job as assistant director . . . yet she has been busy also helping me to plan our educational contributions to several teachers' workshops in the area, and a Visual Education Institute at Marquette University.

We have already received our new 1949-50 school catalogues which copy we, cooperatively as a staff, prepared. Our new PROGRAM SUGGESTIONS are now in the

(Continued on Page 3)

Million Dollar Livestock Exhibit To Feature Wisconsin State Fair

The nation's greatest dairy and livestock show will be held August 20-28 at the Wisconsin State Fair in Milwaukee, according to Jack Reynolds, Fair manager.

"We are planning a Fair truly representative of 'America's Dairyland,'" Reynolds said, "a kingdom worthy of our lovely queen, LaVonne Hermann, this year's 'Alice in Dairyland.'" LaVonne, and the 10 ft. talking, moving, doll modeled after her, will preside in the Dairy building where an animated group of displays will depict Wisconsin's best in dairy products.

The count has been finally tabulated: 1200 head of the nation's finest dairy cattle will be on exhibition in the cattle barns. "All in all, there will be over 4500 entries in the livestock show," Reynolds pointed out, "with over \$100,000 to be distributed among the exhibitors in premiums. We're calling it, and rightly so, a million dollar blue ribbon exhibit of the Midwest's finest livestock."

That this is a farmer's Fair they're stressing this year. "We're doing things differently this year," Reynolds continued, "and we're placing particular emphasis on everything of interest to Wisconsin farmers and their families." As an example he cited the re-establishment of the county herd division, the first showing of these herds since 1939. "We think that this will stimulate additional interest for the various breeds throughout the state," Reynolds said.

Other improvements designed to aid the exhibitors are the two new swine and sheep barns, the interior improvements in the main cattle barn, and the innovation of the Blue Ribbon Steer sale.

The steer sale is for adult exhibitors over 20 years of age entering animals in the open beef class. All steers entered must be sold at the sale, scheduled for Friday, August 26. Cash prizes will be awarded the top ten steers, and the owners will receive the sale proceeds.

With the exhibitors competing for \$30,000 in premiums, the cattle judging program is as follows:

Saturday, August 20—Junior Fair Holsteins, Guernseys, Beef. Monday, August 22—Junior Fair Jerseys, Brown Swiss, Ayrshire, Milking Shorthorns, Red Poll. Tuesday, August 23—Herefords, Jerseys, Milking Shorthorns. Wednesday, August 24—Aberdeen Angus, Ayrshire, Holstein. Thursday, August 25—Guernseys, Brown Swiss, and Shorthorns.

The conservation department exhibit is likely to steal the show with the eight bear cubs they'll have
(Continued on Page 3)

Wisconsin Farmers Have Large Stocks Of Corn and Oats

Farm stocks of old corn and oats in Wisconsin are larger than a year ago and much above average, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Mid-year estimates show that Wisconsin farmers have nearly 16½ million bushels of corn and about 21½ million bushels of oats on hand. Last year farm holdings were estimated on July 1 to be 12 million bushels of corn and 20½ million bushels of oats. The 1938-47 average farm stocks of corn are a little over 10 million bushels and oat stocks average 17½ million bushels. July farm stocks of corn represent 27 percent of last year's crop and Wisconsin farm stocks of oats are equal to 17 percent of the 1948 crop.

For the United States there is a remarkable increase in the stock of corn on farms, these being nearly 37 percent of the 1948 crop and nearly three times as large as they were following the poor crop of 1947. Stocks of oats are also above last year and above average. Farm stocks of corn for the nation total over 1¼ billion bushels and holdings of oats are estimated at 270½ million bushels.

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
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August Class I Price Upped Fifteen Cents

Meeting with the milk handlers in price conference on July 26, the Board of Directors asked for and got \$3.65 for Class I milk for the month of August.

The condensery price for the first half of July was unchanged and the price of cheese at Plymouth was up ½ cent on Friday, July 22, but was still 1½ cents below the 30 cent level that prevailed for several months prior to July. Milk handlers who buy on a cheese or condensery market could get cheap milk and, of course, undersell the market.

There were rumors that the government would support cheese prices to bring manufactured milk prices to parity, but no one knew what if anything would be done. On July 28 the government announced a support price for cheese of 31.75 cents per pound.

A raise in the price of butter from 59c to 62c which had been announced for September 1 was put into force at once according to an announcement.

The blend price for August will be helped somewhat by the higher support price for butter and cheese if condenseries feel obligated to pay more.

Secretary Brannan

Dodge County Farm Cooperative paced by the big Dairyland group at Juneau put on a big picnic on July 31.

Featured speaker was Secretary of Agriculture Charles Brannan. Through the courtesy of Louie Zaraska, manager of the Dairyland Cooperative, we had a ringside seat for the big show.

The stage was crowded with officers and directors of the various cooperatives. Might have been a few politicians there too. Dodge County Agent Brickbauer was master of ceremonies. George Putch good looking president of Dairyland was introduced by Mr. Brickbauer and George in turn presented Secretary Brannan.

The secretary is a nice precisely dressed lawyer and his pink and white complexions was in direct contrast to the well tanned faces of the farmers who sat on the stage. No rabble rouser is he. Telling about the need to help dairy farmers get more money for their products, Mr. Brannan said that his way of doing it would not be subsidizing consumers as so many critics said. Production payments would go directly to farmers and would be less costly for the taxpayers than support prices and would mean low priced food for the consumers. (But remember he said it was not a consumers' subsidy.)

Cheap food would move products into consumers hands which would reduce or do away with surplus he said. He seemed to think that there is danger of a shortage of dairy products. Said that under present support prices \$3.55 would be about all that manufactured milk would bring while with his plan farmers would get about a dollar more. Didn't say what feed might cost if more farmers put on more cows to produce more milk at high support prices. There were no questions asked for. The audience had sat quietly in the glaring sun and when the speaker concluded his remarks there was quite a movement towards stands that served various refreshments not closely allied to the dairy industry. This reporter tried to find out in an off hand way what farmers thought about the Brannan plan without results. Discussion about a rather poor oat crop and how good the corn looked got a better play.

The managers of the Co-operatives seemed to be more worried about things than the members were. Of course, they must have the answers if the milk check is small.

Joseph Schiek

Friends and acquaintances were grieved and shocked to hear of the sudden death of Joe Schiek, one of the organizers and an officer of Layton Park Dairy.

Joe was a man without pretensions, but he was cleancut, honest and friendly, and a hard worker. He had been sales manager of the dairy and in a very highly competitive market, he retained the respect and goodwill of his competitors.

There are not too many men like Joseph Schiek.

Legislation

The state legislature adjourned early in July. A great deal of grist went into the legislative mill in the last session. Some was good sound grain, a great deal was chaff, and there was some very noxious weeds poured into the hopper.

Some of the bills which we help to defeat or which were laid on the table are as follows:

65S Standardized milk
112S Removal of oleo taxes
343S Legalize ice milk
634A which changes the "bridge" formula and limits truck weights, includes a milk truck exemption of about two years.

LATEST

Just after this issue went to the printer, a cut of one cent a quart was announced by some handlers of milk. This followed one company's offering milk in gallon containers to stores within the city. The next day a chain store offered quarts at a reduced price which resulted in another cut of one cent per quart for home delivered milk, making the price 15 cents per quart. We hope that there will be an increase in sales of Milwaukee inspected milk. The blend price would then be upped.

July Milk Prices

Blochowiak Dairy Co.	\$3.27
Borden Co. — Gridley Div. ...	3.24
Emmer Bros. Dairy Co.	3.29
Golden Harvest Dairy	3.20
Layton Park Dairy	3.20
Luick Dairy Co.	3.21
Wilke Dairy Co.	3.19

COUNCIL (Continued from Page 1)
hands of the printer and will be going out within the next few months to thousands of leaders of professional, educational and consumer groups to motivate them to call on us for a program so that MILK may be spotlighted in their 1949-50 programs.

Your Dairy council staff has a good team to start this busy schedule.

Miss Comings is fitting into her position very well and impresses everyone with her enthusiasm for her job.

Marie Suelflow has just celebrated her first anniversary as our office secretary and knows her job from A to Z.

Robert Fox, who has been on duty in our stockroom during the past year on a part-time basis, will be responsible for that department on a full-time basis next semester, so that our orders for materials, films and exhibits are in good hands.

In general, we are very well ready . . . or will be . . . by the time school and club programs start again to carry on a year's program that I personally believe will be the best we have ever had.

Elizabeth Sullivan,
Director,
The Dairy Council
of Milwaukee.

High Production and Skim Solids

May production of nonfat dry milk solids—both spray and roller—continued to exceed that of a year earlier, although the market of gain was slightly smaller than in April. Totalling 72.3 million pounds, the May production of spray process exceeded that of a year earlier by 38% and the 1943-47 May average by 81%. Roller process, at 46 million pounds, was 19% larger than in May last year and 6% larger than the five-year May average. Production of spray process for the first five months of 1949, estimated at 238.9 million pounds, was 5.2% larger than the production of the same period last year. This year's roller output, at 131.8 million pounds for the same period, was 22% larger. The combined production of spray and roller in May totaled 118.3 million pounds and for the first five months 400.7 million pounds, an increase of 30% and 41% respectively, over the production of the corresponding periods last year.

Reporter.



"This is my first opportunity to say 'Hello' to all of you and to tell you how happy and proud I am to be associated with your Dairy Council.

I spent the first six years of my life on a dairy farm just outside Eau Claire, Wisconsin, so developed an early appreciation of the value of milk. Since then, as the daughter of a county agent and at present, the manager of a Farmer's Cooperative, I have retained my early interest in rural life and its problems.

I have been teaching Home Economics in the public schools of Waukegan, Illinois and Janesville, Wisconsin for the past six years and feel that this experience will be very valuable to me in my future school contacts.

As a former Y-Teen advisor I am again looking forward to an opportunity to be associated with the teen-age group in their extra-curricular activities.

My friends in teaching to whom I have written telling them of my new work accuse me of trying to induce them all to resign their positions and enter Dairy Council work. I can't help it, I'm so enthusiastic!"

Jane H. Comings,
Assistant Director and
Nutritionist,
The Dairy Council of
Milwaukee.

FAIR (Continued from Page 1)
frolics about in the newly dubbed, "Cub Park."

Wisconsin's industry comes in for its share of plaudits with the huge million dollar Industrial exhibition. "Never before has anything like
(Continued on Page 4)

Free Fair At Cedarburg

The 90th Annual Ozaukee County Fair will be held at Cedarburg August 11, 12, 13 and 14. This well established Fair charges no admission, draws good crowds, and puts on a pretty good show of dairy cattle, farm produce and also quite a 4-H show.

American Institute of Cooperation Meets In Madison

A chance for you and your family to meet and hear some of the outstanding cooperative leaders of the nation is coming up on August 22 to 26 when the American Institute of Cooperation holds its 25th annual meeting in Madison.

The Institute is sponsored by the university and the farmer cooperatives of Wisconsin. There is no registration fee. You can come for one or all meetings.

More than 125 prominent leaders in the field of farmer cooperation will be in Madison at that time to share with hundreds of others the latest developments in the operation and management of cooperatives and to explain their place in present day business and public affairs. Farmers and farm leaders from every state in the nation and from Canada are expected to attend.

Asher Hobson, chairman of the program committee, states that some of the best known authorities in the field will appear during the week-long event. Entertainment built around Wisconsin's varied nationality groups will be provided.

Cooperative leaders of the state are urging farmers throughout Wisconsin to set aside all or a part of the week of August 22-26 so that they can attend.

Among those to be heard are Governor Oscar Rennebohm; E. B. Fred, president of the University of Wisconsin; Karl D. Butler, president of the Institute; Carl C. Taylor, of the United States Department of Agriculture; Jerry Voorhis, executive secretary of the Cooperative League of the United States; Marvin J. Briggs, general manager of the Indiana Farm Bureau Cooperative association; Allen B. Klime, president of the American Farm Bureau; F. A. Harper, of the Foundation for Economic Education and Mrs. Haven Smith, chairman of the Associated Women of the Nebraska Farm Bureau.

Milk Production

Production per farm continued high until the last week in July when the receipts went down due probably to the hot weather.

Fat tests went off also in many herds. The receipts and disposition of milk for June appears at the right.

Pure Milk Association Leases Momence

The Momence Milk Cooperative Association which has 3 milk plants located at Momence, Illinois and Medaryville and Kentland, Indiana, went into receivership on June 18.

This cooperative was very successful during the war. When the war ended, they held large inventory stocks of manufactured dairy products on which they lost a large sum of money during the time when prices were dropping. Some of this inventory was of very poor quality. It was another case of overexpansion and the feeling that high prices would go on forever.

All of the 1,800 producers shipping to the above plants, with the exception of the 65 who are members of Pure Milk Association, did not receive their checks for May milk and will not receive any money for deliveries up to June 19 until the receiver finally disposes of the property. It appears that at that time there will be money available to make at least a part payment for the milk. All of this, of course, depends on what the receiver can realize for the property.

On Sunday morning June 19, Pure Milk Association started to operate the 3 plants on a six months' lease given us by the receiver and approved by the Federal District Court at Danville, Illinois. Your Board of Directors held a number of meetings before it was decided to lease these plants, but it appeared that we, as a large cooperative in this market, had an obligation and could not allow those plants to fall into the hands of private operators without making some effort to save these properties for the Cooperative movement.

Pure Milk Association is taking a real risk in this venture, but those plants are located in our territory and have the possibility of greatly strengthening Pure Milk Association if the farmers in that area will cooperate with us. Please remember that we have not purchased these plants but have only leased them for six months.

DAIRY AVERAGE POUNDS OF FLUID MILK Receipts and Utilization

	June 1948	June 1949	May 1949
RECEIPTS			
From Producers	1,103,303	1,114,238	1,101,398
Overbase and Criticized	59,877	86,802	90,205
UTILIZATION			
Fluid Sales	554,872	537,876	547,418
Suburban Gallon Sales		12,995	10,681
Cream Sales	131,412	174,853	135,024
Manufacturing	357,142	351,712	318,070
No. of Shippers	2,730	2,695	2,704
Average per Shipper	404	413	407

Wis. Dept. of Agriculture
Milk Auditing Division
Geo. J. Gutmann

It is our hope that during those six months, with the cooperation of the 1,800 farmers shipping to these plants, we can work out a plan that will again give the dairy farmers possession of the plants. Or the farmers can decide that they do not want to own the plants and will let them fall into the hands of private operators.

If that happens, the farmers in that area can all join Pure Milk Association and have an assured market, an assured milk check and a real voice in the affairs of Pure Milk Association.

Of course, there are many hazards involved in the temporary operation of these plants and perhaps there will be some losses. However, the benefits that will accrue to all farmers must be considered. It is some times necessary to step into a situation, such as occurred in the Momence area, to preserve stability and to demonstrate that in united action there is strength. We are all dairy farmers working toward the same end and we must learn to work together.

—Pure Milk.

FAIR (Continued from Page 3)

this been seen at a State Fair," Reynolds said. "More than a hundred Wisconsin industries are planning on exhibits, the theme of which is—'Private Industry—the Rainbow of Individual Opportunity.'" All are invited to the Wisconsin at Work Building to view this great show.

The **World of Stars** by night, racing thrills by day, is the entertainment theme for the nine days and nights of Fair week. "World of Stars" is a beautiful night spectacle featuring stars of stage, screen, and radio, lovely girls, and beautiful music.

(Continued on Page 6)

Other Markets

Springfield: A public hearing was scheduled to be held in Springfield, Mass., to consider a proposal for establishing a Federal order which would regulate the handling of milk in the Springfield milk marketing area, the USDA announced. The marketing area includes the urban areas near Springfield.

The proposal, submitted jointly by the New England Milk Producers' Association and the United Dairy System, calls for a Federal order patterned after those regulating the handling of milk in the Greater Boston and Lowell-Lawrence milk marketing areas. The two groups represent a majority of the dairy farmers in the area.

The Springfield market draws its milk supply from five states, principally from Massachusetts, Vermont, and New York, and to a lesser extent from Connecticut and New Hampshire. The producers groups contend that the stability of the market and even the continuance of a market for local dairy farmers is threatened by the receipt of milk from out-of-state sources and subject to control by the Massachusetts Milk Control Board.

Knoxville: The U. S. Department of Agriculture announced its decision to issue a Federal order to regulate the handling of milk in the Knoxville, Tenn., milk marketing area.

The Federal order, requested by dairy farmers in the area and authorized by the Agricultural Marketing Agreement Act of 1937, would establish minimum prices to dairy farmers, pool the returns to dairy farmers, and require milk handlers to pay dairy farmers the minimum prices. Heretofore, there



MILKING TIMERS AND BARN CLOCKS

Sulfa and penicillin help stop mastitis, however, drugs lose killing power with continuous use. The only safe, sure mastitis cure is a better milking program. The Timerite system makes milking safe, faster, easier. The big electric Barn Clock, 15 x 15" is 100% accurate. This clock will streamline your entire day's work. Clocks \$14.50, timers \$12.50. Guaranteed 30 day trial, money back.

E. J. GENGLER MFG. CO.

P. O. Box 851

Arcadia, California

has been no Federal order for the Knoxville area.

Before the order may be issued it must be approved by two-thirds of the dairy farmers in the area.

The marketing area to which the order would apply includes all of the area within the corporate limits of the city of Knoxville.

Chicago Federal
Milk Market Reporter

Here Are Requirements of New Oleo Tax Laws

Beginning August 1, each consumer-sized package or carton of oleomargarine sold in Wisconsin must carry a state tax stamp or stamps at the rate of 15 cents per pound, an order issued by Milton H. Button, Director of the State Department of Agriculture, declares.

The order was issued under the provisions of Chapter 340, Laws of 1949, which requires the use of tax stamps as a means of collecting the state oleomargarine tax.

Under the terms of the order, manufacturers will be required to affix the stamps to each package of oleomargarine. Federal laws provide that manufacturers can distribute oleomargarine only in federally-stamped containers which cannot be opened until the contents are sold to consumers in individual cartons.

Stamps have been ordered by the Department of Agriculture and will be available for purchase from the department in about 10 days.

The order also provides that licensed wholesalers and retailers, who file reports and pay the tax quarterly, may dispose of their pres-

ent stocks of oleomargarine under the provisions of the old law. However, additions to present stocks can be made only with oleomargarine bearing Wisconsin tax stamps.

Licensed wholesalers and retailers who sell oleomargarine without the Wisconsin stamps prior to August 1, 1949, must file their report and pay the tax not later than August 10, 1949.

Dairy Month Campaign Is Spurt for Year 'Round Action

CHICAGO — The 1949 June DAIRY MONTH campaign may be history now, but to the alert business man it's the major kick-off for a year 'round sales plan to sell more butter, cheese, ice cream and milk.

Hardly had DAIRY MONTH ended when a nation-wide passenger transportation executive called National Headquarters for dairy promotional materials for every month in the year. He wanted to use these sales helps in restaurants which serve millions of customers yearly, as a follow up on his DAIRY MONTH activities.

Another executive from a nationally known chain of drug stores said he was sure his stores would feel the effect of DAIRY MONTH merchandising and promotion for at least another six months.

