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## **Milwaukee milk producer. Volume 3 April 1930/March 1931**

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1930/March 1931

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

APRIL, 1930

Number 1

## April Fluid Price \$3.10

Our monthly meeting with the distributors of milk was held on March 31 instead of the usual date.

Little time was used in agreeing on a price of \$3.10 for April fluid milk.

The dealers report some improvement in sales of milk and but a slight increase in production in March over the preceding month.

Considerable time was given to the subject of spending money to advertise dairy products. A difference of opinion developed as to the ways and means of carrying out the program but there was entire agreement on the need of selling the consumer on the great food value of dairy products.

It was also stated by several speakers that it would be well for the consumer to know that it cost time and money to produce good, clean milk, transport it to the city, pasteurize and bottle it, and deliver it at the consumer's door in perfect condition.

The fact that the dealers do not

remove cream or add skim milk or water but sell the milk the way the farmer delivers it to them was a point the consumer needed enlightenment on, it was agreed.

At a later meeting the subject of advertising will be further discussed.

Manufactured price for March is \$1.45 or six cents higher than last month due to a rise in the butter market. Skim milk products are still in the dumps, in fact they are lower than last month.

The Luick Dairy Co. reports fluid sales of 62.46 per cent and will pay an average price of \$2.48.

Gridley Dairy Co. reports fluid sales of 63.22 per cent and will pay an average price of \$2.49.

Sunshine Dairy will pay \$2.48.

Layton Park Dairy reports fluid sales of 62.00 per cent and will pay \$2.47.

Blochowiak Dairy reports fluid sales of 64.14 per cent and will pay an average price of \$2.50.

## Control of Surplus

Almost every shipper to this market complains about the surplus and with good reason, we think.

If there was about fifteen per cent less surplus our average price would be very good.

What can be done about it? Well, nearly every co-operative is advising its members to take some action to curtail the surplus. It's for us, as producers, to decide whether or not we have a high surplus for the next three months.

Contrary to the popular belief, the Milwaukee dealers do not want more milk now for all of the plants are taxed to capacity. Few new shippers will get into the market except as they replace shippers who leave.

If we are good co-operators we can all help some. No one remedy will apply to every case. Disposing of old or very low producing cows, feeding veal calves to a greater weight, using more milk in the home and, perhaps, some for the baby chicks will help. Save some of the grain feed for July and August when the surplus will be lower instead of feeding it in large quantities now. A few pounds per farm makes quite a difference.

It's a good time to think about fall production and perhaps plan on some crops for green feed so that we can supply enough of milk when that time comes and the dealers will not have a reason to take on more shippers.

Production did not increase during March to any great extent which would indicate that an honest effort was being made by most of the producers to do the right thing.

Butter markets improved and the creamery patrons began to buy feed. The millers immediately raised the price of bran and right at the time when the Farm Board said that there was entirely too much wheat in the country.

## FARMERS ENTER THE RETAIL MARKET.

After trying in vain for over a year to get recognition from the two large distributors of milk in Sheboygan and the adjacent small towns the Sheboygan Dairymen's Association has organized a co-operative, equipped a plant and are selling milk in Sheboygan, Sheboygan Falls and in the village of Kohler.

We think that the direct selling of dairy products to the consumers is something that the farmers might well stay away from if the distributors, established in the market, are fair in their dealings with the farmers and are giving the consumers good service.

From all reports that we have it would not seem that the larger companies were not willing to deal fairly with the farmers in Sheboygan County and that the latter had no choice but to sell direct if they wished to be in the fluid milk market at all.

We know that the farmers will have a hard row to hoe, but knowing the situation as we do, we are with them one hundred per cent.

## GRADE A MILK.

The different companies have decided to change the tolerance over base for Grade A milk and beginning December 1, 1930, the shippers of that quality of milk will ship on a base made in August, September, October and November, plus thirty per cent, and will be under that regulation until August 1, 1931.

The dealers claim that the Grade A shippers have increased their production per farm to such an extent that the Grade A surplus is twenty per cent higher than that of the regular milk and in order to keep this surplus within reasonable bounds the above action was taken rather than take the Grade A market away from a number of shippers.

## INSULATED MILK TANKS.

To those shippers who plan on building new milk tanks, we suggest that an insulated one is a good investment. The cost is not high and the benefits derived from a tank which keeps out heat in summer and cold in winter is worth while.

## ACKNOWLEDGING A BOUQUET.

Twin City Bulletin, the live and informative publication of the Twin Cities Milk Producers' Association, said some very nice things about our Association in its March issue.

Thank you, Mr. Leonard.

# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1511 FOND DU LAC AVENUE

Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 3 APRIL, 1930 Number 1

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Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

## FEWER HORSES MEAN MORE COWS.

Under a heading, "Where the Horse is Missed," we reprint an article which tells about the great reduction in the number of horses and mules on the farms and also an estimate of the number displaced in the cities by motive power.