"The desire of business executives to use DAIRY MONTH as a springboard for further capitalization on the consumer swing to dairy foods," said Milton Hult, National Program Chairman, "is undoubtedly the most significant contribution to the dairy industry in this nation-

LOOK OUT for Lime Scale in Your Bottle Washer

YES, look out for it because it's costing you plenty of money in extra power costs . . . in too many broken bottles.

Here's what to do! Get rid of the lime scale first . . . and that's easy if you treat your equipment with Oakite Compound No. 32 . . . the fast-acting liquid that dissolves scale and rust. Then, to PREVENT lime scale from forming, periodically add small amounts of Oakite Composition No. 53 to your caustic solutions. This new chemical water-softening compound sequesters the minerals found in hard water so that lime-scale CANNOT form. Complete details gladly mailed to you on request without obligation.

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DAIRY RESEARCH DIVISION

wide merchandising and public relations campaign." Mr. Hult, President of the National Dairy Council, which serves as Headquarters for DAIRY MONTH, had two committees assisting him. One was the Promotion Committee, headed by Neal D. Kelley, Assistant to the President, and the other, Publicity Committee, chairmaned by Lloyd H. Geil, Director of Public Relations.

In almost every DAIRY MONTH activity, compared to previous years, participation was considerably greater. Industry orders for display kits, posters, and other materials exceeded all expectations. Orders came pouring in earlier than ever before, and the average size of the order was almost five times that of other years. Most of the display material was sold out by the middle of May. There were many more voluntary requests for participation in DAIRY MONTH than ever before. These requests came to Headquarters apparently because of the momentum established through DAIRY MONTH activities of previous years and the almost instant clicking of this year's campaign.

More than 32 leading railroads volunteered their co-operation and

made use of almost 80,000 posters and stickers in their stations and dining cars across the country. Major chain and variety stores were anxious and willing to co-operate, and gave valuable sales assistance at their fountains in their thousands of stores. One company alone used over 1,400 posters and 152,000 stickers in its stores. Food and drug stores across the nation wrote, wired, and telephoned DAIRY MONTH Headquarters almost daily during the campaign and asked for display materials and sales helps for their clerks and store personnel to push the sale of milk and its many products. Restaurants, including those at bus stops, telephoned and asked for posters, and menu stickers.

Untested Cattle May Infect Dairy Herd

Don't buy dairy cattle without getting a negative Brucellosis test report for each animal.

This is the warning issued by Dr. J. T. Schwab, Chief of the Livestock Sanitation Division of the State Department of Agriculture. One untested animal brought into a clean herd may result in spreading infection to the whole herd, he said.

Dr. Schwab also pointed out that the state law specifically prohibits the sale or transfer of cattle which have not been tested for Brucellosis within 30 days of the date of sale. Each animal must be accompanied by a report showing a negative test.

There is only one exception: Calves which have been officially vaccinated may be sold or transferred without test for a period of 12 months following vaccination. Each animal, however, must be accompanied by a copy of the "official calfhood vaccination report."

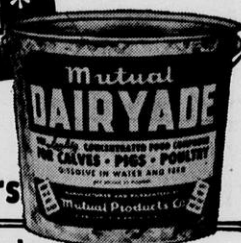
"If you bring an animal into your herd without a negative Brucellosis test report you are taking a chance of spreading infection to your whole herd," Dr. Schwab said. "My advice is to refuse to accept delivery of any cattle until the seller provides you with a copy of the test report. This law was passed to protect your herd against infection, but it won't do you any good unless you insist on getting the test report."

"It is also a wise precaution to keep herd additions in isolation for thirty days and then have them retested to make sure that they have not been infected with Brucellosis since the date of the test. In all herds under state-federal Brucellosis supervision this isolation and retest are required."

DEPENDABLE DAIRYADE for BETTER DAIRYING

WIN
YEAR'S SUPPLY OF MUTUAL
DAIRYADE*

plus
5 Natur-Nipple Calf Feeders



FINISH THIS SENTENCE in 25 words or less ...

"I like Mutual Dairyade best because..."

Send Your Answer to MUTUAL PRODUCTS CO., Dept. MMP
510 North 4th Street, Minneapolis 1, Minnesota

*Each month during this contest Mutual Products Company will give away one year's supply of Mutual Dairyade (limit 10 pails) and 5 Natur-Nipple Calf Feeders to the writer of the best sentence submitted.

You can submit as many sentences as you wish but each should be accompanied by the back page of the feeding directions (or a reasonable facsimile) which you will find inside every pail and drum of Mutual Dairyade.

The winner each month will be notified shortly after the beginning of the following month and letters postmarked before the 20th of each month will be considered for the current monthly award. In case of tie, duplicate awards will be made. Decision of judges is final—no sentences will be returned—all comments submitted become the property of Mutual Products Company and constitute a release whereby the individual's name and comments may be used for advertising purposes. Contest ends March 15, 1950.

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United States Only

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Mutual
DAIRYADE

ORDER FROM YOUR MILK PLANT TODAY

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FAIR (Continued from Page 4)

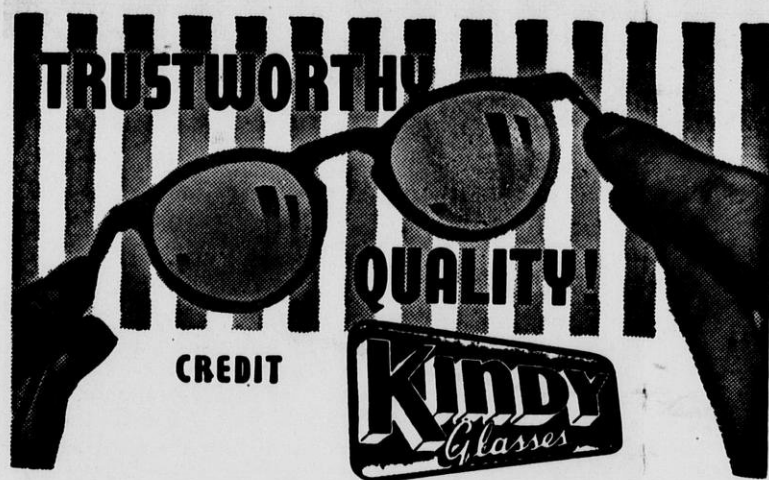
"Our racing program, featuring the August 28 national championship AAA 200 mile race, is the best offered in the nation," Reynolds stated. "The nation's best drivers will be piloting midgets, stock cars, motorcycles, and the Big Cars. We also have three days of top flight harness racing."

With these facts in mind for the Fair, one can't help but agree with Jack Reynolds that not only does Wisconsin have the greatest dairy and livestock show, but also the Nation's Greatest Fair.

A Barn Clock

Ed. Gengler, a member of this organization when he ran a dairy farm on which the Brown Deer Air Port is now located, writes from California. He says that he is making barn clocks as well as milking machine timers.

Ed will be remembered by many of our members as the original electric fence control man. He says that California agrees with him especially in the winter time.



KINDY OPTICAL CO.

615 N. 3rd Street

MARquette 8-7225

(1) Under the revised law, every person who buys dairy products is required to hold a dairy products dealers' license, whether licensed as a plant operator or not. This provision applies to persons engaged in the business of buying dairy products for resale or processing from any plant that receives milk from producers. Retail stores, hotels, restaurants, and similar outlets are exempted under the law.

(2) All dairy plant operators are now required to submit a financial statement with the application for license. This statement must show that the financial condition of the plant is such as to "reasonably assure prompt payment of producers." Under the revised law the department has the right to require a new financial statement at any time.

If the financial statement of the plant is not adequate, the department of agriculture, as a means of protecting the producer, may require the plant operator to (a) file a bond or other security; (b) set up a trusteeship for the benefit of the producers; (c) make bi-monthly payments to producers.

(3) Every dairy plant operator, under the present law, must notify all patrons at least once in every six months, as to the type and amount of security, if any, filed with the Department of Agriculture.

Frenchweed May Cause Strong Flavor in Milk

Among the many quality problems facing the milk producer is that of preventing undesirable flavors in milk caused by the cows eat-

ing frenchweed, says H. J. Weavers, Chief of the Dairy Division of the State Department of Agriculture.

This weed, also known as stinkweed, fanweed or pennycress, is a member of the mustard family. The plant is green, with white flowers and large fan-shaped seed pods. As the weed ripens both the seed pods and the plant turns yellow. It is prevalent in most parts of the state, and is now in seed.

The weed will be found in new meadows and along fencerows. As a rule cows do not eat it when there is plenty of grass. There is little danger from the presence of the plant in hay as cows usually will not eat it.

The greatest danger, Weavers says, is that cows will nip a few mouthfulls while in a yard or night pasture where there is little forage. A small amount of frenchweed eaten by one or two cows may give the entire day's receipts of milk at a dairy plant an undesirable flavor. This carries over into the manufactured products and greatly lowers their quality.

Frenchweed can be controlled by cultivation, rotation of crops or pulling. It can also be controlled easily by the use of weed sprays.

Once the flavor gets into the milk it cannot be removed. Weavers therefore suggests that steps should be taken to destroy any plants which may be found on the farm. If this is done before the seed ripens it will prevent the weed from spreading.

AVOID NUTRITIONAL DISORDERS

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New Members Accepted By Board of Directors July 26, 1949

Henry Gramoll, Cedarburg

Leo Kaas, R. 2, Campellsport

Mike Kubricky, R. 2, West Bend

Joseph E. Schiltz, R. 2, Campellsport

Erich Wagner, R. 1, Lomira

WISCONSIN STATE FAIR

MILWAUKEE

August 20-28

Great in...48
Even Greater in...49



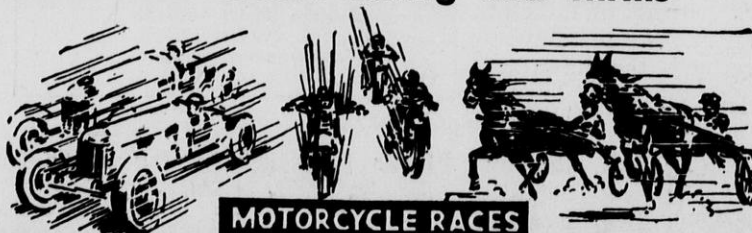
The new Alice in Dairyland welcomes the millions of Wisconsin's Farm and Urban people to the brilliant 1949 Wisconsin State Fair.

GREATER IN... Industrial and Agricultural Exhibits. For the first time at a state fair there will be a state wide industrial exhibition costing over one million dollars — sponsored by the Wisconsin Mfgs. Association. Over \$100,000 in agricultural premiums, a million dollar blue ribbon exhibit of the Midwest's finest livestock.

GREATER IN... Entertainment with the "World of Stars." A beautiful night spectacle featuring stars of stage, screen and radio; gorgeous costumes, beautiful music, and breathtaking scenes. World famous circus acts every afternoon and evening — sensational fireworks nightly.

MIDWAY—OVER 40 THRILLING RIDES AND AMUSEMENTS

GREATER IN... Racing and Thrills



AUTO RACES

Aug. 21, 25, 26, 28. Midget Aug. 21. Stock Cars Aug. 25. Big Car Sprint Races, Aug. 26. 200 Mile AAA National Championship, Aug. 28.

MOTORCYCLE RACES

AMA Championship Races, Aug. 27.

HARNESS RACES

Aug. 22, 23, 24. Wisconsin and the Midwest's Fastest Pacers and Trotters.

GREATER FOR... BUTTERMAKERS AND CHEESEMAKERS.

Premiums of over \$3,550 are waiting for you! The nation's greatest show window for dairy products and dairy equipment is yours for the entering. Final entry date — August 12. Send for entry blanks and contest information at Wisconsin State Fair, Milwaukee.

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Milwaukee Milk Producer

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MILWAUKEE

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 9

"By Farmers . . . For Farmers"

September, 1949

Newsnotes From Your Dairy Council

Though the school bells will ring during the week of September 12 for the first time in the 1949-50 school year of schools in Milwaukee County, your Dairy Council's staff has been working on its school program at high speed during the month of August.

Because we want the principals and teachers of all 272 elementary schools, 48 high schools, and 8 vocational and trade schools in Milwaukee County to see and get acquainted with the new Dairy Council educational materials, we have prepared packets of selected new pieces and the new catalogs listing and illustrating all of the Dairy Council materials now available for their use. These packets will arrive at each school on the first day of school. Enclosed in each packet, whether it is addressed to the principal or to the heads of high school departments, is a letter which offers suggestions for the use of the posters, booklets, and units of study, in pointing the way to better growth, development and good health through use of adequate daily amounts of milk and its products and, in general, a good, protective diet.

From this introduction to the 1949-50 services of your Dairy Council we are looking forward to early response in the way of requests from the schools to have our nutrition staff members present the materials at faculty meetings at each public and parochial school.

Many of the nurses who are members of health department staffs in this area have seen the new Dairy Council materials and are enthusiastic about their role in school and family health . . . their great interests.

Other groups which have visited your Dairy Council's offices or used its educational services during August are:

Careleton School
Fairview School
Greendale Health Department
Alverno College
Browning School

Catholic Rural Life Conference
Holy Redeemer School
McKinley School, West Allis
Milwaukee County General Hospital
Milwaukee Health Department
Milwaukee State Teachers' College
Peckham Jr. High School
Siefert School
South Milwaukee Health Department
Thirty-Sixth Street School
Town of Greenfield Health Department
Wauwatosa Health Department
3 Workshops for Milwaukee County Teachers

Through your contributions, in combination with the contributions of other dairy farmers and equal contributions from eight milk dealer firms, these implements for encouraging improved child and adult health are made available to all groups carrying on health education programs in Milwaukee County.

Your Dairy Council's staff, with training and experience in the fields of nutrition and education, are each year expanding our services to better meet the needs of all community groups so that learning to drink MILK and eat its products will become more and more interesting and essential experiences in each day's living for boys and girls and men and women.

In Memoriam

Bryce Landt, 56, one of the nation's dairy leaders, was killed in an automobile accident August 24.

His home was at Wisconsin Dells, Wis. Mr. Landt, one of the founders of the American Dairy Association of Wisconsin, has been president of that organization since its beginning. He was also president of the national American Dairy Association.



BRYCE LANDT

For the past 12 years he has been manager of the Wisconsin Co-operative Creamery Association at Union Center, Wis., and since 1921 has held one of the following offices at the Kilbourn Co-operative Creamery, Wisconsin Dells: President, secretary, and manager. In addition, he has devoted much time as a voluntary 4-H Club leader in his home community.

Mr. Landt was killed when his car collided with a truck loaded with baled hay on Highway 51 near Arlington, Wis. His wife and a rider in the truck were also injured. Mrs. Landt was taken to a hospital at Portage.

In addition to his wife, Marie, Mr. Landt is survived by two daughters, Phyllis and Shirley.

WISCONSIN FARMERS USE TWO MILLION TONS OF LIME TO SWEETEN ACID SOILS

About two million tons of ground agricultural limestone were used by Wisconsin farmers during 1948, the annual report prepared by W. B. Griem of the state department of agriculture reveals.

The limestone is used to neutralize acid soils.

Reports from more than 100 licensed agricultural lime crushers are included in the tabulation. Griem's figures show that during 1948 the state crushers produced 367,457 tons of Grade A limestone; 1,551,565 tons of standard lime, and 7,000 tons of sub-standard lime. This makes a total of 1,926,022 tons

for the year. This is slightly less than the 1947 production of 1,974,000 tons.

Griem's figures do not include materials which are exempt from registration, such as road material screenings, mine tailings, marl, beet sugar factory and paper mill lime waste, gypsum, burnt lime, hydrated lime, etc.

Wisconsin's present consumption of about two million tons of agricultural limestone a year is approximately the amount needed to maintain soil condition, Griem said, but does not provide any lime for "catching up" on the backlog of over-acid soil.

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. 22 September, 1949 No. 9

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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

Board of Directors Decides To Ask For Federal Order

Conditions in the Milwaukee Metropolitan Market are such, that your Board of Directors, after studying the situation for over a year, has decided that the only solution for the bad situation, is a Federal Milk Marketing Order, under Public Act No. 10, 73rd Congress, as amended and re-enacted by the Agricultural Marketing Agreement Act of 1937 as amended.

Over thirty large centers of population and some markets considerably smaller than ours, now have Marketing Orders.

The chief purpose of a Marketing Order is to require all handlers of milk to pay the same price to producers and determine that the intent of the Order has been carried out. Because the Order is under the supervision of the United States Department of Agriculture, any case which is involved must go to the Federal Court if court action is necessary, and there seems to be less chance for people to side-step a Federal Order for that reason.

A Federal Order in a city milk market has nothing to do with subsidies or incentive payments, does not set the price which the consumer pays for milk or specify any particular type of container in which milk is delivered.

A Federal Order does say what the handler of milk must pay producers and the market administra-

tor's job is to see that the established price is paid to producers. The administrator also checks to determine whether handlers pay for all the milk bought on correct fat tests. If tests are not made by a producer's organization, producers who do not belong to a cooperative which checks the tests of its members milk, are charged a fee for testing by the administrator.

As our members know, milk bought at considerably less than our Milwaukee price, has come into this market in an increasingly large volume, until it has affected the price to our members adversely.

Your Board of Directors is faced with the problem of getting a fair price for the members in competition with this cheap milk and after several years of waiting to see if something would happen to cure the bad situation, the Board of Directors is convinced that nothing but a Federal Order will do the job.

A Federal Order is in effect in the Duluth-Superior Market and seems to have done a very good job for the producers. Prior to the existence of the Order farmers were able to get only manufactured price for their milk in those markets.

The Twin Cities Milk Producers Association, operating in Minneapolis and St. Paul and with a great deal of money invested in plants and equipment decided sometime ago that a Federal Order was necessary to protect the members.

We could go on as we have been, getting a fair price for our members' milk, but constantly losing customers because milk was offered much cheaper than the handlers could sell. To reduce the price to the level of that paid to producers just outside of our market, would mean practically manufactured price for all of our milk, which would result in much of the supply going to other markets that are under Federal Order. This would not be good for either producer or consumer, for a low price would break our members and could result in a shortage of milk in the market, to the detriment of the consumers who have been educated to buy more milk through the efforts of our organization, functioning through the Dairy Council.

It will be sometime before an order can be issued, but in the meantime, your Board of Directors will do the best it can to maintain prices for its members.

Golden Harvest Dairy Out

Golden Harvest Dairy, doing business at 2728 N. 33rd St., Milwaukee, sold its customers to Gehls Guernsey Farms effective August 15. Some twenty farmers, most of them located north of Oconomowoc supplied this dairy with milk. The hauler was told on August 15 that the plant would close that day. The milk was taken in at Gehls German-town plant until September 1, at which time the load was taken to Dairy Distributors, Inc. Two of the farmers had gone elsewhere in the meantime.

Golden Harvest sold milk exclusively to stores but its business seemed to get less as time passed. Stories to the effect that the recent drop in milk prices was responsible for this dairy's trouble are without foundation. The company's financial troubles seemed to date back quite a number of years. The Company's assets have been assigned to a receiver who will liquidate the assets for the benefit of the farmers who delivered milk to Golden Harvest Dairy.

BASE MONTHS

This is a reminder to our members that September, October, November and December are the months in which a base is made for 1950.

Homegrown grain sells for considerable less than last year. Corn is an exceptionally good crop so it may be wise to feed well now in order to make a good base.

The editor of a newspaper love-lorn column received a letter from one of her readers. Jokingly, she read the man's problem to her maid.

"Should a father of fifty get married again?"

The maid thought a minute and then gave her advice. "No," she replied, "that's enough children for any man."

August Milk Prices

Blochowiak Dairy Co.	\$3.42
Borden Co. — Gridley Div. ...	3.41
Emmer Bros. Dairy Co.	3.49
Layton Park Dairy	3.36
Luick Dairy Co.	3.38

Market Conditions At a Glance

Strengthening Factors:

Production from U. S. creameries in July came closer to the 1948 volume than in any other month this year. Estimated at 136 million pounds the total was only 8 percent above a year ago. On a per capita basis it was down 35 percent from prewar years.

* * *

From the nation's dairy herd during July came a production less than 3/10 of 1 percent above the level a year ago. In earlier months this year the increase over 1948 had ranged as high as 4 percent.

* * *

Purchases of butter, cheese, non-fat dry milk under the USDA support programs this month continued to serve as a stabilizing influence in dairy markets.

* * *

Number of milk cows on farms declined 1 percent during the past year to reach the lowest level in the last 18 years. Present numbers are more than 11 percent below the mid-1944 peak.

* * *

Weakening Factors:

Storage holdings of creamery butter in U. S. warehouses on August 1 amounted to 136.5 million pounds. The total was some 64 percent larger than on the same day of last year. It was 22 percent above five-year average stocks for the date.

* * *

Feed supplies per animal unit in the winter ahead are expected to be about 6 percent above the record supply available last year. Supplies will be particularly large in the principal dairy states.

* * *

Production per milk cow on August 1 for the fifth consecutive year set a new record for the date. Farmers were feeding grain and other concentrates more liberally than in any other year of record.

* * *

Pastures on August 1 were furnishing somewhat more than average feed for livestock. Conditions for the country as a whole, reported at 83 percent of normal, were 3 points above average for the date.

—D. P. M. A. NEWS

Badger Co-op Strike Ends After 83 Days

The 83 day strike at plants of the Consolidated Badger Dairy Co-operative at Shawano, Wittenberg, and Appleton, Wis., ended August 24 when the 200 striking AFL dairy plant workers returned to their jobs.

During the strike, the plants had been successfully operated by farmer members of the co-operative.

Business agents for four dairy worker local unions signed the agreement ending the strike August 22. Two days before, the workers had voted to return to work.

The new contract, which is to run for the rest of the year, keeps in effect the old wage scale of \$1.10 to \$1.25 an hour and makes no mention of paid holidays. The co-operative, however, granted the union a guaranteed 40 hour week, a provision not included in the earlier contract. The union had asked for an hourly increase of 10 cents and six paid holidays annually.

George Ruppel, Shawano, is manager of the co-op.

The Badger plant at Iola had not been on strike. About 105 employees struck at the main plant at Shawano; 25 were out at Wittenberg, and 65 at Appleton.

The strike was the co-op's second in two years. A walk-out in 1947 lasted only 17 days. When employees went back to work on March 21, 1947, they gained a 20 cent hourly increase retroactive to January 1 of that year.

The strike this year was marked by several outbreaks of violence.

At the annual meeting of the Wisconsin State Federation of Labor a week before the Shawano strike was settled, delegates were asked by the powerful Wisconsin Conference of Teamsters to divorce itself from the state co-operative movement. The teamsters requested a revaluation of the co-ops in view of the clashes during the walkout at Shawano. A weaker resolution was adopted by the federation which called for a meeting with co-operative officials to discuss causes of the conflict in the Shawano strike.

Ladino clover is the outstanding development in pasture plants during the past ten years, declares a Cornell agronomist. It can do most for farmers on non-alfalfa land and help them to compete more effectively with farmers on better land.

New Members Accepted By the Board of Directors August 22, 1949

Backhaus, Lloyd, R. 2, Kewaskum.

Henrickson, Walter, R. 2, Box 320, Hales Corners.

Hesselink, Laverne, R. 1, Oconomowoc.

Keller, Ralph, R. 1, Box 245, Menomonee Falls.

Matteson, C. R., R. 1, Pewaukee.

O'Neill, W. F., R. 13, Box 304, Milwaukee 7.

Schmidt, Mrs. Clara, Cedar Grove.

Schuster, Henry F., R. 2, Hales Corners.

Winter, Harold P., R. 1, Box 259, Menomonee Falls.

Ten Counties Given Awards in Barnyard Improvement Contest

Ten counties have been awarded achievement plaques in the barnyard improvement contest conducted during the past year by the Wisconsin Dairy Federation.

The counties recognized for outstanding work are Calumet, Columbia, Forest, Green Lake, Richland, Sauk, Shawano, Washington, Waukesha and Winnebago. The plaques were presented by William F. Groves, Lodi, President of the Dairy Federation, as a part of the dairy day program at the Wisconsin State Fair.

Awards were based on general improvement of the barnyards. Scoring was based on three factors: Hard surfacing of the barnyard with emphasis upon grading, filling and paving the yards to provide at least 35 square feet of surface for each animal; serviceable and attractive yard fences; and an attractive appearance of the grounds immediately adjacent to the barnyard.

"The barnyard is the front yard of the Wisconsin dairy industry," Groves said. "Thousands of visitors see the barnyards on our farms every year. Clean attractive yards are a big asset in quality milk production and also help create a favorable impression of our great dairy industry."

Average production of cows produced through artificial breeding in New York is 12,159 pounds of milk a year or more than twice the state average production, reports the state College of Agriculture.

Dairy Products**MARKET****Activities, Trends**

Announcement by the United States Department of Agriculture of intentions to purchase 13 million pounds of American process cheese for the National School Lunch Program; increased offerings of butter under the price support program; and an increase in cheese prices due to the July 27 announcement of cheese price support action were the major developments in dairy product markets during August. At the same time the cheese support program was announced, the government placed into immediate effect the seasonal increase of three cents per pound purchase price for butter, previously scheduled to become effective September 1.

The additional support action on cheese and the increase in butter support prices became necessary, department officials stated, because the average price of manufacturing milk, adjusted for butterfat test, had been below the support level required under existing legislation. They pointed out that cheddar prices had fallen to below 28 cents in some markets and that although the market price of butter had advanced toward the purchase price of 62 cents formerly scheduled to become effective September 1, the advance had not been equal to the decrease in carrying charges to that date. In carrying out the cheese purchase program, the department is offering to buy in any area during the remainder of 1949 cheddar cheese of U. S. grade A or higher in carlots at 31.75 cents per pound on either a standard basis or on a moisture premium basis. According to an August 3 announcement of terms of purchase, offers must be straight carlots of cheddar or twin style, packed in new solid fiber or wooden boxes suitable for carrying the cheese in cold storage for at least six months. United States Department of Agriculture grading certificates covering the cheese and dated not more than 45 days prior to offering must be available at the time the cheese is offered.

Purchases of process cheese for the School Lunch Program will be made for delivery during the period September 19 through December 31. Cheese is to be packed in five pound loaves packaged six loaves per domestic case.

In putting the seasonal increase in butter support prices into effect,

the department began purchase of grade A (92 score), or higher, butter at 62 cents per pound in carlots and grade B (90 score) at 60 cents.

The support program for manufacturing milk is designed to support the general level of prices at 90 percent of the parity equivalent price for such milk. The parity equivalent price is 88.5 percent of the average parity price of all milk sold by farmers at wholesale to plants and dealers, the department says. Earlier action to support manufacturing milk prices, announced April 14, included purchases of non-fat dry milk solids and was expected to maintain the United States average price of manufacturing milk of 3.95 percent butterfat at approximately \$3.07 per hundredweight during the spring and summer months and \$3.22 during the fall and early winter. Average price received by farmers on July 15 for milk used in manufacturing was \$2.60 on a 3.5 percent butterfat basis, or about 15 cents per hundredweight less than 90 percent of parity, according to estimates.

Effects of the support program were immediately noticeable, according to reports from all major markets. The butter market, which had been considered steady most of July, turned firm with prices sharply higher on July 28. The wholesale price of 92 score butter on the Chicago market remained between 61½ and 62 cents per pound from that date until press time for The National Butter and Cheese Journal.

Cheese prices, which had dropped to the lowest since O. P. A. ceilings were removed, jumped 3½ cents on the Wisconsin Cheese Exchange July 29. Cheddar prices on the Wisconsin Cheese Exchange have remained around 31 cents since that date although the going market level values have been somewhat strained, according to the Production and Marketing Administration. This is due in part to the general feeling that sales to the Commodity Credit Corporation will be difficult in view of the expense of meeting purchase requirements, PMA said. It is also reported that buyers are critical of quality, as current production is running heavy to summer defects.

Reports that the present cheese price differential of about four cents between large and small styles would encourage a switch to the small size have not materialized, recent reports indicate, as factories

feel that cooler weather will result in improved quality and the current rate of small style production, 20 percent of the total, is considered ample. As of August 22, cheddars were reported as barely steady on Wisconsin primary markets. Small styles were reported as firm more because of light supplies than heavy demand.

Two New ADA Cheese Cutters Announced

A new development to advance retail cheese sales has been announced by the American Dairy Association, business voice of the nation's dairy farmers.

Resulting from extensive ADA market research, two new cheese cutters have been made available to the entire food industry. The "super" cutter and the "standard" cutter are designed to speed up operations, reduce overhead costs and add sales appeal in the retail marketing of bulk cheese.

For use on the super market level, the "super" model handles any kind of round cheese and will quickly cut any type ranging from a bleu cheese to a 70-lb. cheddar into consumer-size pieces. The "standard" unit increases efficiency at the smaller store level and cuts any kind or shape of cheese rapidly both horizontally and vertically. Both units eliminate cutting waste and crumbling of product.

Thoroughly tested in key markets across the country, the new cheese cutting equipment has met with enthusiastic approval. Sanders Churngold Sales, Dayton, Ohio, reports: "The ADA super cutter has cut our cutting cost and made it possible to control size of packages to satisfy our many retail demands. It does a neat, clean job that would amaze the most exacting skeptic."

Milgram Markets in Kansas City says: "The super cutter is the solution to our cheese cutting problem. It's simple to operate, easy to keep clean, and so durable it promises to give years of reliable service. We supply all our stores from a central cutting operation."

Referring to the standard unit, average volume stores have not only expressed satisfaction with its use, but termed it a "short cut to greater cheese sales and profits."

In announcing the new ADA cheese cutters, Owen M. Richards,



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Chicago, general manager of the American Dairy Association, says: "These cutters have a versatility of store use that will help step up cheese sales. Introduction of this new equipment is another significant step forward in merchandising dairy foods."

Both types of cheese cutters are manufactured and distributed by the Kupfer Products Co., Madison, Wisconsin. Sales on a national basis are being organized through food equipment distributors and store fixture firms.

Federal Milk Order Issued for Rockford- Freeport Market

A milk marketing order for the Rockford-Freeport marketing area designated as Order No. 91, was issued July 27, 1949 by Charles F. Brannan, Secretary of Agriculture, and except for certain provisions was made effective August 1, 1949.

A. W. Colebank, market administrator of the Chicago and Suburban Chicago orders, has been appointed as market administrator of the Rockford-Freeport Order.

Provisions of the order with respect to minimum prices, determination of uniform prices, payments to producers and payments for marketing services do not become effective until September 1, 1949.

Order 91 was issued following a referendum recently held among producers in the area at which approximately 98½% of those voting favored the issuance of the order. Approximately 10 milk dealers and over 450 producers are affected.

The Rockford-Freeport marketing area embraces the territory lying within the corporate limits of the cities of Rockford and Freeport together with the territory lying within the townships of Burrill, Cherry Valley, Harlem, Owen, Rockford and Winnebago, in Winnebago County and Florence, Harlem, Lancaster, and Silver Creek in Stephenson County.

The order provides for three classes of milk, and accounting for milk in these classes is based upon the quantity of skim milk and the quantity of butterfat used in each class. The class prices for Grade A milk used in Class I and Class II milk would be determined by adding the same seasonal premiums to the basic price as are in effect under the Chicago and Suburban Chicago orders, Class I and Class II prices for non-Grade A milk will be 10c per hundredweight less than the price for Grade A milk.

The order also provides for an individual handler pool under which a producer is paid a blended price computed on the basis of an individual pool for the handler to whom he delivers his milk. A handler is any milk dealer who operates a plant from which fluid milk is distributed in the marketing area, and a producer is any dairy farmer shipping milk to a handler's regulated plant.

To assist milk dealers in the Rockford-Freeport marketing area in becoming acquainted with the provisions of the order, a series of meetings have been held in Rockford to discuss the various provisions of the

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regulation and reporting procedure thereunder.

Information and material pertaining to Order No. 91 may be obtained at the office of the Market Administrator, 135 South LaSalle St., Rm. 1435, Chicago 3, Illinois, Telephone ANdover 304402.

Dairy Plant Security Requirements Changed By 1949 Legislature

Changed license and security standards must be met by Wisconsin dairy plant operators and dairy products dealers as a result of action taken by the 1949 legislature.

According to Verlyn F. Sears, in charge of the Dairy Plant Security Section of the State Department of Agriculture, there are three features of the revised statute which will affect dairy plant operators and dealers.

Tragic

Nothing is more tragic in an individual who was once wise to lose his memory, and nothing is more tragic to a civilization than the loss of its tradition. — Fulton Sheen in Peace of Soul.

The Dairy Divot Diggers, a group of Wisconsin dairy industry men and dairy supply salesmen, held its third golf match and get-together of the season at the Elk's Country Club, Chippewa Falls, Wis., August 25.

Sharp Increase In Butter, Cheese Production In Wisconsin

Wisconsin's butter and cheese output for the first six months of this year is up sharply from the production during the first half of 1948, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. Ranking first in cheese and third in butter production, the changes in the output of these products by Wisconsin dairy plants greatly affect the total supplies for the nation's consumers.

During the war Wisconsin's output of butter was greatly decreased. From 1940 to 1946 butter production in the state dropped 55 percent although there was a sharp increase in milk production. A greater share of the milk was used in the production of condensed and powdered milk products and sold as whole milk. For the first six months of this year Wisconsin's butter production was 88 percent above the first half of last year, the Crop Reporting Service said, while the output for the nation had increased 18 percent. Compared with the first half of last year butter production for Minnesota increased 11 percent and Iowa dairy plants report a decrease of one percent.

Wisconsin's American cheese production shows an increase of 18 percent for the first half of this year compared with the corresponding period in 1948. This increase is about equal to that for the nation as a whole. The output of Wisconsin's Swiss, brick and munster, and limburger cheese is also up compared with the production during the first half of 1948.

Wisconsin Leads Nation In Calfhood Vaccination Against Bang's Disease

More calves were officially vaccinated against Brucellosis (Bang's disease) in Wisconsin during the 12 months ending June 30, 1949, than in any other state in the nation.

This is shown by a report from the Agricultural Research Administration of the U. S. Department of Agriculture received by the State Department of Agriculture.

During the year 214,659 calves were vaccinated, the report shows. New York, with a total of 175,639

calves vaccinated, was in second place.

Wisconsin also leads the nation in the number of cattle which have been tested for Brucellosis during the 15 years since the program was started. During this time 7,780,783 cattle have been blood-tested. Minnesota is in second place and Pennsylvania third.

Wisconsin ranks second in the nation in the number of calves officially vaccinated since January 1, 1941, with a total of 623,311 head. New York, with 821,492 head, holds first place. Illinois ranks third.

The Badger state also ranks first in the nation in the number of cattle accredited under the Brucellosis control program, with a total of 215,970 head. Pennsylvania ranks second and New York third.

Both calfhood vaccination and herd testing have shown a marked increase in Wisconsin under the area



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You may deduct the small charge from my next milk check.

PRODUCER NO.....NAME

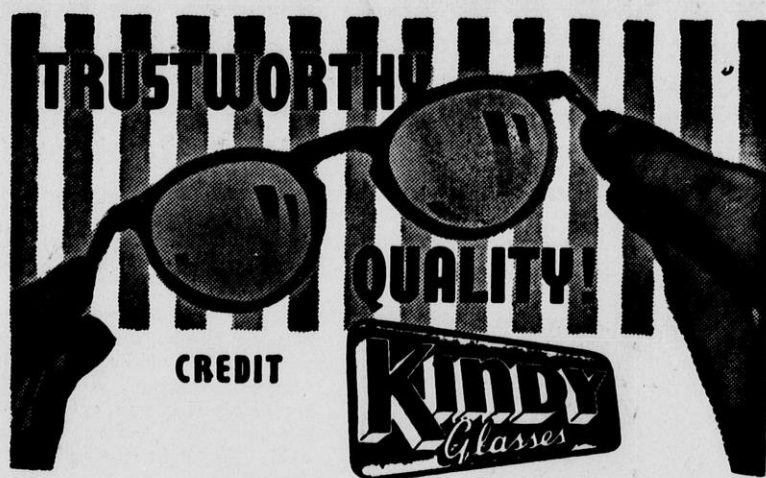
Brucellosis control laws enacted by the 1947 and the 1949 legislatures, according to Dr. J. T. Schwab, Chief of Livestock Sanitation Division of the Department of Agriculture. Funds made available by the 1949 legislature will make it possible to carry on a consistent program of Brucellosis control during the coming two years.

Looking Ahead

"Can you cure me, doctor?" asked the woman of ninety.

"Dear Granny," said the doctor, "you know what happens when one gets older. After all a doctor is not a miracle man. He cannot make an old woman younger."

"Who's asking you to make me younger," protested the old woman. "I want to get older!"



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Wisconsin Dairy Plant Security Requirements Changed

Changed license and security standards must be met by Wisconsin dairy plant operators and dairy products dealers as a result of action taken by the 1949 legislature. According to Verlyn F. Sears, in charge of the Dairy Plant Security Section of the Wisconsin State Department of Agriculture, there are three features of the revised statute which will affect dairy plant operators and dealers.

Under the revised law, every person who buys dairy products is required to hold a dairy products dealer's license, whether licensed as a plant operator or not. This provision applies to persons engaged in the business of buying dairy products for resale or processing from any plant that receives milk from producers. Retail stores, hotels, restaurants, and similar outlets are exempted under the law.

All dairy plant operators are now required to submit a financial statement with the application for license. This statement must show that the financial condition of the plant is such as to "reasonably assure prompt payment of producers." Under the revised law the department has the right to require a new financial statement at any time. If the financial statement of the plant is not adequate, the department of agriculture, as a means of protecting the producer, may require the plant operator to file a bond or other security; set up a trusteeship for the benefit of the producers; or make bi-monthly payments to producers.

Every dairy plant operator, under the present law, must notify all patrons at least once in every six months, as to the type and amount of security, if any, filed with the department of agriculture.

In order to secure the benefits of the state dairy plant security law, producers are urged to file claims promptly, Sears said. Under the law, claims which date back more than 30 days before the date on which written notice of failure to receive payment from a dairy plant was filed with the department are excluded from participating in any recovery made under security filed by the plant. He said producers should make prompt report to the department if the milk check fails to arrive when it is due. Because of the 30-day limitation, Sears stated, patrons should cash all milk checks promptly. A delay of more than 30 days may result in the patron losing the benefits of any security filed.

Sears also indicated patrons should watch for the bi-annual report of the dairy plant operator as to the type and amount of security carried by the plant. The law requires each dairy plant operator to make such a report to his patrons at least once every six months.

Parson Goes Window Shopping

The church elders settled on the picture and legend for a new stained glass window, and delegated the parson to go to New York to order it.