That this great reduction has decreased the demand for cash crops like hay and oats and also left a great deal of those feeds as well as pasture available for cattle goes without saying.

That the horse will never come back in the city is a pretty sure guess. And that's that. But how about raising a few good horses on some of our farms and using more horses and fewer tractors. Perhaps there would be a real saving, especially on the smaller farms for some horses must be kept anyway.

By using horses we market some of our feed at home, reduce the surplus by that much and do not have to pay out money for gas, oil and expensive repairs. We will have more manure and need not buy so much fertilizer.

## FREAR SUPPORTING ISLAND INDEPENDENCE.

WASHINGTON — Congressman James A. Frear of Wisconsin, who has been in the Philippines, has given out an interview claiming he believes the Filipinos should be given their independence. He says they are amply equipped for self-government.

## NEW SUPPORTERS.

Our list of new supporters shown in this issue contains the names of a number of shippers who signed at a meeting at Belgium, Ozaukee County.

We were requested to hold a meeting at that place and did so with very good results. A very friendly feeling towards our organization was shown and every shipper at that place signed up.

## BAD ODORS IN MILK.

Before we print another issue of this paper some silos will be empty. There is always a considerable amount of bad odor milk when the last of the silage is being fed due to high acidity in the bottom of the silo.

A little more care in feeding after, instead of before, milking will help us to avoid trouble.

## THE TARIFF BILL.

The tariff bill has been sent from the senate back to the house where it originated many months ago.

By amendment the senate has made many changes and some of them are more favorable to agriculture.

A conference committee will soon get to work and wrangle some more over the bill and we think that when all the noise and tumult dies down the president will sign a bill that will leave the farmers just a little worse off than they were before.

## PHILIPPINE ISLANDS.

Inasmuch as we face an over-production of dairy and other farm products in the United States and in spite of this over-production we still have a river of cocoanut oil flowing into this country free of duty to compete with the cow milker and hog raiser, and in seeking relief we find the would be friends of agriculture who in their heart are opposed to a square deal for the farmer, hiding behind a smokescreen of loyalty and fairness to the Philippine Island possessions who justify their claim to this loyalty by saying that we fought the Revolutionary War to justify our claim that "taxation without representation is tyranny," and we recognize that such taxation is wrong,

Therefore, Be It Resolved, That we eliminate any possibility of tyranny and give to the Philippine Islands their immediate and unconditional independence without hesitation or delay.

Resolution adopted at annual meeting of Land O' Lakes Creameries, Inc., five thousand delegates in attendance.

## ST. PAUL AND MINNEAPOLIS PRICES.

We are paying \$2.07 for 3.5 per cent milk delivered Twin Cities for the month of February.

A comparison with last year shows that our members delivered 4,184,612 pounds more in February this year than last. This means a daily production of 149,000 pounds greater this year. Our members have produced enough more milk to supply one large manufacturing plant.

A comparison of sales to dealers for market milk purposes shows an increase of 21,000 pounds per day this year over last. With industrial conditions rather unsatisfactory we feel that this is a fair gain. We now have a total membership of 7,902 which is an increase of 323 over a year ago.

Members have been predicting that the lower price would immediately result in less milk but so far this has not been true. The average production per farm for January this year was 180 pounds as compared with 167 pounds last year or an average increase of 8 per cent on every farm supplying us with milk.

The price to distributors as mentioned elsewhere has been reduced from \$2.45 in February to \$2.35 per hundred in March. The amount of milk handled and the use made of it is shown in the following table:

	Pounds
Sold to distributors .....	12,666,828
Separated for sweet cream and butter .....	14,313,943
Made into cheese .....	1,767,782
Made into condensed milk and ice cream .....	2,461,460
Total .....	31,210,013

—Twin City Milk Producers' Bulletin.

## DES MOINES, IOWA, PRICES.

During the past month we received at the association plant 1,692,772 pounds of milk, or 44 per cent of the total amount of milk received in the city, for which the association paid \$1.70 per hundred. The average price of butterfat for the month was 35¼ cents. The average test for the association was 3.6, the average price for all milk delivered through the association to the city of Des Moines was \$2.26 per hundred, based on 3.5 milk.

PLATTEVILLE—A meeting was held at Woodman Hall Tuesday afternoon, January 28, for the purpose of organizing the Southwest Wisconsin Cheese Producers' Association.

J. L. Sammis of the college of agriculture spoke. The meeting was largely attended by cheese factory owners and cheese makers of this section.

# Who is to Blame for Over-Production

At our board meeting the other day it was discussed as to who is to blame for the condition of the dairy products market. This sort of discussion is going on wherever people interested in the dairy business congregate and is laid at the doors of a good many professions and organizations.