Arriving in the city, he discovered to his chagrin that he had left at home the paper bearing the legend and the window dimensions.

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He telegraphed his wife to wire him the information immediately in care of the Western Union office from which he was wiring her. Then he sat down patiently to wait.

Half an hour later the teletype machine began to clatter. "This message is for you, sir," said the business-like young lady operator — and then gasped and fainted. Rushing behind the counter the parson picked up the teletype ribbon and read: "Unto us a child is born six feet long, three feet wide."

— **Holstein-Friesian World** —

July 2, 1949

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National School Lunch Funds Allocated

Congress has appropriated \$83,500,000 for the National School Lunch Program for the present year. Announcement from the U. S. Department of Agriculture gives the information that of this appropriation \$64,625,000 has been apportioned to the states and territories on the basis of being substantially matched by local funds. The balance of the appropriation above administrative costs is used for the purchase and distribution of specific foods not produced locally. These

include non-fat dry milk solids, concentrated orange juice, cheese, tomato products, peanut butter, etc. This is a project that meets with very general approval.

"The Growth of Dairy Heifers Raised Chiefly on Roughage" is the title of Bulletin No. 523 from the University of Missouri Agricultural Experiment Station, Columbia, Mo. Authors are O. T. Stalleup, H. A. Herman and A. C. Ragsdale. It describes records of results of experimental procedure in raising Holsteins and Jersey heifers with

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maximum roughage and varying amounts of grain.

The author's conclusions are that dairy heifers of normal body weight and size may be reared from six months to twenty-four months of age with not more than 900 lbs. of grain concentrates, provided that good roughage and pasture are provided in abundance.

"Fare" Enough

A passenger boarded a crowded bus and handed the driver a \$5 bill, saying apologetically: "I'm afraid I haven't a nickel."

"Don't worry," the driver assured him grimly, "in a minute you will have 99."

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 10

"By Farmers . . . For Farmers"

October, 1949

NEWSNOTES FROM YOUR DAIRY COUNCIL

During the month of September your Council's director and assistant director have had conferences with or made plans to meet early in October with the superintendents of all the school systems with which we work in Milwaukee County: Milwaukee Public Schools (including members of supervisory staff), Milwaukee County Schools (supervisory staff), Cudahy, Shorewood, Wauwatosa, West Allis and Whitefish Bay Public Schools, Missouri Synod Lutheran Schools, Wisconsin Synod Lutheran Schools, and the Catholic Office of Education.

Each superintendent was offered and each has expressed his wish to have a set of loose leaf portfolios displaying Dairy Council health education materials for all grade levels. This statement, which symbolizes the expressions of all, was made by one of the superintendents, "These are fine materials which have been and will be of excellent help to teachers and parents in making health habits important. I am pleased to have your materials in such a compact form. You may be certain that these portfolios will be put in a place where we believe teachers will refer to them often."

During this past month, too, your nutrition staff has presented and interpreted your Dairy Council's education materials and services to the nursing division staffs of the health departments in Cudahy, Fox Point, Towns of Franklin and Oak Creek, Town of Granville, Town of Greenfield, Shorewood, South Milwaukee, Wauwatosa, West Allis, West Milwaukee, and Whitefish Bay.

Each health department was presented with a durable set of loose leaf portfolios containing Dairy Council educational materials for all ages. The nurses will use these portfolios in suggesting health education materials to teachers, and for use in their work with parents in

visits to the homes, in Well-Baby Clinics and in Pre-School Health Examinations.

Highlights Regarding Other Groups The Dairy Council Has Served

Two adult groups have already heard the talk, "The Challenge Is Yours," at their P.T.A. meetings in September. About 40 parents at MacArthur School and about 60 parents at St. Martin's School heard the message that the "challenge" of providing three good meals a day, including optimum amounts of dairy products, for their families, is theirs. More reservations for future meetings are being made daily.

Miss Marjorie Fenton, program director for the Girl Scouts, reported that twice as many Homemaking badges were earned last year as the next largest badge group. She attributes this directly to the materials and services the Dairy Council has made available. These, the future homemakers, are learning well the importance of milk and its place in the diet. The results will be even greater when they become the consumers of tomorrow.

Senator Wiley Fights Oleo

The oleo interests managed to get an amendment through the Senate which will allow the armed forces to serve oleo instead of butter. The amendment was passed but Wiley must be credited with putting up a good fight for the dairy industry. Of course protecting of the dairy industry is in the interest of all the people for without dairying, the soil can't be conserved and the people of this country will then go the way of other nations that have neglected the soil.

Senator Wiley said in part, "Some of my brethren may say, 'Of course he is speaking for his own State of Wisconsin.' I am proud to speak for the State, but I invite the attention of Senators to the fact that while Wisconsin is the greatest milk-pro-

ducing State in the Union, few percent of our milk goes into butter. I am likewise thinking of Minnesota, Iowa, Nebraska and the Dakotas, and what the effect on those States would be.

"The oleomargarine industry is selling about 1,000,000,000 pounds through various methods. That leaves 1,400,000,000 for the butter market. I am thinking what it would mean if that market were stolen and there were taken from the land the greatest fertilizing agent known, namely, the dairy cow. If we reduce the herds in the Middle West we shall see the time when the land will become unproductive. In my own State, starting in the early 1800's we produced a great deal of wheat. From that time until the 1850's we produced between 18,090,000 and 20,000,000 bushels of wheat for a few people. But it sapped the fertility of the land, and the wheat-fields moved north. The land became unfertile.

"Then the Scandinavians, Germans, and Swiss moved into that State. They were dairy people. They started with their cows, and they brought back the fertility of the soil. Today the State of Wisconsin is like the Garden of Eden. Now a serious attempt is being made to reverse that situation. Artificial fertilizers will never give to the soil what cows give in the form of natural fertilizer.

The Big Oleo Corporations Are Trying to Cut the Dairy Farmers' Throat

"Mr. President, in view of the salesmanship that is being displayed on behalf of oleomargarine, I think Senators should stop and consider the 6,000,000 farmers. Generally the farmer is an independent citizen, thank God! He is not in a position, as are corporate interests such as the oleo interests, to organize and accumulate huge funds with which to make a fight. As a result he may not realize individually at least that he is engaged in a psychological warfare in relation to a commodity which is going to mean the depletion of soil, so that possibly not in our own time, but within 50 or 75 years, when the population of the country has risen to 300,000,000 we may be thinking about importing food un-

(Turn to WILEY, 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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September Price

The Board of Directors made a deal for September milk on September 26. Late in the month but it was the third conference on the price of September milk.

The same classification prices as we had in August hold good for September. Three dollars and sixty-five cents for Class I milk, twenty-five cents over average condensery for Class II or cream milk, and manufactured or Class III at average condensery price. The blend price will be slightly higher than for August milk.

Why isn't milk priced higher at this time of the year? Because farmers who are unorganized sell milk to handlers selling in the suburbs take flat condensery or a few cents more from such handlers. Seems queer that some farmers are satisfied with such a low price for milk sold in a fluid market but they do. Some of them live twenty miles or less from Milwaukee at that. For August milk many of those farmers took from forty to sixty cents less than the blend price of Milwaukee handlers.

Milwaukee a Convention Center

The Milwaukee Association of Commerce Convention Bureau has released figures which indicate that over 10,000 delegates will attend conventions in Milwaukee during October.

Outside Handlers Fight Marketing Agreement

Because the Milwaukee Cooperative Milk Producers is working for a Federal Marketing Order so that its members may get a fair price for milk not obtainable now because cheap milk is bought by outside handlers, those handlers are talking loud against a Federal Order.

Some other people are also running a temperature over the proposed order. Half truths are being told, one of the most vicious being a statement that farmers will have to pay in a great deal of money to the market pool. The truth is that there will be no market pool if there is a Federal Order issued for the Milwaukee Market. Each dealer will pool the milk of the producers who deliver to him just as is done at present. People who have a good income from other sources also say there is no need of any order. Not for them, of course, for keeping cows is a hobby and not a means of making a living. When a buyer of milk, be he big or small, says he is against a Federal Order because it will hurt the farmers he buys from, it would be wise to take his statement well seasoned with salt.

New York Hay Crop Short

Dairy publications going out to New York State farmers, indicate that the shortage of hay, taking in consideration hay carried over from the 1948 crop, is about 25% short of the state's needs. The situation is very much the same in all the New England states.

Production Per Farm Up Sales Fair

Milk production per farm was higher than last year by about 14 pounds per day in August. Class I or fluid milk sales were 33,912 lbs. per day higher in August of this year as compared to the same month in 1948. Cream sales continue low however. Fact is sale of fluid cream never got back to where it was before the sale of cream was limited during the war years. Same is true of butter of course. All of the above relates to the production and sale of milk and cream as reported to the Wisconsin State Department of Agriculture by handlers who pay for milk on our bargained price.

The milk bought by handlers who pay manufactured price or a few

cents over and who sell at wholesale only, for the most part, is never reported to the Department. The volume of milk handled by such dealers is relatively large. Weights and fat tests are not checked by anyone so these handlers have free enterprise to the nth degree.

No one will be surprised if these free enterprise handlers object to a federal market order for Milwaukee.

Whitewash The Stable

This is the usual reminder to our very busy members. Contact the spray man so that you won't get caught short. It's bad to have to turn the cows out in cold November storms while whitewashing is being done. Time is running out.

Farm Income Up? Read About Payrolls

The announcement early in the year that farm income in 1948 had exceeded \$32,000,000,000 was the subject of widespread comment. It was a remarkable achievement. Farmers had multiplied their 1939 income by four. Payrolls of manufacturing concerns, however, were 70 percent greater than the record-breaking receipts of farmers. Wholesalers and retailers had payroll totals that fell only 25 percent under the total of farm marketings. Those working for the service trades receive more than one-third as much as do farmers. Thus business payrolls have become a dominant feature of our economy, quite in contrast with the first 100 years of the nation when income from agriculture was the controlling factor. In the past decade income from payrolls has been five times the total of farm marketings.

Be wiser than other people if you can; but do not tell them so.

— Lord Chesterfield

September Milk Prices

Blochowiak Dairy Co.....	\$3.45
Borden Co. — Gridley Div.....	3.45
Emmer Bros. Dairy Co.....	3.53
Layton Park Dairy.....	3.45
Luick Dairy Co.....	3.42

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, 1949.

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 Dobberty, 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 22nd day of September, 1949. Ann T. Woelfel, Notary Public.
(My commission expires June 6, 1953.)

WILEY (from page 1)

less we stop, look and listen on this issue.

"I am thinking of the larger horizon. I am thinking of what it means. We of the North eat peanut butter and pay a big price for it; we permitted cotton to go abroad with an export subsidy. I ask those who have received benefits for peanuts and cotton to give us a little consideration in this matter. We of the dairy States consume a great deal of cottonseed and cottonseed oil, which are used in the feeding of dairy cows. Milk cows make fertilizer, which rejuvenates the soil. It is a serious matter to permit a small group making a substitute product to impact a segment of our economy in the great Middle West, composed of individuals who never come to Washington to ask for a hand-out.

General Order 124

The State Department of Agriculture has held hearings on General Order 124 which order sets up standards and regulations for milk delivered or offered for sale in the State. This order which is to go into effect November 15, 1949 seems a hodgepodge thrown together by someone without much knowledge of the dairy industry. Many of the requirements in the order would not apply to our members since we have been doing the things asked for these many years.

Some of the regulations however, are definitely bad. For instance under the heading "Exclusions of Producers From the Market" appears the following paragraph:

"Every operator of a licensed dairy plant shall refuse to purchase or accept the milk or cream of any producer.

"If any part of the milk or cream delivered by such producer has been rejected for four consecutive days because of flavor, odor, adulteration or other abnormal conditions or

"Whenever the operator of any dairy plant shall have refused to purchase the milk or cream of any producer for any of the reasons set forth in above paragraphs, such producer shall not thereafter sell nor offer to sell any milk or cream produced by him for human consumption or to be processed or manufactured for food for man until authorized in writing by the Department."

Note that if milk is rejected for odor on four consecutive days, the buyer shall refuse to purchase or accept such producer's milk such producer may not sell or offer to sell any milk or cream for human consumption until authorized by the Department.

There is no standard for judging odor. One inspector might say the odor is bad and the producer not being able to detect it, keeps on shipping and getting milk returned for four days hand running may not sell his milk anywhere until the Department gets around and decides he may do so. No evidence of any kind can be had to prove or disprove the inspector's claim. His nose said the odor was bad and so the producer can't sell milk until the Department says so. When would the Department get around to release him? Nobody knows. A week, 2 weeks or longer? In the meantime, the producer could dump his milk because an inspector thought it had an odor. There are other requirements that are bad, but none that are so utterly illogical as the one on odor.

New Members Accepted By the Board of Directors September 26, 1949

H. Deblitz, R. 1, Box 164, Sussex.

Wallace Dunn, R. 1, Hartland.

Clarence F. Fieber, Box 140, Saukville.

Herbert Hoffman, R. 2, Box 123C, Caledonia.

George F. Kohlwey, R. 1, Saukville.

Robert Luening, R. 3, Box 481, Pewaukee.

Melius Bros. Farm No. 2, R. 1, Jackson.

John H. Miller, R. 3, Box 68, Oconomowoc.

H. E. Rosenow Estate, R. 1, Oconomowoc.

Walter Stange, R. 1, Kewaskum.

Ray Stubinsky, R. 12, Box 537, Milwaukee.

Vernon R. Warnes, R. 2, Box 387, Waukesha.

Walter Ziemer, R. 4, Box 696, Waukesha.

Fluid Milk and Cream Report for September, 1949

Fluid milk price changes at retail and producer levels early in September were somewhat mixed, the Bureau of Agricultural Economics reported today. The number of markets with higher retail prices early in September than a month earlier was not large. About one in every ten reported higher prices. Four markets of the 100 reporting showed lower retail prices. Six markets, in widely separated areas of the country reported lower producer prices and seven reported higher producer prices. In five markets in which retail prices changed, the Class I or producer prices will not be known until after the end of this month. Receipts of milk during July from regularly approved producers in 28 areas under Federal Orders were 14.9 percent smaller than in June, but were 7.8 percent larger than in July of 1948. Combined daily sales of fluid whole milk in July in these markets were 4.2 percent smaller than in June, but nearly one percent larger than in July a year ago. Some seasonal declines occurred in the production of the major manufactured dairy products, but CCC support purchases continued largely to dominate wholesale markets for these products early in September.

Retail prices for standard milk delivered to homes in 24 cities early in September averaged 20.1 cents per quart. This was the same as the average price for these same cities early in August but was one and one-half

cents per quart lower than early in September 1948. Reported increases in retail prices in Baltimore, Md., and in Kansas City, Mo., were offset, in this average, by reported declines in retail prices in Milwaukee, Wis., and Los Angeles Calif. The early September average was 3.6 cents per quart higher than the five-year average price for September.

What Has Happened To The Price of Milk?

Dr. R. W. Bartlett, Department of Agricultural Economics, University of Illinois College of Agriculture in a recent release says "Milk prices have fallen principally as a result of lower corn and feed prices and diversion of market milk to manufactured uses. In March 1949 the condensary price averaged \$2.77 per 100 pounds, or 37 percent below the peak price of \$4.36 in July 1948. Present prices for both corn and milk are about double the prewar figure. For the period 1935-39 the average price of corn was 66 cents a bushel and condensary milk, \$1.40 per 100 pounds. The rapid decrease in milk prices in latter part of 1948 and early 1949 resulted primarily from large feed crops and low feed prices combined with increased milk surpluses. Historically, milk prices tend to follow the general trend of farm prices either up or down. They continued to do so in 1947, 1948 and 1949."

Dr. Bartlett comments "Consumer income is likely to remain at a high level in 1949, although unemployment has increased somewhat. During the past few months, milk prices have fallen sharply and are likely to average at least 50 to 75 cents and possibly \$1.00 per 100 pounds below those of 1948. As long as consumer incomes remain high, all farm prices, including milk prices are likely to remain far above those of prewar."

— The Milk Producer, Peoria, Ill.

Breed in Late October And in November for Fall Freshening

Breeding cows on the last days of October will mean fresh ones early in August.

Cows bred in November ought to go dry in July and calve from August 15 to September 10. A good dairyman ought to make a fair base if well fed cows and heifers freshen during that period. There is generally a good demand for any surplus cows that freshen in August and September.

Where To Be Safe

As a safe place to work, let us suggest a plant near Dollar Bay in Michigan. Over a period of 36 years no fatality or major injury has been suffered within its confines.

Since 1913 the record reveals only six finger injuries and none of them caused by explosion.

The plant makes dynamite at Senter for the Atlas Powder Company.

Cheese Festival Sets Precedent

Sweeping salesward across the country in October and November, the Cheese Festival sponsored by the American Dairy Association is heralded as the top event in the history of cheese merchandising and one of the greatest sales promotion drives ever put behind any food product.

Spearheading the drive are the advertising and merchandising activities of the American Dairy Association—in the national magazines, on 'Xpress truck posters. In full color, the ADA ads appeal to the millions through the pages of Saturday Evening Post (October 15 issue), Look Magazine (October 25 issue), and McCall's Magazine (October issue).

Advertising Mobilized

Adding tremendous sales power to the drive is the tie-in advertising on the Cheese Festival of such manufacturers as Kraft, Borden, Swift, Land O' Lakes, and others. Their ads appear this month in an impressive list of magazines that blanket the nation: Life, Ladies' Home Journal, Look, Saturday Evening Post, Woman's Home Companion, Better Homes & Gardens, Family Circle, Parents' Magazine, Good Housekeeping, American Magazine, American Weekly, This Week, and McCall's Magazine. This advertising alone is pointed for a readership of more than 100,000,000.

In addition to the advertising, colorful illustrated food page features on cheese will influence the buying habit of millions. There'll be two pages on cheese in McCall's and a big feature in Ladies' Home Journal on cheese souffle (September issue) as campaign openers. Look Magazine will have a three-page cheese feature and there will be two pages in Today's Woman and in True Confessions to spread the mes-

sage across the country in a sweeping follow-up.

Going to the desks of top executives in 15,000 super markets across the country, the September issue of Super Market Merchandising Magazine gives a "play by play" program for merchandising cheese with a hundred related food items in all parts of the store. "Cheese Festival" mats for local tie-in ads are being distributed by Super Market Institute to "supers" throughout the nation.

Look Magazine is not only running a feature story on cheese but is putting the full force of its merchandising service back of the Cheese Festival campaign. This service includes special Look posters and thousands of recipe leaflets in the display racks of 400 of the biggest food stores in America.

Likewise, McCall's Magazine will merchandise the Cheese Festival as the top feature for October in its special service to super market operators. McCall's also offers free mats for local tie-in advertising. In the September issue, McCall's published a feature illustrated story on "Ways to Use Cheese."

A publicity release for the food pages of 900 leading newspapers has a possible reading audience of another 100 million.

Set New Pattern

Joining forces to make cheese the most talked of food in the nation is the National Cheese Institute with the merchandising power represented by such big organizations as Armour's, Land O' Lakes, Wilson's, Cudahy's, Purity Cheese, and others featuring cheese in their ads, promoting cheese through their salesmen.

As part of the campaign, the Apple Institute and General Mills are highlighting "Apple Pie 'N Cheese" in their advertising. Retail selling plans keyed to record-breaking sales are in motion through A & P, Kroger's, American Stores, National, Jewel, IGA, Red Owl, Super Store group, and a host of other food outlets.

Restaurants, hotels, and public eating places are geared to the Cheese Festival, doing their share in the "sellebration" by featuring cheese on their October menus.

On the farm side of the campaign, the Farm Journal, October issue, carries a full page ad to its 2½ million readers in a salute to the dairy farmers of the nation and their ADA for leadership in the gigantic Cheese



MILKING TIMERS AND BARN CLOCKS

Sulfu and penicillin help stop mastitis, however, drugs lose killing power with continuous use. The only safe, sure mastitis cure is a better milking program. The Timerite system makes milking safe, faster, easier. The big electric Barn Clock, 15 x 15" is 100% accurate. This clock will streamline your entire day's work. Clocks \$14.50, timers \$12.50. Guaranteed 30 day trial, money back.

E. J. GENGLER MFG. CO.

P. O. Box 851

Arcadia, California

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. Write for information on Sunbeam Stewart clipping equipment.

SUNBEAM CORPORATION
(formerly Chicago Flexible Shaft Company)
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

Festival. The same ad appears in Time Magazine.

Thousands of Cheese Festival sales kits are being distributed across America by the American Dairy Association co-operating with Super Market Merchandising. Each kit contains the greatest array of sales material ever lined up at one time. In addition to reprints of ads and magazines already mentioned, the kit includes a reproduction of the 18 by 24-inch poster in full color of the Dole "Pineapple - Cheese Salad" and a sample of the colorful Cheese Festival store streamers available in quantities through festival headquarters: American Dairy Association, 20 N. Wacker Drive Bldg., Chicago 6, Ill.

Nationally famous radio shows are featuring the Cheese Festival in October. It will be heard daily on the Swift's "Breakfast Club" conducted by Don McNeil. Every week in October cheese will be broadcast on Borden's "County Fair" and on Kraft's "Gildersleeve Show." It is estimated that the listening audience of these shows alone totals 11½ million homes.

Over every major network—NBC, ABC, Columbia, and Mutual—homemakers' programs are spotlighting cheese in glamorous dishes and menu suggestions to tempt the appetites of American families by the millions.

Cheese 'n Crackers

Then there's the Arthur Godfrey show. "Cheese 'n Crackers" get top billing as the nation's crack radio salesman ties into the Cheese Festival with his sponsors, the National Biscuit Company. Every day this show is heard in more than

3,386,000 radio homes from coast to coast.

And to clinch the sales at the point-of-sale, National Biscuit Company has its entire army of 2,600 salesmen selling cheese and crackers, building displays at the retail level, and promoting product as they make personal calls on the food store trade from one end of the country to the other.

Senate Decides to Shelve Oleo Tax Repeal Until Next Session

Legislation to repeal federal taxes on oleomargarine was shelved until the next session of Congress by the United States Senate the week of September 12. The move was made to make way for more vital legislation. After a party policy committee meeting, Majority Leader Scott Lucas announced that unanimous agreement had been reached that the oleo tax should not be brought up at this session. He indicated, however, that the tax repeal will be one of the first taken up when the Senate reconvenes in January.

Smiles — Consistency

One Russian diplomat said to another Russian diplomat:

"America is a lousy country. It's a weak country. These Americans are incapable of producing anything that would benefit mankind. We don't need to have anything to do with America."

Then, he finished his Lucky Strike cigarette, ate his Hershey bar, put on his Adam hat and drove off in his new Oldsmobile.

— Chicago Daily News

A Milk Strike in New York — Don't Be Foolish

Some of the hot heads around the milk shed are clamoring for a milk strike because they believe they are not getting the price they believed they should get for their milk.

The Guide agrees with them all the way. But the answer is not by a strike.

These same producers, month after month and year after year have put the same people back in office at Washington.

So, if these officials veto a price increase there is no answer. The producers are getting exactly what they voted for.

But as for a strike. That is silly and asinine.

Nobody ever wins a strike.

The producer dumps his milk down the ditch. He loses.

The middleman has no milk. He loses.

The dealer lacks milk. He loses.

Everybody loses.

The loss is NEVER made up.

Nobody, in the long run, ever won anything by a strike. You can't either.

— The Independent Producer's Guide, New York.

Tenant—Why raise my rent when my room is all the way in the miserable attic?

Landlord—You use more stairs than anybody else.

An old maid is a gal who knows all the answers but is never asked the question.—Great Lakes Bulletin.

McKee New ADA President

The American Dairy Association of Wisconsin Board of Directors elected Lyman McKee as president of the organization at a recent board meeting. McKee will fill the unexpired term of office created by the death of Bryce S. Landt, who had been president for eleven years.

McKee, a dairy farmer living near Madison, was vice-president of the organization. The vacancy left by moving McKee to president was filled by Homer Melvin of Glenbeulah.

Both McKee and Melvin are farmers who have been outstanding leaders and very much interested in promoting the dairy industry.

Under Mr. Landt's leadership, the organization had grown from a dream to a reality—to an organization to which over 60% of farmers in the state of Wisconsin belong to, and from the original five states to forty states.

Floods, Famine, and Death

By W. A. Speer

Good evening, Mr. and Mrs. Bacteria and all you little bugs, too. A---hhh! there's bad news tonight. Disaster has struck our comrades on Farmer Forberg's farm. Our entire population in Mr. Forberg's milk-house has been wiped out.

The only known survivor, Phil Thermo, of the Thermophilic clan relates his eye-witness account of "Wahoppened":

"It was just after morning milking, and there we were, snug, safe, and settled on all of the milk utensils—we had just received our food supply in the excess milk that was left clinging to them—when the disaster struck.

"The first blow was a cold water flood that swept away most of our food supply. It removed most all of the excess milk and butterfat from each piece of equipment that had come in contact with the milk.

"The second blow took a different form. Each piece of equipment, on which we had homesteaded, was dumped into a hot solution that contained something (soapless dairy cleaner) which completely removed the balance of our food—and may

they rest in peace, many of our comrades.

"The third phase followed swiftly and consisted of a hot water flood that swept away many more of our group and assisted the utensils in drying quickly, leaving little of the conditions for us to survive on.

"A calm then befell our community and lasted throughout the day. I and a few other survivors and some new homesteaders returned to take up residence in a few scattered home sites that had not been completely demolished. I had settled down on the strainer and sat pondering the situation, waiting for the evening milking and our regular food supply. In walked Farmer Forberg, and that's when the fourth and final phase hit us.

"Now I have never seen the Atom Bomb in action, but it can be no worse than what happened next. Each piece of milk-handling equipment was flooded with some diabolical solution (chlorine solution) that quickly and completely penetrated the remaining home sites and killed everyone. Fortunately, I was reposing on a particle of dust and a kind breeze had swept me to safety in the nick of time."

A---hhh! yes, folks—it's bad news tonight. Breathe not a word of this, lest it fall on other farmers' ears, and your reporter, along with you, may also be wiped out.



Get that extra milk in the can for extra profit

Insist On

tri

CALF FOOD

More and more milk plants are making MORE ECONOMICAL

tri Calf Food available to their patrons — HIGHEST QUALITY . . . COSTS LESS!

Ask your milk hauler today.

TRI ASSOCIATES, INC.

Minneapolis 13, Minn.

Tri is available at the Milwaukee Cooperative Milk Producers. Ask your milk hauler.

25 lb. Metal Pail **\$3.95**

100 lb. Drum **\$13.80**

ADA Program Ready — Magazines, Posters to Carry Brunt of Campaign

Full color pages in magazines, tie-in appeals with food advertisers, and Railway Express truck posters will spearhead the American Dairy Association's 1949-1950 campaign, which is scheduled to get under way in October.

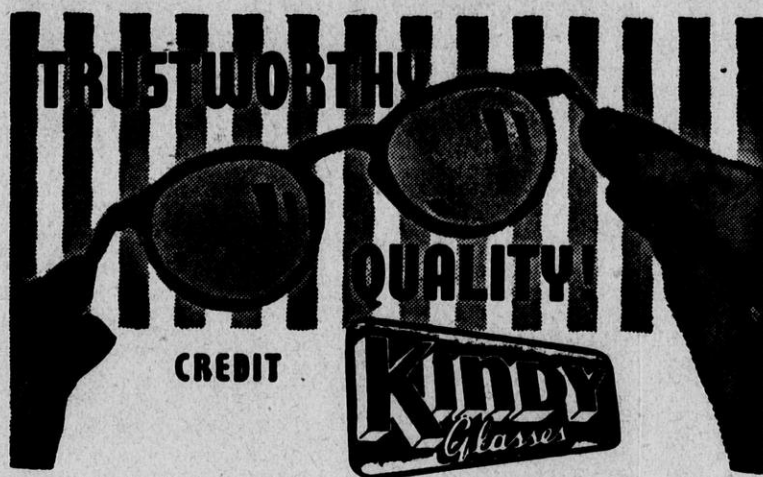
Approximately one million dollars will be expended for advertising, merchandising, education and publicity, according to Owen M. Richards, general manager of ADA.

This year the campaign will expand its educational activities earmarking funds for the National Dairy Council, the Evaporated Milk Association, the Milk Industry Foundation, and the International Association of Ice Cream Manufacturers.

Research projects will also be continued at several universities.

Full color advertising to promote butter, cheese, milk and other dairy products are scheduled to appear in American Weekly, Better Homes and Gardens, Ladies' Home Journal, Look, McCall's, Saturday Evening Post, and This Week magazines.

— The American Dairy Association Works For The Farmers.



KINDY OPTICAL CO.

615 N. 3rd Street

MArquette 8-7225

Cattle From Pastures Should be Tested Now

Cattle which were out in the pasture when herd tests for tuberculosis were made this summer should be tested as soon as they are brought back to the farm.

This is the reminder issued this week by Dr. J. T. Schwab, Chief of the Livestock Sanitation Division of the State Department of Agriculture. It applies to all counties where tuberculosis retests are being made this year and to other cattle owners who have had their herds tested this summer.

When the herd tests were made, many farmers signed "pasture releases" covering stock which was in pastures some distance from the farm, Schwab said. In signing this pasture release the owner agreed to test all these animals at his own expense as soon as they were brought back from the pasture in the fall. If reactors are disclosed by this test the owner will be protected by indemnity available under the area tuberculosis eradication program.

Until cattle covered by the pasture release are tested, he pointed out, the herd test will not be completed. In addition, untested cattle in your herd, particularly animals which may have been in contact with other stock during the summer, are always a serious source of danger, as one infected animal may spread infection to other cattle in the herd.

Wisconsin Farm Income Lower This Year

Cash income of Wisconsin farmers has been cut sharply from the record level of 1948, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Income from farm marketings in Wisconsin during July this year was 23 percent below July, 1948. For the first seven months of this year cash income from farm marketings in the state dropped 20 percent compared with the income in the same period of last year.

Cash returns from livestock and livestock products show the greatest drop although a substantial loss in income is also reported from crops. During July of this year hog prices averaged \$19.50 per hundred weight which is \$5.50 per hundred less than in July, 1948, and Wisconsin farmers received \$1.64 less per hundred pounds of milk sold. Any increase in production of livestock and milk during the first seven months of the year was more than offset by lower prices.

Total Wisconsin cash farm income from marketings for the first seven months of this year is estimated at nearly 552 million dollars compared with almost 686 million dollars from January through July of 1948. Receipts from livestock and livestock products declined about 117½ million dollars and cash from crops dropped almost 161½ million dollars from the seven-month total of 1948.

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**

SHAVINGS

**Better than straw and cheaper
Large load delivered**

R. J. DEUEL

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

Wells Supply 95% of Water Used on Wisconsin Farms

Wells supply about 95 percent of the water used in Wisconsin farm homes.

This is shown by a survey made by the Crop Reporting Service of the State and Federal Departments of Agriculture. About 4 percent of the water used comes from springs and other surface water such as streams, ponds or lakes. Less than 1 percent of the farms reported using water from other sources.

In southwestern Wisconsin, where the alternating layers of sandstone and limestone are ideal for springs, farmers get about 17 percent of their drinking water from springs. The remaining 83 percent comes from wells.

In 8 of the 9 districts of the state, more than 90 percent of the farms obtain their water from wells. The percentage is highest in southeastern Wisconsin where 98 percent of the water used is well water. The northwestern, eastern, and southern counties are a close second with 97 percent. Only the northeastern and central districts obtain less than 95 percent of the drinking water from wells.

DEPENDABLE DAIRYADE for BETTER DAIRYING

**FROM
THIS
ONE
PAIL**



**OF MUTUAL DAIRYADE
YOU CAN RAISE 2 CALVES!**

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. Start feeding Dairyade now—it's guaranteed to give the results you want or your money back! Get a 25 lb. pail or 100 lb. drum of America's No. 1 quality baby animal food compound today!

DEPENDABLE! FORTIFIED!

**Mutual
DAIRYADE**

ORDER FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

COSTS ABOUT
5¢
PER DAY
PER CALF



Livestock Feed Menu Is Varied

If Wisconsin livestock could order "a la carte" it would take a long list to show the complete lineup of available feeds.

Reports from the State Department of Agriculture show that this year 6,381 brands of commercial livestock feed have been registered in the State. This is an all-time record and gives Wisconsin farmers the widest choice of commercial feeds in the history of the State. It covers

the entire range of commercial feeds.

Poultry feeds top the list in the number of brands registered, according to W. B. Griem, in charge of the department's feed laboratory. Dairy feeds rank second and hog feeds third.

Griem's records also reveal that more than 1,200 feed manufacturers have obtained licenses from the department this year. This is also an all-time high. Of this number, 875 are located in the State. The State law requires all manufacturers of commercial feeds to secure a state license and to register each brand

5 Aids to Bigger Profits

Milkstone remover, Oakite Compound No. 36, gives you these 5 worthwhile money-saving advantages in removing milkstone from processing units:

- 1) Cuts clean-up time
 - 2) Helps keep bug counts low
 - 3) Reduces tedious brushing
 - 4) Prolongs equipment life
 - 5) Assures maximum efficiency
- ... greater economy for your chemical sterilizer

New Oakite Booklet shows where and how you can save money on your sanitation procedures with Oakite Compound No. 36. Write for your FREE copy today!

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

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

of feed manufactured with the Department of Agriculture.

Wisconsin farmers buy from 900,000 to more than 1,000,000 tons of commercial feed each year. About two-thirds of this volume is ready-mixed feed.

As a protection for the farmer who buys commercial feed, the Department of Agriculture each year analyzes about 2,500 samples. The purpose is to see that all feeds sold comply with statements made on the manufacturer's label. Registration fees paid by the manufacturer meet the entire cost of this service.

One of the greatest marksmen of the FBI was passing through a small town, and everywhere he saw evidences of the most amazing shooting. On trees, on walls, and on fences there were numberless bull's-eyes with the bullet hole in the absolute center. He asked to meet the person responsible for this great marksmanship.

The man turned out to be the village moron.

"This is the most wonderful marksmanship I have ever seen," said the FBI man. "How in the world do you do it?"

"Easy as pie," said the moron. "I shoot first and draw the circles afterward."

— Leopard Spots

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 11

"By Farmers . . . For Farmers"

November, 1949

Newsnotes From Your Dairy Council

Your Dairy Council's staff has learned, during the past four and one-half years in carrying on a continuous program of teaching and telling the value of milk, that certain techniques, methods and teaching tools are most effective in bringing our message to groups of people of all ages in Milwaukee County.

Some of these teaching tools are our authentic educational booklets, leaflets and posters (some designed to meet the needs of each age level) educational films, exhibits and nutrition talks given to civic and service organizations, parent education and church groups, and service to school faculty groups and health department staffs in their choice and wise use of our educational materials. These services are helpful to leaders of community groups in influencing improvements in the attitudes and habits which people have or should have about milk and its products.

We know that you who are contributing financially to this ever-growing Dairy Council educational program (designed to help people of all ages and endeavors to appreciate their needs for adequate amounts of milk daily) will be interested in this list of the groups which your staff has served during the month of October, 1949, in one or more of several requested ways:

Nutrition Lectures

Auxiliary—Milwaukee Junior Chamber of Commerce
Six classes of junior and senior girl students in physical education at Wauwatosa High School
Marquette University, College of Nursing—Class in Public Health Nutrition
Four classes of freshman girl students in Orientation Course at Marquette University
Shorewood Health Volunteers (parents)
A class of senior students in Dental Hygiene at Marquette University—College of Dentistry
Green Bay Avenue School—PTA Study Group

Faculty Meetings

Gesu School
Greendale School
Marquette School—South Milwaukee

Burdick School
Madison School—South Milwaukee
St. Michael's School
Rawson School—South Milwaukee
Kilbourn School
Hawthorne School—South Milwaukee
Brown Street School
Washington School—West Allis
Holy Ghost Lutheran School
St. Frederick's School—Cudahy
St. John's School
Browning School
Happy Hill School
St. Catherine's School
Mother of Perpetual Help School
Longfellow School
Humboldt Park School
Craig School
Trowbridge School
Elmdale School
Washington School—Wauwatosa

Materials Selected by Leaders for Group Discussion and Instruction

Dean of Girls—Shorewood High School
St. Leo's School
St. Augustine School
St. Martin's School
St. Paul's Catholic School
Blaine School
Riverview School
Milwaukee State Teachers' College
Seifert School
Ninth Street School
Milwaukee Vocational and Adult School
Home Economics Department and Waitress Training
Thompson School
St. Mary's School—South Milwaukee
St. Adalbert's School—South Milw.
Milwaukee Health Dept.—Nursing Division
Greenfield School
Hales Corners School
Lake School
Atwater School
Greendale Health Department
Silver Spring School
South Milwaukee School of Vocational and Adult Education
St. John's Lutheran School
Town of Lake Health Department
Peckham Junior High School
Milwaukee Public Schools—Material for Posture Week Emphasis
Riverside High School
Peckham Junior High School
Bay View High School
Pulaski High School
Lincoln School—West Allis
Thirty-Sixth Street School
St. Hyacinth's School
Marquette University—Student in marketing class
Milwaukee-Downer Seminary
Eighteenth Street School
St. Matthias School
Cardinal Stritch College
Rufus King High School
Mac Arthur School
Home Nursing Class—Whitefish Bay High School
Oklahoma Avenue School—Luncheon Supervisor
West Allis Central High School
St. Hedwig's School
West Allis Health Department—Nursing Division

Visiting Nurse Association
Milwaukee County Dispensary
Milwaukee County Children's Home
Town of Greenfield Health Department
Wisconsin State Board of Health
U. S. Public Health Service—Diabetes Detection Program
Girl Scouts Headquarters
Cub Scout Leaders
Girl Scout Leaders
Master Lock Company
Assumption School PTA
Cudahy Health Department—Nursing Division

Films

Jefferson School—4 showings
Greendale School—13 showings
Dover Street School—2 showings
Green Bay Avenue School—3 showings
Lake Bluff School—1 showing
Columbia Hospital
Pre Natal Class—1 showing
West Allis Central High School—20 showings
Marquette University College of Nursing—2 showings
Garden Homes School—1 showing
Shorewood Health Volunteers—2 showings
Lincoln School—Wauwatosa—6 showings
Mt. Sinai Hospital—1 showing

Exhibits

Corridor exhibit in glass enclosed case for Open House at Wauwatosa High School (November 1—parent interest) and will remain for two weeks for student interest.