One of our directors said the reason we have an over-production in this immediate territory was because the association had encouraged too high prices for dairy products, but I doubt if that is the reason. A representative of the big centralizers has led us to believe in his articles in some of the dairy journals that milk associations over the United States are to blame for the increased production of dairy products. The reason he blames them is because they get more for their products than any other class of dairymen. The reason the milk associations are not to blame for over-production is that they try to control production and are the only dairy marketing organizations that try to hold down production within reason, as they all realize that over-production is detrimental to the marketing of market milk. Just like our own organization, we have scarcely any more members now than we had five years ago, but we have considerable more milk. This has been brought about by the members putting on more cows rather than by increased membership.

The organization most to blame for the increased production of dairy products, the board of directors thought after much discussion, was the cow testing association.

At a buttermakers' meeting last winter, just before the break in the butter market, I heard one of the cow testers make a talk in which he told the managers of the co-operative creameries that they were all looking for volume because volume decreased their operating expense and that if each one of them would encourage cow testing associations in and around their creameries they could double the amount of cream they were getting without increasing the number of cows by better feeding methods taught to the farmers through cow testing associations and this talk was made in the face of 40,000,000 pounds of surplus butter held in storage. In his talk he stated that the genuine dairy farm-

er who belonged to a cow testing association would not have anything to fear in regard to the price of dairy products as they could afford to produce for considerable less money than they were then receiving.

It seems to me that this man was just trying to see how many cow testing associations he could promote in the state of Iowa rather than help the farmers make any money. In other words, he got the cart before the horse. He wanted to produce large quantities of milk or butterfat without first looking into the market conditions to see what it could be sold for.

I do not believe any many would invest his own money in any business without first going out to try to find out what he could get for the product after he had it manufactured and what chance he would have to sell it.

I believe in cow testing associations inasmuch as they give you the cost of production and show you which cows are the poor producers and the ones to dispose of and the cows to keep, but some of the men who belong to the cow testing associations are showing the cost of butterfat at 32 cents. This is only the cost of the feed and does not take into consideration labor or interest charges and is an unfair estimate of the cost of producing butterfat.—J. H. Mason, Des Moines, Ia.

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

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

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

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

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 2nd day of April, 1930.

J. A. WALT, Notary Public, Milwaukee Co., Wis.  
(My commission expires June 28, 1931.)

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

NOTE—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.

## CHAS. GUENTHER

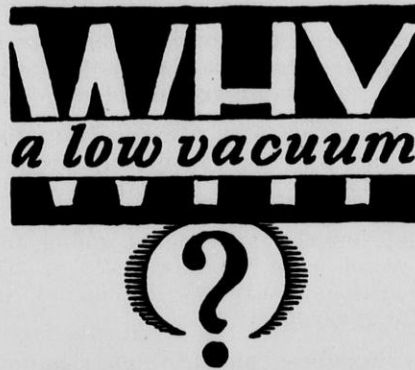
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Having discontinued Farming I offer for sale the following:

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All these Articles are in First Class Shape, and Priced Right.

Farm Located on Center Road between Highway 36 and Janesville Road—about 1 mile South of Latter.



**THE suction of a milking machine is determined by the amount of its vacuum.**

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

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**Universal natural milker**

### THE FARM BOARD.

I realize that some business interests are not sympathetic with certain features of the farm-relief legislation, but I also realize that if the conditions of agriculture continue as they have been they would offer dangerous encouragement to radical tendencies, unsound economic policies and new leaderships based on serious discontent.

This legislation may not do all that is hoped for it. Probably it will bring changes distasteful to business men affected. Imperfections probably will be found. But when a group representing nearly one-third of the population of the United States thinks prosperity is not evenly distributed, that it has not been getting a fair deal, that business has decidedly the larger share of the dollar—then you have a real problem.

In this country a majority of the people, by vote, can disturb property rights, force legislation which they believe will cure existing ills and launch experiments, going far beyond what we now have or the traditional sure-footed policies of our government.

Therefore, should not business men be willing to give this farm leg-

islation a fair trial? — Charles C. Teague, member of the Federal Farm Board.

### WHERE THE HORSE IS MISSED.

The recent government figures showing a disappearance from farms of 714,000 horses and mules during the past year illustrates a long-time trend which undoubtedly has had an important bearing on the surplus crop problem and low price of the past decade. Back in 1919 the work stock carried on farms amounted to 26,436,000 horses and mules. The January, 1930, estimate places the number at only 18,762,000. This disappearance of 7,674,000 head of work stock from farms has been accompanied by a valuation decrease of approximately one and a half million dollars.

There are no accurate figures concerning the disappearance of horses and mules from cities and towns during this period, but that the reduction has been far more sweeping and rapid than in rural districts should be apparent to anyone who recalls conditions a decade ago. Some estimators have placed this loss of work stock from city streets during the past ten years at two and a half million head, thus pushing up the

grand total disappearance of horses and mules during the past decade to the ten million head mark. Ten million head of work stock would consume between fifteen and twenty million tons of hay and approximately three-quarters of a billion bushels of grain. Agriculture has, therefore, lost—and the oil industry has captured—a market demand which, were it now available, would undoubtedly send farm prices soaring. —The Country Gentleman.

### FASHIONS.

Lengthen your dress, my dear,  
Let your hair grow,  
I must confess, my dear,  
I like it so.

Hide ears and knees, my dear,  
Assume reserve,  
Some men you'll please, my dear,  
With hidden curve.

Many there be who wish  
To see it all,  
Like poultry, game or fish  
Hung in a stall.

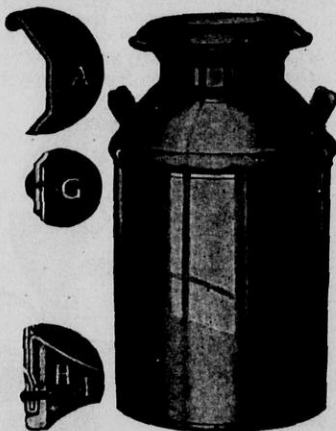
But now and then in year  
Of scanty dress,  
There are some men, my dear,  
Who like to guess!

—E. Leslie Spaulding.

## Follansbee Forge Security Milk Cans

### Five Reasons Why Security Cans Cost Less

#### CLEVELAND PATTERN



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

#### FORGING ADDS STRENGTH

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately before assembling. No black surfaces between joints to rust out and far more sanitary.

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# Garget Destroys Udders and Cuts Production

By Robert Graham, D. V. M.,  
University of Illinois

Garget is a bacterial or functional inflammation of the supporting or secreting tissues of the udder. It is otherwise known as mammitis or mastitis. The disease varies in intensity causing temporary or permanent loss of the udder. Septicemia or blood poisoning following garget may terminate in death. All farm animals including horses, cows and sheep are susceptible.

There are two common forms of the disease, the acute and the chronic. The acute type of garget is characterized by intense swelling and tenderness of the udder. The milk flow is diminished, and watery milk containing blood or pus is not uncommon.

Systematic disturbances accompany the acute type of the disease. A rise of temperature, rapid pulse, toxic stiffness, loss of appetite, and a dull, tired expression in the eyes are common symptoms. Heavy milkers in the early stages of lactation are often attacked, though the disease may occur irrespective of freshening. Occasionally garget occurs in dry or non-lactating animals, but heavy milkers are most often attacked.

The chronic form of garget runs a milder course than the acute form, but it is oftentimes just as disastrous. Chronic garget in cows attracts little attention. The form of the disease is recognized only by a grayish deposit on the cloth after straining the milk. In dairy herds infected with chronic garget the milk flow is decreased. The symptoms, while not pronounced, may be intensified by heavy feeding. Dairy cows affected with chronic garget cannot be subjected to high pressure feeding methods. In fact, heavy feeding intensifies the symptoms and often brings out the existence of the disease in a herd.

Certain forms of garget are contagious. The contagious types of the disease are due to micro-organisms or germs. Sows frequently develop contagious garget from unclean quarters. Chronic infectious garget in sows is invariably characterized by nodular connective tissue growths in the udder. One or more quarters may be infected. The udder growths or nodules may ultimately become ulcerated from bruises and disturbed circulation.

Sows suffering from chronic garget should be fattened for the butcher, though mildly infected udders

may be removed by surgical operation. Mares suffer most frequently from garget through inability of the newly born foal to take all the milk.

Bacteriological investigations of milk from gargety udders have incriminated certain pus-producing germs as the cause of the disease in cattle. Some of the organisms encountered in cases of garget are widely distributed and may be present in the normally functioning udder. The factors which influence the virulency of these germs are not definitely understood, but apparently predisposing causes enable certain harmless, yet potentially dangerous, bacteria, to assume disease-producing properties. After the virulency of the germs have been accentuated, they may be carried from cow to cow on the hands of the milker.

In addition to the part played by pus bacteria in the development of garget, it is possible that certain bacteria such as the abortion organism in the udder may be a predisposing factor. Milk from abortion-infected udders contains a constantly higher cellular content than milk from non-infected udders. The greater frequency of mastitis and udder troubles in abortion-infected herds may possibly be explained by the presence of this organism in the udder.

There seems in many cases to be a close relation between the development of mastitis and functional activity of the udder. For example, some of the most severe and acute cases of garget in cows develop immediately following calving. Also such factors as overfeeding, exposure to cold, drinking cold water, cold drafts, or exposure to cold rains and snow have been recognized as dominant, predisposing causes of garget.

Certain cases of garget are also traceable to injury of the udder. The influence of predisposing factors can be held to a minimum by careful handling of the herd. Preventive measures exercised by the owner, and careful observation suggests that the frequency of garget can be reduced by good management.

Different symptoms are observed in the different forms of garget. In catarrhal, or chronic garget, the mucous membrane lining of the teat canal and milk cistern becomes mildly inflamed. Cows affected with this type of mastitis may escape the attention of the owner for many

weeks. It is often first detected by a grayish deposit on the cloth used in straining the milk. Cows affected with chronic garget usually decline in milk flow and as the disease progresses the milk becomes lumpy or thick.