Health Education Conference of Wisconsin Education Association held at Milwaukee Vocational and Adult School.

Miniature Cow Exhibits loaned to:
St. Wenceslaus School
Lincoln School—Wauwatosa
Greendale School
Riverview School
Hudson Motor Company

Consultations on Use of Educational Materials and Services

TB Control Center
Cudahy Health Department
Superintendent of Cudahy Public Schools
Wauwatosa High School—Superintendent
Principal
Physical Education Department
Home Economics Department
South Milwaukee Health Department—Supervisor of Nurses
Marquette University Speech Correction Clinic

Participation in Other Community Group Activities in Fields of Health and Education

Health Education Committee of Milwaukee County Community Welfare Council
Wisconsin Home Economics in Business Association
Milwaukee Dietetic Association
Wisconsin Education Association
(Continued on Page 8)

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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October Milk Prices

After various conferences with the dealers on the price of October milk the Board reluctantly agreed to a price of \$3.70 for Class I milk or a five cent raise over the previous month. This five cent raise has "upped" the blend price from three to five cents depending on the amount of milk the different companies have in Class I.

As will be noted by the prices given for the different dairies, the blend came so close to Class I price, that it is evident that there was no surplus in some of the blends and not very much in any blend price.

Oleo Bill To Be Pushed At Next Session

Senator Scott Lucas, leader of the Democratic majority in the upper house, has announced that the bill to allow the sale of colored oleo tax free will be the number one piece of legislation to be considered when the Congress meets in January.

Senator William Fullbright of Arkansas, the author of the bill, is insisting on prompt action. Doubtless the big oleo billionaires are putting the heat on.

So the federal government which pays a premium to get more butter produced wants to give that same butter competition by removing the tax on oleo colored yellow in imitation of butter.

Federal Order for Milwaukee Market

A proposed order for the Milwaukee market has been filed with the Secretary of Agriculture at Washington, D. C. A hearing on this order will probably be held shortly after the first of the year, since a number of applications were filed earlier than ours and must be taken care of at an earlier date.

At the hearing people may testify for or against the order as proposed and after the hearing the Secretary of Agriculture will decide what may go into an Order and submit his findings to a vote of the producers in the market.

New Testing Period

We have started to take samples for check testing for a longer period each month, because the dairy companies have gone on a two period per month composite test, instead of three as has been the custom. We believe that our members will get better service under the new setup. More information on this subject will appear in the December issue.

Large Crowd at Council Meeting

Probably one of the largest group of farmers to ever participate attended the Annual Get-To-Gether of the Wisconsin Council of Agriculture Cooperative at Madison on November 1 and 2.

The program as a whole was good, some weak features were apparent as happens in every big meeting.

The business meeting was held on the first day, which was a departure from previous programs. It seemed to work out all right although the business meeting was held up until rather late in the afternoon due to the fact that delegates were still registering at two o'clock.

Criticism of the way resolutions were handled was made by some delegates. They felt that not sufficient time was given to a discussion of some very important resolutions, particularly one on the State Department of Agriculture, General Order 124. Certain people seemed to be anxious to push this resolution through without much discussion and the chair evidently felt that time was short, holding debate down. Another resolution on taxation did not get quite the study and discus-

Daily Average of Milk Received and Sold In September

Average daily pounds received from producers .. 867,514
Average daily sale of fluid milk in pounds 612,366
Average daily sales of milk converted into cream in pounds 116,964

Average amount of milk in pounds manufactured daily 139,050

There were 2,670 producers as against 2,727 in September, 1948.

Average daily pounds per producer 325 against 312 in September, 1948.

Information furnished by Wisconsin State Department of Agriculture Milk Auditing Division, by George J. Gutmann.

These figures do not include receipts and sales of milk by handlers who sell in the suburbs and make no report to the State Department of Agriculture.

Chicago producers, under a marketing order, are getting almost \$4.00 per hundred for Class I milk, or 35 cents per hundred over our prices, and Chicago producers blend price is twenty-five to thirty cents above ours. For years prior to getting a marketing order, Chicago producers got a lower price than we did. Shall we continue to sell in competition with condensery priced milk? The producers vote on a marketing agreement order will decide that question. It's just that simple.

sion that it would seem to merit. The Council asked for lower taxes, but did not suggest that cuts could be made in appropriations for certain projects. Several organizations, including the State Dairymen's Association, is getting tax money, when there would seem to be no sense in supporting such organization. If the Dairymen's association cannot be kept alive by dairymen in the great dairy state of Wisconsin, then that organization probably should pass out of the picture. Its main purpose now is to provide a job for someone.

The Council can well take positive position on some tax expenditures and would show up in a better light when they ask that taxes be reduced. Just can't reduce taxes and get tax money at the same time.

Officers were elected to succeed themselves. C. W. Clafin, President; William Groves, Vice-President; Harvey Thew, Treasurer and Milo Swanton, Executive Secretary.

Newsnotes . . . from page 1

In cooperating with other members of the dairy industry to make this educational program possible and continuing to grow, you are not only assuring tomorrow's milk sales by awakening consumers to the need for milk, but you are also doing a community health and welfare job for which you are to be commended.

—Your Dairy Council Director,
Elizabeth Sullivan

State Regulations

In our last issue, we commented on General Order 124 which is to be administered by the Wisconsin State Department of Agriculture and will go into effect on November 15, 1949.

The purpose of this Order, of course, is praiseworthy, for it is an attempt to prevent the sale of unsanitary milk and cream. However, there are many details in this Order which may affect farmers who are making good milk and might prevent the sale of their milk in certain instances.

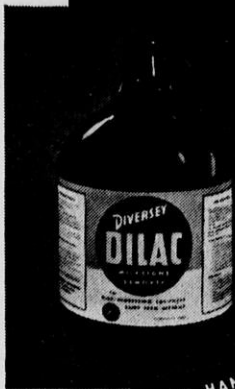
The burden is placed on the handler or buyer to reject milk which may not in his opinion conform to regulations set down in Order 124. If said handler or dealer does reject milk for a certain number of days for a reason, which in his opinion is sufficient, the producer may not sell any milk or products made from the milk until he has approval of the State Department. This applies to milk which someone might think had a bad odor or milk which was high temperature when received by the handler or buyer.

The dealer or handler is required to report to the Department of Agriculture when he does reject milk and discontinues receiving it from a producer, but it is possible that action on this matter might be delayed for one reason or another for a number of days during which the producer could not market his product anywhere.

There is a provision that where milk is picked up at the roadside, producer shall provide an enclosed structure to protect the milk from exposure. Empty cans when returned must be placed in such enclosed structure.

It might be well for a producer considering putting up such structure to inquire of the Highway Department as to whether such enclosure may be erected on the roadside, and if so under what conditions.

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- leaves your utensils sparkling, perfectly clean!
- helps you reduce high bacteria counts . . . produce more wholesome, more saleable milk!
- easy, economical to use!
- harmless to hands and utensils!
- IT'S AVAILABLE NOW!

USE THIS HANDY ORDER BLANK

**ORDER DIVERSEY
DILAC FROM YOUR
HAULER TODAY!**



Mr. Hauler:

Please bring me a one gallon jug of Diversey Dilac. You may deduct the charges from my next milk check.

PRODUCER NUMBER _____

NAME _____

Milk haulers too are liable if they knowingly deliver to any plant anywhere, milk which has been rejected even for high temperature.

Regarding sediment tests, the purchaser is required to make sediment tests for each producer's milk at least twice each month on one or more cans at random. If a Number Three (dirty) sediment is found, every can of the producers milk delivered the following day shall be tested and on succeeding days until all the cans of milk are Number Two (fairly clean) or better, or unless the producer has been excluded from the market.

All milk must be observed and smelled before accepted and the buyer shall reject every can of milk which has undesirable odor or flavor, or which contains any foreign matter or is otherwise unsanitary or adulterated. (Please note that in the judgment of the buyer milk shall be rejected for any of these reasons including odor.) Following such

rejection for four consecutive days, the producer is barred from all markets until released by the Department of Agriculture. A producer shall be barred if part of his milk has been found to contain No. 3 sediments for a period of six consecutive days, which bar prevents him from selling any milk anywhere until released by the State. Within twelve hours after a producer has been barred because of violation of regulations, the buyer must make a report to the State Department of Agriculture or its representative and such producer's milk may not be accepted by any other dairy plant until authorized by the State Department. (Think of what may happen if the report is made on Friday and the State Office is closed on Saturday and Sunday and no inspector is available to visit the producer's farm until several days thereafter.)

A producer who discontinues delivery of milk at any plant for any reason shall supply such new buyer

with a copy of the record of his milk quality and farm inspection, covering the past three months at his former market before the other buyer can accept his product. He must ask the previous buyer and that buyer has twenty-four hours in which to furnish it. The new buyer shall not accept the milk of a new producer unless he first determines that the previous buyer has refused or is unable to furnish a copy of the record.

It would seem that farmers might find themselves without a market at times unless they are willing to ship to the previous buyer even though they find it to their disadvantage to do so.

As stated in the last issue of this publication it would seem that the people who issued these orders did so without having the producers' interests in mind and were carrying out the desires of possibly a few buyers who were having trouble getting good milk or were afraid to demand a good product without having the State come in as a policeman to club the producers into compliance with the buyers wishes.

New City Ordinance Proposed

The Common Council of the City of Milwaukee will be asked by the Milwaukee Health Department to adopt a new ordinance to regulate the milk industry insofar as the city's supply is concerned.

In the main, the proposed ordinance follows the U. S. Standard Ordinance. There are provisions in the proposed ordinance that differ however from the U. S. ordinance. One provision that your Board of Directors think is very unfair and uncalled for, is a temperature of 55° or less for milk at the farm.

There are other provisions in the proposed ordinance that your Board think are unreasonable. A committee of the Board has been named to confer with Health Department officials on the ordinance.

Federal Order Hearings

(Taken From Pure Milk)

A number of requests have been made to the Secretary of Agriculture in Washington, D. C., for hearings to be held immediately to amend Federal Orders 41 and 69. One of the proposals is to change the formula in Class 4 which includes butter and powder.

The formula change requested will reduce the price of Class 4 milk,

and since Class 4 has been higher than Class 3 in recent months, it has been used as the base price for the other classes.

Such a change, naturally, would reduce the blend price for all the milk. There is no question but what the proponents of a lower Class 4 price can present facts showing that the cost of making butter and powder has gone up in recent years because of the increased costs of labor, coal, etc.

There will be other requests for amendments to Order 41 which will lower the blend, such as an out-of-area price for cream used in ice cream outside of Chicago. When everything is said and done, the final outcome of the next hearing will be a lower blend price for the farmer and then it will be up to the board of directors of Pure Milk Association and the members in each district to decide whether they are going to vote for an amendment that will lower their price.

Indications are that sales are beginning to drop and production is still above a year ago. Within the last few weeks, several farmers located about 100 miles outside of Chicago told me they were willing to continue to produce Grade "A" milk with an average premium for the year of about 40 cents per cwt.

In 1947 the average premium above the average condensery pay price under Order 41 was about 50 cents per cwt; in 1948 it was about 66 cents per cwt., and it looks as though it will be about the same in 1949.

My theory has always been that fluid milk prices in a market like Chicago should be high enough to bring in sufficient milk to supply the market at the lowest production point, and low enough not to flood the market. Records show that for the month of August, 1949, there were about 35 million more pounds of milk than a year ago, and about 1600 more producers than a year ago.

These are danger signals that must be heeded, and some time in the very near future your directors will hold meetings with the leaders in your districts to discuss this situation. When amendments to the Federal Orders are finally written, members will be faced with the decision of whether to keep the milk market for the present producers, or whether to keep the price high enough to bring still other producers into the market.

—A. H. Lauterbach,
General Manager

New Members Accepted By the Board of Directors Oct. 24, 1949

Aring Guernsey Farm (B. Meske)
Route 2, Thiensville
Charles Heiser
Route 1, Hartland
Joseph Janichek
Route 1, Hartford
Elmer H. Kluewer
Route 2, Oconomowoc
Baldwin E. Kranz, Jr.
Route 1, Jackson
Karl Kratzsch
Route 2, West Bend
Joe Ott
Route 1, Belgium
G. E. Rediske
Hartland
William Ross
Route 1, Box 267, Hales Corners
Art Tunak
Route 2, Oconomowoc

A Few Notes From Your Fieldman

Attending the first International Dairy Show at Indianapolis . . . it was interesting to note that out of the entries from 27 States, Canada and Nova Scotia . . . Wisconsin ranked third in the number of cattle entries . . . and also walked away with a lot of high honors. . . .

Pioneering as the first International Dairy Exposition, a five-fold program was followed . . . somewhat in this order:

1. Senior Show in Ayrshire, Brown Swiss, Guernsey Holstein-Friesian, Jersey, Milking Shorthorn and Red Poll Breeds.
2. F.F.A. and 4-H Club show in same breeds.
3. Show for manufacturers to show farmers how to save time and money.
4. Show for dairy products, companies to exhibit products to general public.

Held in conjunction with the International Dairy Exposition the Festival of Dairy and Related Foods was a consumer show. The first of its kind ever held in the United States, it offered demonstrations by nationally known home economists, fashion revues, educational exhibits, music and door prizes to interest the housewife.

The Royal Canadian Mounted Police Musical ride was the outstanding feature of the night show in the Coliseum.



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The Milker Sets the Time — Not the Cow

By Professor J. E. Milkum, D.T.M.

The natural, habit forming characteristics of the dairy cow must have been unknown when the designs, principles and methods for mechanical milking were first conceived by the original inventor-pioneers of the milking machine.

Whatever the reason, the habit forming nature of the cow was completely overlooked; furthermore, little or no attention was paid to the human element or operator of the machine.

The enormity of the problems involved to produce results mechanically what was originally designed to be done by nature, was reason enough why little or no thought was given to this most important phase. Even if they had had the benefit of present day agricultural research it would not have helped, because a cow's ability to react to a set milking time has always been hidden behind her habit forming characteristics, and a quick trial would never show any results. It had to be several days to a week of closely measured routine performance before any reaction or improvement could be expected.

Milking Machine Imitates Nature

Assuming that these early pioneer inventors followed the theory that the milk was stored in the cow's udder, the problem uppermost in their minds was how to remove the milk mechanically and at the same time stay as close to the natural sucking action of the calf as possible. A teat-cup test of the sucking action of a modern milking machine is certainly evidence of how close in-

genuity and engineering have come to imitating nature's own milking methods.

The price tag on the two omissions, the habit forming nature of the cow and of the operator, is so enormous that actual figures would be confusing. It is probably best to let each dairyman use his own imagination. The fact remains that because of these omissions, there is a serious and costly problem confronting the dairy industry today, and it has been with us through the years, ever since the first concept of the mechanical milker.

It is the unalterable opinion of all but a few milking machine operators that the cows set their own time that it takes them to let down their milk to the milking machine. The fact that this erroneous opinion has been crystalized in the minds of the dairymen for a possible 30 years makes the problem of correction almost without chance of acceptance.

In the light of recent developments as to successful methods used in the handling of milking machines, there is unquestionably evidence enough to completely reverse the milking procedure. By the simple expedient of accurately timing the milking period, it is possible to train or educate cows to adjust their milk let-down to a time period chosen by the operator, and the closer to 3 minutes, the more readily they respond, and seemingly are only too glad to do so.

Cows Easy to Re-educate

It is a comparatively simple matter to re-educate the cows. It takes only a few days of accurate timing, starting the milking at the same time each milking period, and an important additional encouragement

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to a fast let-down is to wash the teats with nearly hot water one-half minute before the teat cups are put on, besides fore-stripping each quarter.

The extra stripping will decrease after a few days. It is recommended that one man use two single units and extra buckets for quick change-over. This gives the operator more time, and eliminates the possibility of disrupting the time schedule.

The younger animals take to this new method like ducks to water. Some of the older mishandled cows need more time. The ideal time to convert them to timed, faster milking is when they come fresh.

The human element, or converting the operator, brings up an entirely different problem. One might say that here the search for the impossible end. When you tell a veteran cow milker, with 5 to 20 years of machine milking experience behind him that he can milk the same cows he is milking, and has milked for years, in 3 minutes, do it in less time, less work, less stripping, most anything is apt to happen. He will certainly not believe you, but may even become dangerous. It is advisable to leave the door open to facilitate a quick getaway, just in case.

Timing the milking period can and will do much for the dairy industry. However, it is going to take time and convincing evidence to reverse the old and deep seated conviction that cows set the time it takes them to milk out by machine.

—Reprint From
California Dairyman

The 1949 Christmas Seal Makes Plea for Peace

The spirit of peace in the form of a dove in flight highlights the 1949

Buy Christmas Seals



Help Stamp Out TB

Christmas Seal, which is sold during the holiday season to aid in the fight against tuberculosis.

The 1949 Christmas Seal, which is now being distributed in Wisconsin by the Wisconsin Anti-Tuberculosis Association, was designed by a young German refugee, Herbert Meyers, now a resident of Leonia, N. J. For designing the seal, Mr. Meyers won a \$1,000 first prize in a nation-wide seal design contest sponsored by the Society of Illustrators, a national organization of artists and illustrators, with headquarters in New York City.

"One can easily understand how the dove, which we customarily associate with peace, would capture the imagination of an artist who was a German refugee and saw a great deal of action with the American Air Force during World War II," says Dr. Oscar Lotz, Executive Secretary of the Wisconsin Anti-Tuberculosis Association.

The WATA's year-round fight against tuberculosis is financed by the sale of penny Christmas Seals. The Seal has been used for over 40 years, and now has become the traditional symbol of the fight against tuberculosis.

"As the Christmas season approaches, we should all be reminded of the things which can be done for those less fortunate than we," says Dr. Lotz. "Each one of us probably has someone to help. One way of helping your entire community, as well as yourself, is to buy and use penny Christmas Seals."

Fluid Milk and Cream Report

Fluid milk prices at retail and producers levels rose slightly early in October, the Bureau of Agricultural Economics reported today. Ten city markets, about one in every 11 reporting, indicated higher retail prices than a month ago. Nine markets, about one in every 13 reporting, indicated that producer prices early this month were higher than early September. Class I prices in several markets for October milk are not known as yet, but will probably differ only slightly from the levels of September. Combined daily sales of fluid whole milk in August in 29 marketing areas under Federal Orders were 2 percent larger than in July and 4 percent larger than in August last year. Combined receipts of milk during August from regularly approved producers shipping to these markets were nearly 8 percent smaller than in July, but were nearly 9 percent larger than in August of 1948. The output of the major manufactured dairy products declined seasonally from levels of a month ago. Wholesale prices showed little change, but some underlying nervousness stemming from uncertainties as to the agricultural price support program was reported from the major markets.

Retail prices for standard milk delivered to homes in 24 cities early in October averaged 20.3 cents per quart. This was two-tenths of one cent per quart higher than the average price for the same cities early in September, but one and three-tenths cents per quart lower than early in October a year ago. Seven of the 9 markets which reported higher retail prices early in October than in September were included in the 24 cities' average whereas a month ago only three out of the 14 cities reporting price changes were reported from the East South Central, West North Central, Mountain, and Pacific areas, and only one from the New England area. The price changes reported from the Middle Atlantic area were concentrated in Pennsylvania.