Acute mastitis involving the secretory cells of the udder develops suddenly. There is an immediate decline in milk flow. Constitutional disturbances, such as stiffness, loss of appetite, depression, and loss in condition follow in a few hours. Heavy milkers are most often attacked on or about calving time, though change of feed, overfeeding, sudden climatic changes, or injury to the udder seem important predisposing factors.

Bacteriological examination of the milk in acutely infected udders suggests that the infection plays a significant part. The invading germs alter normal udder functions and throw off poisons which are absorbed into the circulation. In fatal cases of acute garget, the pus germs from the udder invade the general circulation and cause blood poisoning.

Since garget causes temporary or permanent loss of an affected quarter, preventive measures are of utmost importance in the control of the disease. All cases of garget should be promptly isolated. The affected animals should not be milked by persons who come in contact with the remainder of the herd. If this is impracticable, the gargety animal should be milked last, followed by a thorough washing and disinfecting of the hands.

It is advisable to milk infected animals into pails containing a strong disinfectant. Gargety milk should not be fed to calves, pigs or chickens. Herds that are continuously troubled with garget should be tested for abortion with the view of eliminating reactors. Abortion-free herds in our experience have fewer cases of garget than abortion-infected herds.

The appearance of any symptoms of garget is a signal that should prompt the reduction of the ration. Simple eliminative treatment pending expert veterinary attention should also be employed. Epsom salts or more rapidly acting laxative drugs as prescribed by the veterinarian, should be used. Large quantities of water should be provided

(Continued on page 7)

## MADISON MILK PRODUCERS' ASSOCIATION.

### Members' News Letter.

The February price for pooled milk testing 3.5 per cent was \$2.16 per cwt. to Kennedy Dairy Co. patrons and \$2.20 at the Mansfield-Caughey Co. Manufactured milk brought \$1.39 per cwt.

Too much surplus. There seems to be a serious misunderstanding among some of our members regarding the purpose of the base and surplus plan. Many producers who were able to produce a good flow of milk during the base months feel that they can buy cows, etc., to increase their production at this time believing that as long as they keep within their 50 per cent tolerance they are going to get a good price for their milk. This would be true if only a few producers were able to do this but the general feeling that the other fellow isn't going to produce a lot of milk has tended to pull down the average price considerably. The real purpose of the 50 per cent tolerance is to help the producer along who has had difficulty in getting a good flow of milk in the fall. We all know this can't be done over night and those of us who have been fortunate in establishing good bases should remember that there have been times and it may happen again when our bases won't be so good. Our market at the present time has nearly a 50 per cent surplus, or in other words, about one-half of our milk is bringing us only \$1.39 per cwt. Every pound of milk added to the market when there is a surplus brings the average price just that much closer to the surplus price. Let's not forget the other fellow.

### TEN CENT MILK FOR SHEBOYGAN.

**SHEBOYGAN**—On the eve of the first deliveries of 10 cent "producer to consumer" milk by the new, modern dairy co-operative, Sheboygan County's milk war was fanned to new heights today by a public statement by the Sheboygan Dairy Products Co., accusing the dairymen of not caring how much the consumer must pay for his milk.

The company declared it was willing to deal with the dairymen, contrary to the charges of the latter, but said if they had met the producers' demands, they would have been forced to raise the price of milk to 12 cents a quart.

### Asked 12 Cent Price.

This price, the company charges, would have been satisfactory to the dairymen who urged its adoption.

The company also stated that its offers were submitted to William Renk of the state department of markets, who found them fair to all parties concerned.

Competition and market conditions were attributed as reasons for the company not meeting the demands of the dairymen, the statement said.

Charges by dairymen that Green Bay milk was being imported into the county were answered by a statement that the company spent \$1,081,741 in Sheboygan during 1929 and employed 100 men.

### War Dates From Jan. 1.

The war had its origin at the beginning of the year, when a contract between the dairymen and the company expired. Since then several attempts at agreement failed and the dairymen formed their own company, the Modern Dairy Co-operative, and opened a factory at Sheboygan Falls.

They will start delivering milk in Sheboygan, Sheboygan Falls and Kohler on Tuesday at a price of 10 cents a quart. The price was announced two weeks ago and has caused other milk concerns to reduce their price to the same figure.

The price of cream, which is 13 cents a half pint, is not affected.

### CREAMERY CO-OPS. PLAN STATE DRIVE.

Three Associations Work Out Agreements to Work Together.

**MARSHFIELD** — Members of Wisconsin's 282 co-operative creamery associations will continue their work to bring about a unity of purpose, it was voted here by about 900 representatives of the various districts Wednesday.

Although a majority of the dairymen present were in favor of inviting unorganized creamery men to join the Land O' Lakes Association, the minority who favored their joining either the Wisconsin Co-operative or the Badger Co-operative were

given complete recognition, through a compromise measure offered by Senator V. S. Keppel, West Salem.

Under Senator Keppel's plan, representatives of all groups will meet with representatives of the unorganized creameries and together they will work out a plan satisfactory to all. It was pointed out that in this way it will be possible to formulate a district plan whereby none of the three large associations need encroach on the territory of either of the others as the activities of each has been more or less confined to a particular section of the state.

The idea, it was pointed out, was to unite all groups, large and small, in some way that their individual efforts will aid the business in general rather than any particular unit or association of units.

### VALUABLE PACKAGE.

"Tommy, can you tell me one of the uses of cowhide?"

"Er, yessir. It keeps the cow together."—Detroit News.

CLIP!



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**GARGET DESTROYS UDDERS AND CUTS PRODUCTION.**

(Continued from page 5)

for drinking. In cold weather, it is important to warm the water.

The medicinal treatment of garget must be altered in different cases and should be left to skilled hands for the reason that dosage and the drugs to be employed vary with the intensity and stage of the disease. Drugs that are eliminated through the milk are favored by many veterinarians. There is, however, danger of overdosage in the administration of these drugs.

Since the most important practical means of securing drainage from the infected quarter is by milking, this should be done frequently. In the early stages of acute mastitis, it is advisable to milk the affected quarter every two or three hours. Some veterinarians are successful in douching the milk cistern with mild antiseptics. This practice is not suggested for the owner in view of the danger of introducing infection.

Massage, hot fomentations, and mild counterirritants applied to the udder is a standard type of treatment, and if employed promptly in the early stages of the disease will prove beneficial. Supporting bandages which relieve the pressure or tension are indicated and advantageously employed in cows with large udders. Camphorated oil or carbolated vaseline massaged on the udder three or four times a day tend to reduce congestions and allay the inflammatory processes.

Autogenous bacterins made from the killed pus-producing organisms found in gargety milk of the affected animal have apparently given encouraging results following subcutaneous injection in large doses. The success of bacterial therapy depends a great deal upon the dosage. Many veterinarians in recent years have resorted to liberal and repeated doses of these bacterins, with seemingly encouraging results in the early stages of the disease. The acute cases of garget have responded to the bacteria treatment better than the chronic cases.

Unfortunately there has been no accurate way to definitely measure the value of vaccines for garget, and the justification of their use at this time is based largely upon the results attained in the actual treatment of cases by veterinarians. The writer has used bacterins in the treatment of acute cases of garget, and regards them as a useful supplement to other measures.

In valuable animals suffering from garget, bacterins have not been used

to the exclusion of other treatments. The advisability of employing bacterins should rest largely with the veterinarian. In some cases, they are indicated, while their general application in all cases might not be profitable.

ITHACA, N. Y.—The modern feminine desire for slenderness, according to Prof. James L. Boyle of Cornell University, has altered market standards of long standing, cut the consumption of bread by 20 per cent and considerably affected the wheat sales of the world.

Doctors, nurses, schools and even beauty parlors have helped to bring about these changes, the professor said in an address here. Meat consumption also has declined, those in search of necessary vitamins preferring oranges, grapefruit, pineapples, lettuce, tomatoes and cantaloupes.

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**TO HOLD MEETING IN JUNEAU.**

**JUNEAU**—To promote adoption of a proposal to affiliate Wisconsin brick cheese producers with the National Cheese Producers' Federation, representatives of the federation and the state department of agriculture and markets will meet here with dairymen of Dodge and neighboring counties next Tuesday.

The primary object of the proposal, which has been drawn up by a committee of nine representing Dodge county milk producers, is to give the national federation control over the marketing of more than half of the brick cheese produced in the United States each year, explains H. M. Knipfel of the state department of agriculture and markets.

Should the federation gain control over 15,000,000 pounds, it will have accomplished its purpose. Of that required amount, dairymen in Dodge county alone produce 12,000,000 pounds.

R. A. Peterson of the division of co-operative marketing will represent the state department of agriculture and markets and F. A. Cornia will care for the interests of the national federation.

E. Rucke, Beaver Dam, is president of the Dodge County Milk Producers' Association, and Charles Hawkes, Horicon, is secretary. If the proposal is adopted it will give the cheese producers' federation its first control over the marketing of brick cheese.

**A CORKER.**

Pat went to a druggist to get an empty bottle. Selecting one that answered the purpose, he asked, "How much?"

"Well," said the clerk, "if you want the empty bottle it'll be five cents, but if you want something put in, we won't charge anything for the bottle."

"Sure, that's fair enough," observed Pat. "Put in a cork."

**THE REASON.**

"See here, waiter, this apple pie hasn't any apples in it."

"I know, sah; it am made of evaporated apples."