Milk production on United States farms, in September, totaled 9.4 billion pounds, slightly more than for the same month last year and the fourth highest for any September of record, according to the Crop Reporting Board. Daily milk production per capita amounted to 2.09 pounds, the lowest for the month,



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with the exception of 1948, since 1937. Milk production per cow on October 1 in herds kept by crop correspondents average 15.29 pounds, highest of record for the date. Continued good pastures in many important dairy areas together with a sharp recovery in pasture food conditions in the Northeast and wide spread heavy feeding of grain and concentrates all contributed to the high rate of milk flow per cow.

— U. S. Dept. of Agriculture.

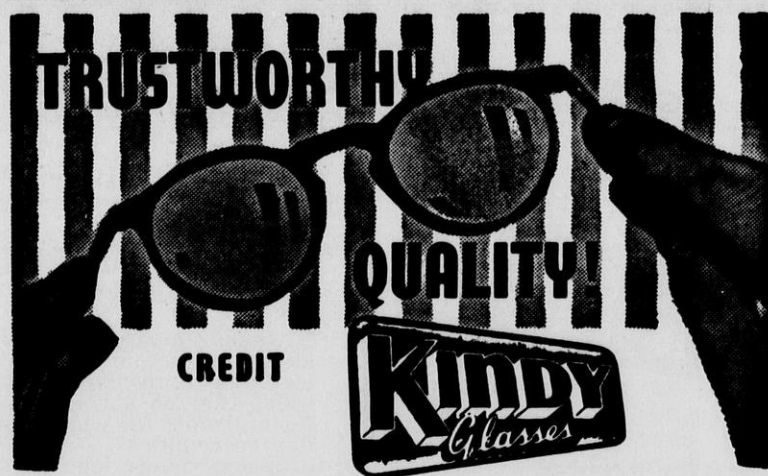
Check Alfalfa Seed Origin, Lunz Warns

Wisconsin farmers should be on their guard against alfalfa seed produced in Arizona, New Mexico and other southwestern states, according to Henry Lunz, in charge of the state department of agriculture seed laboratory.

In spite of a record crop of alfalfa seed this year in Wisconsin and other northern states, reports indicate that some alfalfa seed from the southwestern states has found its way into Wisconsin. This seed is not adaptable to our conditions, Lunz pointed out.

Wisconsin farmers who want hardy alfalfa cannot afford to plant any of the southern seed, Lunz continued. With enough hardy, adaptable seed available, including Kansas alfalfa, there is no reason for gambling with seed which is likely to give unsatisfactory results. No matter how low its cost, seed of southwestern origin will prove expensive when used by Wisconsin farmers.

For that reason Lunz urged farmers to make sure of the origin of alfalfa seed before they buy. The best way is to insist that the U. S.



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Department of Agriculture verification tag, showing where the seed was grown, is attached to each bag. Another good practice is to buy seed only from a reliable dealer, preferably one located in your own community.

U. S. Farm Families Set an Amazing Record In Production

Agricultural America—like industrial America—is a miracle of production. With 6% of the world's population, the United States produces approximately 12% of the world's food—and of the 18% of Americans who live on farms, one third (or 6% of the total United States population) produce between 80% and 85% of the U. S. Food crop.

It is agriculture's job to feed and clothe the nation and, for the time being at least, a considerable part of Europe as well.

It could be said that farmers have done this with such efficiency that never before in history have so many been fed and clothed so well by so few.

To do so, farmers have continually developed better seed and better stock. And, even more important—production-wise—they have mechanized their farms. One man with one heavy duty tractor and a three-bottomed, 14-inch mold board plow can turn as much land as six teams of horses, with as many horse drawn plows and operators. One machine can pick as much cotton as 40 to 50 hired hands.

Farmers' achievements in production, then, can be credited to the sum of many new developments. And for many of them, farmers are indebted to industry and science.

Science and industry, for example, have combined to create the machines, services, facilities and know-how to make farm labor many times more productive. At the same time, they have made life far easier for the 6,000,000 families who live on our farms.

This is important, too, because farm families are not only producing our requirements in food and clothing, but are the source of another and far more important crop—today's farm youth, whose descendants will make up more than 80% of our total population within the next three of four generations.

Many new power-driven machines, the products of industry and inventive genius, have made their appearance on U. S. farms. Combines, manure spreaders and corn pickers are among the most spectacular insofar as production is concerned.

An example of efficiency in smaller equipment is that used by dairy farmers. As far as milking alone is concerned, two men can now care for a dairy herd of 40 to 50 cows, with much of the drudgery formerly associated with this work removed.

While industry has provided the tools of farm production, science and education have provided farmers with a parallel know-how.

Many of the improved farm practices, resulting in better seed, better stock and better land use, have come from the experimental work of the

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Milwaukee 10, Wis.

U. S. Department of Agriculture and the nation's Land Grant Colleges, which are located in every state.

Like industry's tools, scientific research in this field has been geared largely to ever-increasing production. Better-bred livestock, which grows more quickly on improved feed formulas, is, at the same time, more resistant to animal disease. Better yielding plants have been developed, combining resistance to both insects and plant disease.

In the case of both tools and new ideas, American farmers have shown initiative, willingness, and drive in daring to try and use the new.

Nonetheless farming remains a risky business. Science and industry combined have modified the risk of national crop failures, for example, but have not yet removed the gamble always taken by the individual farmer.

Better plant breeding and seed selection has done much to increase crop yields. Hybrid corn, which averages 20% more bushels per acre, is an excellent example of better yields resulting from properly bred seed. Plant breeders have introduced and adapted many new plants from other countries, among which are such widely known ones as soy beans, new and improved varieties

DEPENDABLE DAIRYADE for BETTER DAIRYING

POSITIVE
PROOF
OF DAIRYADE
QUALITY



MORE THAN
30 MILLION

POUNDS OF DAIRYADE FED IN RECENT
YEARS BY DAIRYMEN COAST TO COAST

...enough to help raise
over 2 million calves!

The tremendous and ever-increasing amounts of Mutual Dairyade used to help raise fine herd replacements year in and year out from coast to coast—and in many foreign countries—is proof in itself of the complete confidence dairymen have in this outstanding calf food compound! And why do dairymen have such confidence in this No. 1 calf food compound? . . . because they know that the quality ingredients used in the exclusive Dairyade formula produces the feeding results they want! If you haven't yet fed Dairyade to baby calves, why don't you try a pail today. Your milk plant has it and it's guaranteed to satisfy or your money back. One 25 lb. pail with a minimum of milk will liquid feed 2 calves to six weeks.

DEPENDABLE! FORTIFIED!

**Mutual
DAIRYADE**

ORDER FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA



of wheat, alfalfa, ladina clover and others.

Better breeding practices and scientific feed formulas have greatly increased efficiency in poultry and livestock farming. Average laying hens today may be expected to produce 159 eggs per year against 134 eggs 8 years ago. Artificial insemination cooperatives are showing amazing improvement in the quality of dairy cattle herds. Bulls are thus quickly proven, and one good bull may sire as many as 10,000 calves. An interesting footnote to increased production of eggs and milk is the fact that there has

been a parallel increase in consumer demand.

Increasing use of fertilizer has added immensely to farm output. Heavy usage once concentrated in cotton and tobacco belts, is now moving into western states. Proper use of fertilizer may increase yields of corn and alfalfa by 100 percent.

Care of the land has been an important factor in farm production. Scientific rotation of crops, contour plowing and proper drainage have greatly increased per man production. Over a period of years, more and more farmers have taken the

NEW Weapon to Fight Bacteria

BRING swift, sure death to bacteria with Oakite Sanitizer No. 1! This scientific germicide has these outstanding features to help you conquer bacterial contamination at minimum cost:

1. *Quick, highly-effective* killing of organisms . . . leaves a protective germicidal film on surfaces;
2. *Concentrated* for wide dilution economies . . . retains its potency over long periods;
3. *Non-toxic* to skin and *non-corrosive* to rubber or metal in working solutions;
4. *Easy to apply* by brush, spray, swab or circulation.

So declare war on bacteria with Oakite Sanitizer No. 1! FREE details will tell you how. Write:

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

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

**ANDIS
CLIPPER
REPAIRS**

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now.
ANDIS CLIPPER CO.
Dept. 16-B • Racine, Wisconsin

initiative in building up their soil. Industry, however, has also created new equipment for this work. There is a continued challenge to all Americans to improve the land as well as take more from it.

Continuing education has played a big part in increasing efficiency of U. S. farms. Research findings, both from Land Grant Colleges and industry (which spends annually about \$1,000,000,000 for all research) are quickly spread by extension specialists through the county agent and home demonstration program, as well as by an effective farm press.

Farmers of tomorrow are instructed in such things as the production of crops and livestock through well-organized training programs. Youth education includes classroom instruction, group discussions, forums, field trips and the like. It has made farm youth alert to the possibilities of new and improved methods.

— From Agricultural America

Milwaukee Milk Producer

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 22—Number 12

"By Farmers . . . For Farmers"

December, 1949

Newsnotes From Your Dairy Council

Among the many ways in which your Dairy Council has been of service to professional, educational, and consumer groups during the month of November, we are highlighting a few of them in which we believe you will be especially interested.

—Miss Dorothy Thranow, R. N., of the Milwaukee Health Department's Tuberculosis Detection Center called on your Dairy Council for help in pointing out to visitors the role of milk and good nutrition generally in the prevention of tuberculosis. As a result of a conference with Miss Thranow and her co-workers by a member of your Dairy Council staff, Dairy Council posters on the waiting room wall, our booklets on the Detection Center's tables as reading materials in waiting rooms and materials used in the instruction of patients are now a part of the Center's prevention program.

—Your Dairy Council was called upon to participate in the first Institute for School Lunch Cooks sponsored by the Milwaukee County Schools. Your Council's assistant director was one of five who participated in a panel to answer questions on various subjects related to the school lunch program.

—For the third year, your Dairy Council was asked to exhibit a display of its health education materials at the Wisconsin Education Association's Health Educators' Conference on November 3 at the Milwaukee Vocational and Adult school. Other agencies which displayed exhibits were: Wisconsin State Board of Health, Wisconsin Anti-T.B. Association and the Wisconsin Cooperative School Health Program.

Student Nurses, Employees and Patients in Hospitals are Introduced To New Values of Milk

—Miss Arlene Dennis, R. N., Instructor in Obstetrics, St. Joseph's Hospital, arranged for her seven graduate nurse students in Obstetrics to spend an hour in your Dairy Council's offices on November 29 for a conference with your Council's

director to learn of the Dairy Council educational program and the role of milk in the diet for expectant and new mothers.

Miss Dorothy Schroeder, Educational Dietitian on the staff of the Milwaukee County General Hospital, during November made a selection of our booklets, leaflets and posters to assist her in pointing out to student nurses, employees, young and adult patients (both in the hospital and in their clinics) very good reasons for including adequate amounts of milk and other protective foods in each day's meals.

Consumers of Tomorrow Will Know the Reasons for Buying Enough Milk As A Result Of Their Teachers' Efforts Today

—Dr. Ella Clark, Professor of Education at Marquette University, asked your Dairy Council to place an exhibit of our booklets, leaflets, posters and film lists at the University's Bellarmine Hall as a part of a permanent display to be used as a reference for future teachers and teachers taking graduate courses.

—Students in Mrs. C. Czarkowski's English classes at Whitefish Bay High School are writing themes about the importance of at least a quart of milk each day in attaining the results that boys and girls of that age want in appearance, personality and getting along well with others (Oh, yes, we forgot to say that . . . if it's a boy . . . he'll want milk to make him a strapping member of the school team).

—750 students (the total enrollment) at Walker Jr. High School are certain to think twice and more wisely when they consider milk and dairy products as a choice at home or at school. Miss Mary Alice Rasche, librarian at the school, after conferences with all the teachers of a new Social Living Course, called on your Dairy Council to supply the materials to be used as partial texts for the course. These teachers and the school librarian realize that **MILK, GOOD NUTRITION, and GOOD HEALTH** are very important ingredients in any good recipe for happy social living.

To you, our members, go much credit for this Dairy Council program which helps these physicians,

nurses, dietitians, teachers, and other community group leaders to do an effective job in pointing out that **MILK and GOOD NUTRITION** are essential parts of all good plans for self improvement.

ELIZABETH SULLIVAN,
Your Dairy Council's Director.

Farmers Now Get Less For Products Sold

With a slight drop from October, Wisconsin farm prices in November were down more than 12 percent from the level of a year ago, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. Prices paid by the state's farmers have remained steady for the past two months and have dropped less than six percent during the past year.

Increases in the prices received for milk, crops, and feed grain and hay during the past month were more than offset by lower meat animal, poultry and egg, and fruit prices. Milk prices for November averaged \$3.40 per hundred-weight, which is a gain of five cents over October, but 36 cents below the November 1948 average. Milk prices now are 48 cents per hundred-weight above the April low point. With the sharp drop in hog prices during the past two months, meat animal prices received by Wisconsin farmers in November averaged nearly 14 percent below a year ago.

With prices paid by Wisconsin farmers showing a drop of a little less than six percent from a year ago and the prices received by farmers down more than 12 percent, the purchasing power ratio of the farm dollar during November dropped more than six percent from a year ago and was one percent below the October level.

December Class I and Class II Prices, Chicago

Class I milk Basic Formula Price
\$3.092 plus \$.70\$3.792
Class II milk basic formula price
\$3.092 plus \$.40\$3.492
Class III and Class IV price is computed at end of month.

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.

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Holiday Greetings

This issue of your Milwaukee Milk Producer will reach you before Christmas day. It will be the last issue of this year.

Your Board of Directors, officers and employees join in extending to all of you, our best wishes for a very merry and joyous Christmas and a happy and prosperous New Year.

Some of you have had a very good year, while sorrow and grief have been the sad lot of some others. That we live in the best country in the world and that our crops, especially in Wisconsin, were good, is not questioned. Did we do our part to create happiness and well being is a question that each one must answer for himself. No one can pass honest judgment on his fellow man for each one of us has our personal problems, cares, heartaches and joys.

May we repeat the salutation of two thousand years ago "Joy and happiness to men of good will."

This Job of Selling

Just had a caller. And what do you suppose he had to sell? Fly sprays and repellents. Isn't that something? Seems like the last of the flies are just fresh frozen up and in walks this bird to sell his line. Prices are up he says, because the growers of pyrethrum in South Africa demand more money for their product.

Could be that John L. Lewis District 50 has taken them in.

November Price

Class I milk price for November was \$3.70 per hundred as a result of a bargaining conference by the Board of Directors with the dealers. Too low! Yes and only because other farmers sell to handlers who sell outside of the Milwaukee City limits at a few cents over manufactured price. Why do these farmers sell to cut-rate dealers at a very low price? Don't they have costs just like we do? Yes they do, except that the inspection may be rather lax.

The answer undoubtedly is lack of an organization to deal for the producers. The buyer goes out and makes deals with each producer or simply pays the producers at the end of the month or rather on the 25th of the next month what he feels like paying. Would be the same in this or any other market without an organization in the market to represent the producers. So it's a case of individual farmers selling milk too low thereby allowing the buyers of that milk to sell low and take business away from the dealers we sell to. But to get back to our November price. Condensery price which held at \$2.90 for a long time, averaged in the case of the four condenseries whose average price we use \$2.96, which upped our Class II and Class III price by six cents per hundred.

The blend prices are slightly higher than in October, partly because of the six cent up in Class II and III and also because there was less milk delivered per farm in November.

More Milk in October

More milk came to this market in October than in October 1948, but sales of milk were also up.

The daily receipts were 830,216 pounds of which 620,872 pounds were sold in fluid channels, a gain in sales over September as well as in October of last year. There were 123,620 pounds of milk separated for fluid cream, which was also a gain over October 1948 and was higher than in September of this year.

Average pounds shipped per producer was 306 or 12 pounds higher than in October 1948.

These figures are taken from report of the Wisconsin State Department of Agriculture, Milk Auditing Division, by George J. Gutmann.

City Residents May Be Shipping Milk

If the town government of the Town of Lake gets its way, the Town of Lake may become a city. In that event our members who live in that politically hot community may be all city people living on farms.

There is a case in court now that will settle the question of whether a referendum will be presented to the voters in the Town and may be decided before this story is printed.

There's been queer doings in the Town of Lake ever since our good old friend Ed Hartung ceased to be its chairman. The efforts to change the town to a third class city will probably fail for many people don't seem to be ready for that development.

Clipping Cows

In order to keep cows clean easier, many producers make a practice of keeping their cows clipped close. That is udders, belly and flanks. It's a must under the new city regulations. Chances are good that cows may get inflamed udders after close clipping if plenty of bedding is not used. Concrete makes a cold bed. It's pretty hard to keep bedding under some cows because they are restless, step around and shove the bedding away. It's worthwhile to try keeping the floor where cows lay covered with fine straw or shavings.

Money Spent for Advertising

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 and cleansers	57,400,000
Coffee, tea and instant coffee	16,400,000
Beer	17,600,000
Soft Drinks	12,200,000
Cigarettes	35,700,000

These figures have been assembled and made available through authoritative advertising checking sources for the year 1948.

American Dairy Association
of Wisconsin,
GORDON B. REUHL,
General Manager.

Government Butter

There is a lot of talk about the butter which the federal government bought in support of butter prices.

The retiring president of the American Butter Institute declared at a recent meeting of the Institute "the backlog of butter in the hands of the government seems as a serious threat over the industry." At the same meeting Don S. Anderson, assistant director of Products Marketing Association Dairy Branch said that "one half of the butter owned by the government was sold by only six firms and two-thirds was accounted for by sales from thirteen firms."

Some butter was bought by the Commodity Credit Corporation in the support program in November the month of lowest production. At the same time the government offered considerable butter for sale to commercial users under stated terms. Production trends and the disposition made of the stored butter by the government may change the picture very soon.

Wisconsin Is First in Calfhood Vaccinations

Wisconsin continues to lead the nation in the number of calves which are being vaccinated against Brucellosis (Bang's disease), reports of the Bureau of Animal Industry of the U. S. Department of Agriculture reveal.

During the nine months ending September 30, 1949, the report shows, 184,156 official calfhood vaccinations were reported. This is an average of better than 20,000 a month. The year's record was set in May, when a total of 46,823 vaccinations were reported.

Commenting on the progress being made in Brucellosis control, Milton H. Button, Director of the State Department of Agriculture, pointed out that the program is receiving fine cooperation from the farmers of the state. Applications for area control work are still being received by the department of agriculture. At the present time livestock owners in over 700 towns are receiving Brucellosis control services under the township area control plan. Nineteen counties are using the country area program.

Since the calfhood vaccination program was started in 1941, a total of 682,137 calves have been officially vaccinated in the state.

DAIRY FARMERS OF WISCONSIN IN SALES-MAKING ACTION



Building cheese sales across the nation, these colorful posters are made possible by Wisconsin dairymen through their June ADA set-aside for the nationwide sales-making program of the American Dairy Association. Displayed on the busy streets of 1,200 cities across America during the Cheese Festival this 'Xpress poster played an important role in the record movement of cheese at retail levels. The street scene shown above was taken in one of the metropolitan cities in the East, a market for tremendous quantities of Wisconsin cheese and other dairy foods. Ninety-six percent of Wisconsin's total cheese production is sold in markets outside the state. This poster was designed by Howard Scott, America's leading poster artist.