**NEW MEMBERS.**

Wm. J. Bertschinger, Port Washington, Route 1  
 Wm. Grevelidinger, Port Washington  
 John Miller, Fredonia  
 Geo. H. Stern, Fredonia  
 Dom. Gessner, Fredonia, Route 1  
 Fred Schueller, Belgium  
 Alois Huiras, Fredonia  
 Melvin E. Saueressig, Fredonia, Route 2  
 Paul Kolbe, Caledonia, Route 1, Box 106  
 Henry J. Schmitt, So. Milwaukee, Route 2, Box 60  
 Albert Skibski, So. Milwaukee, Route 2, Box 46  
 Ray Bartel, So. Milwaukee, Route 1, Box 109C  
 Herman J. Raddeman, So. Milwaukee, Route 1, Box 103  
 John Schmitt, Jr., So. Milwaukee, Route 2, Box 170  
 John Heymann, So. Milwaukee, Route 2, Box 190  
 Frank Schmitt, So. Milwaukee, Route 2, Box 59  
 B. F. Nannemann, Waterford, Route 1  
 Clarence Bothe, Lake Beulah, Route 1  
 George Naab, Jr., Rockfield, Wis.  
 Louis Gradert, Franksville, Route 1  
 George Abendschein, So. Milwaukee, Route 1, Box 129  
 Ashley Rhodes, Whitewater, Route 4  
 Ferd Ansay, Belgium  
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 Frank J. Pirrung, Belgium  
 Wm. M. Ternes, Random Lake  
 Joe Medinger, Belgium  
 Jerome N. Sinnen, Random Lake  
 Lawrence C. Watry, Belgium  
 Eng. Bares, Belgium, Route 1, Box 60  
 Mrs. C. J. Antoine, Belgium, Route 1  
 Henry Mueller, Belgium  
 Dom. Ternes, Cedar Grove  
 Peter R. Miller, Belgium  
 Henry Festerstein, Belgium  
 Albert Straus, Belgium  
 Arthur J. Festerstein, Cedar Grove  
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 Anton Schueller, Belgium  
 John Uselding, Belgium, Route 1, Box 152  
 Lawrence Straus, Belgium  
 John Frantz, Belgium  
 Phillip Gantner, Belgium  
 Jos. Gantner, Belgium, Route 1  
 Art. J. Gantner, Belgium, Route 1  
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 Geo. L. Schueller, Belgium, Route 1, Box 154  
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 Walter Schauer, Hartford, Route 2  
 Wm. Wendorf, Hartford, Route 5  
 Ben Kirchhofer, Fredonia, Route 3  
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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

MAY, 1930

Number 2

## Price Conference, April 26, 1930

The Price Conference, held on April 26, to determine the price of fluid milk for May resulted in an agreement on \$3.10, which price has prevailed since February 1.

Some argument for \$3.00 was made by several dealers, and it was contended by at least one dealer that \$2.85 and a retail price of 11c would be better for all concerned.

Advertising of dairy products was again discussed and a committee of six, three representing the dealers and the same number for the producers, will meet at an early date to lay plans for a campaign. Chester Fletcher, Erwin Krumhus, and Jos. Ryan, who led the discussion on

advertising at our annual meeting, were present and presented their views.

Manufactured milk price for April was \$1.44.

Butter averaged a trifle higher, but skim milk prices were lower.

Gridley Dairy Company reports fluid sales of 60.15% and will pay an average price of \$2.43 per cwt.

Luick Dairy Company reports fluid sales of 60.3% and will pay \$2.42.

Layton Park Dairy reports fluid sales of 59% and will pay \$2.42.

Blochowiak Dairy Company reports fluid sales of 64.5% and will pay \$2.51.

## Leadership

Fame awaits the county agent or agricultural leader who will lead the dairymen of his community or county away from the bondage of the commercial feed manufacturers.

It is true that by using highly concentrated dairy feeds, higher production can be obtained than by feeding a home-grown ration. It is also true that there were times in the past when home-grown grains were more nearly on a level with the by-products which we have been taught to believe are indispensable.

Good legume hay, good silage and home grown grain will make milk, and profit for the feed manufacturer, jobber, and transportation company are not added to their price.

Another thing that a county agent could do that would be good for the dairy interests and make said county agent stand out from the mill run would be to advocate the testing of herds for the purpose of improvement of those herds and not for the purpose of boasting in the local and other papers about the wonderful profits the members are making.

Perhaps it's too much to expect but we are just optimistic enough to hope that some day, some where a man will be found who is big enough to try. And we repeat, to him honor and glory, well deserved, shall come.

We would not have our readers think that we believe the county agent is not doing good work, for most of them are, but better work could be done if the beaten path was not followed so closely. It takes intestinal fortitude to buck up against precedence, to get out of the rut, and do things differently but occasionally it pays to try.

## JUSTICE CROWNHART.

In the death of Charles A. Crownhart, Justice of the Wisconsin Supreme Court, the common people of this state lose a very good friend. Justice Crownhart always championed the cause of humanity, was guided by a sense of justice and fairness rather than by musty precedent. Humanity and the right of human beings always meant more to him than property rights and great wealth.