Wisconsin Cheese Is Ideal Christmas Gift

Millions of people throughout the nation will be invited to give Wisconsin cheese as a Christmas gift this year.

Started in 1938 by the State Department of Agriculture as a means of building new markets for Wisconsin's famous cheese, the program has grown to tremendous proportions. This year more than 60 concerns are offering holiday cheese gift packages, according to Don Wilkinson, in charge of the department's dairy promotion program. Advertising for gift packages of Wisconsin cheese will reach several million people.

With the cooperation of the cheese industry, about half a million pounds of cheese was sold through the department's Christmas gift program in 1938, Wilkinson pointed out. The possibilities of the market having been demonstrated, the industry has taken over the program. Millions of pounds of cheese are now being sent to all parts of the United States and many foreign countries each year.

As a part of its dairy promotion program the Department of Agriculture is again conducting an

advertising campaign suggesting Wisconsin cheese as the Christmas gift that is sure to please everyone. Newspaper and radio advertising will be used in the promotion campaign.

Base Making Period Ends December 31

December is the last base making month. Some cows that were not very good producers may have been kept to help make a base. Now is a good time to figure out whether such cows ought to be kept after the first of the year. There are many things that indicate somewhat lower dairy prices for 1950. Cutting costs would seem to be the way to keep income up if prices drop. Or to have a better income if prices hold. Most of us have a cow or two that is not too good. Don't keep poor ones fearing that the market will be short of milk. Production will be high. Its going up right now.

Patronize Our Advertisers

Patronize our advertisers when you need anything in the dairy line. These advertisers are reliable. By buying space they help pay the cost of this, your publication.

Ice Cream Industry Opens 1950 With Nationwide Sales Campaign

Widespread National Advertising to Spearhead "Cherry Vanilla Ice Cream 'n' Fig Cookies" Event

February

The ice cream industry sets its 1950 sales sights with a special flavor-of-the-month merchandising event in February. Featuring cherry vanilla ice cream, the nationwide mobilization of selling forces will be keyed to booming sales of ice cream and fig cookies.

Representing the initial industry-wide across-the-country promotion focused on one flavor, the event will be a cooperative undertaking of the Ice Cream Merchandising Institute, the Fig Institute, the American Dairy Association and related food advertisers.

Full color advertising of the American Dairy Association in national magazines will spearhead the sales drive. Ads are scheduled for the February issue of Saturday Evening Post, February 14 issue of Look Magazine, February issue of Ladies' Home Journal and the March issue of Better Homes & Gardens which will be on the news stands the middle of February.

"Delightfully yours," reads the headline in the ADA ad. The copy continues, "temptation-of-the-month, refreshing cherry vanilla ice cream . . . with tasty cake-confection fig cookies! Um-m-m-m, good! De . . . licious, de . . . luscious, de . . . lightful!"

Sales Power Multiplies

Preceding the ADA advertising, the Fig Institute is reaching an additional 21 million homes with the same theme the early part of February through the advertising pages of the American Weekly and This Week. These publications circulate in the week-end editions of metropolitan newspapers from coast to coast.

More advertising power in this ice cream sales drive is generated by the National Biscuit Company. The NBC schedule includes: February 14 issue of Look Magazine, also the February issues of Woman's Home Companion and McCall's Magazine. As follow-up, the March issues of Good Housekeeping and American Home and the metropolitan magazine sections of the Herald-Tribune and the New York Times on March 5 will also carry full color advertising for fig newton cakes with cherry vanilla ice cream.

Another advertisement featuring cherry vanilla ice cream as the fla-

vor-of-the-month will appear over the signature of the Marathon Corporation in the Saturday Evening Post. Other ads will appear in regional markets.

Special Store Displays

Special display material to merchandise "Cherry Vanilla Ice Cream 'n' Fig Cookies" at fountains and food stores will be made available through the Merchandising Institute of the International Association of Ice Cream Manufacturers, the Fig Institute and related food manufacturers in cooperation with the American Dairy Association.

More than 4,000 campaign sales kits will be distributed by the American Dairy Association to the ice cream industry as a sales centerpiece around which the campaign may be keyed locally and regionally.

Publicity releases on cherry vanilla ice cream with fig cookies as the "dish of the day" have been directed to the food page editors of magazines, newspapers, radio and television in blanketing the country's food publicity channels.

United to Sell

"All in all," says Owen M. Richards, general manager of the American Dairy Association, "it's another example of unified selling action on an industrywide basis.

"Through spotlighting one flavor, industry pre-planning and the launching of nationwide advertising to spearhead the event," he adds, "the mobilization becomes one of terrific sales impact for ice cream and fig cookies."

New Members Accepted By the Board of Directors Nov. 28, 1949

Tony Strauss,
Route 1, Belgium
Frederick C. Gerlach,
1206 N. Astor St., Milwaukee
Calvin Schmidt,
Route 4, West Bend
J. Keding and G. Wilkomm
Route 5, West Bend
Alex Bohl,
Route 2, Box 203, Cedarburg
Oliver Lied,
Fredonia
R. J. Rolfs,
Route 14, Box 376, Milwaukee 14
F. J. and J. F. Meyer,
Route 2, Box 98, Hales Corners
Lester J. Gasper,
Cedar Grove
Henry Van Driest,
Cedar Grove

Northeast Farmers Worry About Surplus In Storage

Farmers in the northeastern states who buy much of the grain they feed to livestock and poultry seem to think they are being taxed too high in order that middle west and southwest farmers prices are kept high. Read the following article released by Northeast Farm Foundation:

The government now has its hands on one-third of last year's cotton crop. Ditto one-third of the wheat, three-fourths of the peanuts, four-fifths of the flaxseed, and well toward one-half of the potatoes and dry beans.

It owns about half the butter now in cold storage. It has corn piled up in all manner of cribs from Kansas to Ohio, until the landscape of the Central States is speckled with government corn.

Out in a cave near Atchison, Kansas, it has dried eggs piled up five barrels high and covering 15 acres of underground storage space. The present stock of eggs owned by the government equals a nine-year supply for consumers.

It is planning to support hog prices this fall by buying pork and pork products. Perhaps you will be able to think of the pork held in dead storage by the government when you look over the prices this winter in the meat counters.

Not only does the grain which the officials buy up with taxpayers' money never come this way to feed Northeastern cows and chickens, but many of the finished products of that grain are put away in the safe before our Northeastern consumers get a taste of them. If precedent is followed eventually most of this colossal hoard of food will be given away abroad.

What kind of a system is this that robs us both directly and indirectly of the high protein foods that spell health for our people and economic use of our grains? Does this make sense to Northeastern farmers and consumers and taxpayers? Is a system good that wastes our most precious national assets and penalizes us all?

Wise Lad

Golfer (far off in the rough): "Say, caddy, why do you keep looking at your watch?"

Caddy: "It isn't a watch, sir; it's a compass."

Did You Know

—that it is estimated 14.5 percent of the population will be 65 or over in 1980, as compared to 6.8 percent in 1940?

—that a process for drying milk in the sun is recorded in the journals of Marco Polo?

—that there is twice as much waste from home-packed school lunches as from those prepared in lunchroom kitchens?

—that in Norway, ice cream cones are sold primarily by bakers (cake bakers)?

—that the chemicals in the human body, once valued at 98 cents, are now worth \$31.04?

—that caves have been dug in cliffs along the Mississippi River at St. Paul like those of Roquefort, France, to ripen delicious Roquefort cheese?

—that dentists are reaching people along the coast of Alaska with mobile dental units aboard the small vessel, M/S Hygiene?

—that Hindoo writing, dating back at least 2000 B.C., indicates that butter was used in connection with religious ceremonies?

—National Dairy Council

The High Cost of Milk

By H. H. Bushnell

Why, hello, darling; have a drink;
What's yours? I'm taking rye;
A pick-me-up is fine, I think,
When one is feeling dry;
No! No! I'll pay; it's just four bits;
White rock or ginger ale?
That let-down spot it really hits;
You'll treat? Well—it's no sale.
I think we women should protest;
The price of milk today
It's twenty cents a quart! No rest!
We women pay and pay;
My dairyman is getting rich;
(Let's have a couple more;)
The chiseler! I'm going to switch
And buy it in the store.
Oh dear, I think I'm gonna cry;
I'm feelin' awful low;
The cosh of milk's sho vurry high;
M' baby shuffers sho;
Poor kid, he's shobbin' in his bed;
I donno whash to shink;
When I get home he may be dead—
Let'sh have anozer drink.

—Western Dairy Journal.

Want a Job?

The U. S. Civil Service Commission has announced an Agriculturist examination for filling positions in Washington, D. C., and throughout the United States. Some positions in foreign countries will also be filled. Yearly salaries for these positions range from \$3,825 to \$10,000.

Following are the titles of the positions to be filled from the examination: Agriculturist (General), Agricultural Economist, Agricultural Extension Specialist (Agronomy), Clothing and Textiles, Cooperative Programs, Cotton Ginning, Economic Information, Field Agent, Field Studies and Training, 4-H Club Agent, Home Economics Information, Home and Housing Management, Housing and Farm Buildings, Nutrition and Rural Sociology, Agricultural Science Administrator, Animal Fiber Technologist, Dairy Manufacturing Technologist (Process Butter Inspector), Food Preservation Specialist, Home Economist (Farm and Home Management), Home Economist (Group Food Preparation and Distribution), Home Economist (Research), Plant Quarantine Inspector, Public Health Nutritionist, Seed Technologist.

To qualify for these positions, applicants must meet a basic requirement of appropriate college study or experience, or a combination of such education and experience. In addition, they must have had progressively responsible and productive experience in the field of work for which they apply. Appropriate graduate study may be substituted for all or part of this additional experience, depending on the grade of position. No written test is required.

Further information and application forms may be obtained at most first- and second-class post offices, from Civil Service regional offices, or from the U. S. Civil Service Commission, Washington 25, D. C. Applications should be sent to the Commission's Washington office and will be accepted until further notice.

Meetings to Study State Dairy Regulations

Earl Skalisky, Washington County Agricultural Agent, has set dates for three meetings at which the State Department of Agriculture dairy regulations will be discussed. Farmers are invited to be at a meeting to be held in the City Hall at Hart-

Clip Cows Regularly With

Sunbeam
STEWART
CLIPMASTER

A Perfect
XMAS GIFT
for the
Dairy
Farmer



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. Write for information on Sunbeam Stewart clipping equipment.

SUNBEAM CORPORATION
(formerly Chicago Flexible Shaft Company)
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.

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.**

ford on Thursday, December 29 at 10:00 A.M.

On the same day at 1:30 P.M. a meeting of the same kind will be held in the High School at West Bend at 7:30 P.M. on December 29. Milk haulers are asked to come to the High School at West Bend, same kind of meeting. Plant employees will have a meeting in another room at the same school at 7:30 P.M.



## State Dairymen Face New Sales Opportunities

Signaling the dawn of a new decade for market-building action, the nation's dairy farmers have taken recognition of 10 years of progress by making preparations to go full speed ahead in 1950.

This is the report of Lyman D. McKee, Madison, President of ADA of Wisconsin, upon his return from the executive session of the American Dairy Association at Columbus, Ohio.

"Never have there been greater market opportunities for dairy foods," he declared, adding "and never has competition been keener for the consumer's food dollar."

He pointed out that a business survey of today's market reveals; a 48 percent increase in buying public purchasing power . . . 175 billion dollars in savings accounts . . . 12 billion dollars tucked away in cookie jars and mattresses . . . \$2,800,000,000 insurance money to be distributed to veterans beginning in 1950 . . . a billion dollars redeemed by the buying public in savings bonds that mature next year.

The new campaign plans are keyed to take quick and full advantage of these sales opportunities. The merchandising mobilizations are patterned after the current Cheese Festival that has broken all cheese sales records across the country.

"Now underway," he asserted, "is the butter drive making 64 million sales impressions in national magazine circulation alone plus additional millions reached through radio and Xpress posters. Restaurant trade ads and editorial support are aimed at market possibilities for 290 million additional pounds of butter if each restaurant serves one extra pat of butter per meal."

McKee directed the attention of Wisconsin dairymen to the ADA pumpkin pie drive featuring evaporated milk and whipping cream, for the holiday season in which many related food organizations are cooperating. Milk will be spotlighted in December and again in the spring. Ice cream is scheduled for February and June and cottage cheese is a spring promotion.

"The dairy farmers of this state and the nation are initiating two new research projects," McKee reported. "The approved studies are (1) development of a completely new half pound package for butter and

(2) a study of the effect of heat on the nutritive value of dairy foods."

"All this is made possible by the pennies which dairy farmers in this state and across the nation set aside in June for year round product promotion," said McKee in pointing out the 10-year progress of the American Dairy Association from 6 states to 40 states.

## Sayings and Proverbs

"Good fences make good neighbors."

"Misery loves company."

"The pot calls the kettle black."

"Knowledge is power."

"Discretion is the better part of valor."

"Brevity is the soul of wit."

"He that would the daughter win must with the mother first begin."

"Man's work is from sun to sun, but woman's work is never done."

"A mackerel sky is never long dry."

"To cast bread upon the waters."

"To count chickens before they are hatched."

"To call a spade a spade."

"A pretty kettle of fish."

"A bed of roses."

"Bulldog tenacity."

"Black as the ace of spades."

"Whiter than snow."

"To kick like a steer."

"I punish her with good words, as the man said, when he threw the Bible at his wife."

"What's next?" as the toad said when his tail dropped off."

"Candy's dandy, but likker's quicker."

"Don't telephone or telegraph, tell a woman."

"A ring on the finger is worth two on the 'phone."

## Molasses Good Feed, Price Is Right

Molasses is a relatively cheap feed and it can be used to good advantage by diluting with one part water, spraying or sprinkling the mixture on grain or hay. It makes poor quality hay more palatable and also adds feed value. All livestock like molasses and will thrive better when a little is added to the ration.

## Letter to the Editor

Reader: "Do you make up these jokes yourself?"

Editor: "Yep, out of my head."

Reader: "You must be."



**tri CALF FOOD**  
**COSTS LESS**

25 POUND PAIL  
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## Wisconsin Fair Men Set Annual Meeting

Members of the Wisconsin Association of Fairs will hold their annual meeting January 4, 5, and 6 at the Schroeder Hotel, Milwaukee, according to an announcement by Douglas J. Curran, Black River Falls, association secretary.

Two major topics will feature the program for the convention, Curran said. "Run your own Concessions for Service and Revenue," will be the theme of the first day's program. The second day will be devoted to a discussion of the topic, "How Important a Place Should the Junior Department Have in the Fair Program?"

Membership of the association is made up of county and district fairs in all parts of the state. Ralph Seyforth, Mondovi, is president, and Oren Johnson, Viroqua, vice president.

## Farm Income Lower Is Prediction

The Bureau of Agricultural Economics predicts a ten percent drop in farmers' incomes. This prediction is based on a general slowing up of business which would decrease buying power. Building and construction trades are expected to be busy but other lines are expected to drop off. The only factor that might seem favorable is the possibility of great defense requirements. Prices in general are expected to decline slightly. It would seem that farmers will have to cut costs considerably to stay on an even keel if their cash receipts are going down by ten percent. Getting rid of low producing cows and also by caring for good ones in better shape would seem to be one way for dairy farmers to help themselves.



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### Market Conditions At a Glance Strengthening Factors

In spite of strikes and unemployment national income has remained relatively high. Demand for dairy products at the consumer level has in most marketing centers continued larger than a year ago.

\* \* \*

Government purchases of dairy products under the various support programs this month continued to absorb surplus supplies. Since the beginning of the year USDA purchases have included 103 million pounds of butter, 23 million pounds of cheese and nearly 400 million pounds of nonfat dry milk solids.

\* \* \*

This year receipts of butter in the four principal markets have represented a smaller-than-normal percentage of total production. In October four market receipts accounted for 28 percent of actual production. A year ago the percentage had been 34.

\* \* \*

On November 1 total agricultural employment, reported at 11.8 million persons, was down 3 percent from a year ago.

\* \* \*

### Weakening Factors

USDA this month announced that it was prepared to sell back to the trade some 85 million pounds of butter that it had acquired under price support operations.

\* \* \*

Milk production on U. S. farms during October amounted to 9 bil-

lion pounds, second highest of record for the month. Total output was 3 percent higher than a year ago and 4 percent above the 1938-47 average for the month.

\* \* \*

Reserve supplies of creamery butter in cold storage warehouses on November 1 totaled 142 million pounds, 70 percent more than on the same day of last year. Although nearly 80 million pounds was government-owned this amount was available for purchase by the trade.

\* \* \*

Production of creamery butter in October was estimated at 103 million pounds, 12 percent more than in October of 1948. Indications were that in November the percentage gain over a year ago would be even higher.

—Dairy Products Marketing News

### Ace-in-the-Hole

God forbid that any group ever dominate this country, but if any group is to dominate this country God grant that it be the farmer. When the farmer is happy America is healthy and of sound mind. He is our most right thinking and right feeling American. He thinks in terms of being decent and free and enterprising. He feels in terms of home loving, God loving, land loving. He is our ace-in-the-hole against sick creeds across the sea. He is our daily declaration of American Independence.

—John Hemple Graves, Journalist  
 of Birmingham, Alabama

### 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.

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### Yellow Oleo Opposed By Clubwomen

A resolution urging the retention of New York State laws forbidding the manufacture and sale of yellow oleomargarine was passed by the New York State Federation of Women's Clubs during their annual convention at Lake Placid, November 15.

State Federation leaders determined upon a show-down at the convention when oleo proponents made yellow oleo an issue among New York clubwomen at their local meetings.

The repeal of federal oleo taxes was also proposed by the delegates.

—Dairymen's League News

### He Rode It

A gentleman who had just returned from a trip through the South was being questioned about the country by a young lady. One of her questions was, "And what sort of plant is the Virginia Creeper?"

"That's not a plant, my dear," was the response. "It's a railroad."

### True To Her Word

"If you kiss me, I'll call a member of my family," she warned.

So he kissed her.

"Bro-ther!" she whispered.



DEPENDABLE DAIRYADE for BETTER DAIRYING



# HALF A CALF WILL NEVER MAKE A WHOLE COW!

... and neither will a half way feeding program grow a whole calf. You've got to be *sure* that the calves you are raising have their full measure of body building food so necessary to help them grow into high producing cows. Thousands of dairymen from coast to coast have learned over the past three decades to depend on Mutual Dairyade for feeding results! Really, there is a difference when you feed Dairyade. You'll see the difference in your calves and what a difference you'll see in your milk checks.

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*"I find Mutual Dairyade the  
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### Brighter Bottles at LESS COST

IS your bottle washing expensive? Then here's how built-for-the-job Oakite Bottle-Soak will help you keep your costs really low: It's economical—only 1 to 1½ ounces to a gallon of water for average bottles... combines vigorous detergency with germicidal power to give bright, film-free bottles and lower bacteria counts... minimizes lime-scale formation... keeps tanks odor-free... and adds to life of bottles and equipment.

Yes, Oakite Bottle-Soak gives you all these advantages—in just ONE BALANCED MATERIAL! Let an Oakite Technical Service Representative prove it to you with a FREE practical demonstration right in your own plant!

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SERVICE STORE  
Since 1924

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Highway 15, New Berlin

### Like Father, Like . . .

Father: "When Truman was your age, son, he was at the head of his class."

Son: "Yeah, and when he was your age, he was President of the United States."