## SALES ON FARMERS' BOARD, PLYMOUTH, APRIL 25.

Sixteen factories offered and sold 830 boxes of cheese. The ruling price of Longhorns was unchanged. The ruling price of Square Prints advanced  $\frac{1}{4}$ c. Sales were as follows: 680 Longhorns at 18c; 150 Square Prints at 18 $\frac{1}{4}$ c.

## WISCONSIN STOCKS.

Receipts of American cheese at Wisconsin warehouses increased 389,345 pounds, or 8.38 per cent over last week, and increased 449,348 pounds, or 9.78 per cent over the corresponding week of last year. Current trading stocks and public cold storage holdings show an increase while private cold storage holdings show a decrease. There was a net increase of 524,026 pounds. Wisconsin's apparent trade output was 4,519,132 pounds, a decrease of 88,337 pounds from the previous week.

## DISTRIBUTING MARKETS.

Cheese receipts at the four markets increased 36,553 pounds, with increases at New York and Philadelphia. Floor stocks show a net increase of 6,557 pounds, with increases at Boston and Philadelphia. Cold storage holdings decreased 203,394

pounds, with decreases at Chicago and Boston.—U. S. Department of Agriculture.

## STORAGE MOVEMENT FAVORABLE.

### Imports and Exports.

According to the 26 cities report, the storage movement of American cheese continues favorable. During the first 18 days of the current month about 1,800,000 pounds, net, more cheese was moved out of the storage in the above markets than during the same period last year. The apparent shortage within the United States, on April 1, amounted to 3,100,000 pounds. Of the total 79.7 per cent of the cheese was held in storage within the 26 cities mentioned above. Imports of all types of cheese into the United States during the first three months of 1930 amounted to 15,002,964 pounds, in comparison with 18,357,530 pounds for the same period last year. Exports amounted to 550,970 and 716,118 pounds, respectively.

## SALES ON WISCONSIN CHEESE EXCHANGE, PLYMOUTH.

The new market quoted below indicates a steady trend with the ruling price of Twins, the only style offered, remaining unchanged. Sales were as follows: 180 Twins, 17 $\frac{1}{2}$ c.

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers  
 Chas. F. Dineen, Managing Editor  
 1511 FOND DU LAC AVENUE  
 Phone Kilb. 2050 MILWAUKEE, WIS.

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Entered as second-class matter at the  
 Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

With the advent of spring comes as usual warm milk, and some bad odor milk. Just a little more care will save shippers some loss. Quick cooling is the thing that will save trouble if utensils are kept clean.

Some shippers have been barred because they were found using open top pails. Use the hooded pail and avoid trouble.

A gradual increase in receipts at most of the plants took place in the last half of April. Sales of milk have not been good in spite of all the paper talk about an improved employment situation.

A Wisconsin farm paper has a solicitor working this territory, and we are told that one of the arguments used to persuade farmers to subscribe is that the paper is working to get the price of butter up to a high level by next fall.

Just how this desirable situation is to be brought about is not so clear. Perhaps by getting the farmers to buy more tractors, gluten feed, etc.

## OUR ADVERTISERS.

We have a very select list of advertisers paying for space in this paper, and we bespeak for them your liberal patronage.

## DAIRYMEN'S LEAGUE LOWERS CLASS 1 MILK PRICE \$3.

New York, May 1.—A reduction of 37 cents per 100 pounds on Class 1 milk sold in New York City becomes effective May 1, it was announced today by the Dairymen's League Co-operative Association, Inc. This will bring the price of milk sold by the League to distributors down to \$3 per 100 pounds. The reduction is required by the necessity of lowering the price of milk to the consumers.

This is the first time since July, 1928, that the Class 1 price has been below \$3.37. Lowering of the price was forced by the action of the unorganized producers of the territory whose surplus milk has been flooding the metropolitan market at cut prices. Another factor in the reduction is the low price of manufactured dairy products, which are at the lowest levels in years. Still another factor is the unemployment situation, which has resulted in decreased consumption, and a large shift from bottle trade to dipped milk bought at stores supplied by dealers handling the low priced surplus of independent producers.

In reducing the retail price the dealers are absorbing 10 cents per 100 pounds of the reduction. This is the first time that such a reduction has been absorbed in part by the dealers. Always in the past such reductions have been borne entirely by the farmers. In absorbing part of the reduction dealers will operate on an extremely narrow margin. This fact will probably be beneficial to producers when market conditions improve, for with their narrow margin dealers will be more likely to not oppose any increase when conditions return to normal.

New York, May 1.—During the fiscal year ending March 31, 7,095 dairy farmers of the New York Milk Shed became members of the Dairymen's League Co-operative Association, Inc. This was an increase of 633 over the number of new members enrolled during the previous year.

During March, last month of the fiscal year, 695 producers joined the Co-operative Association. Of that number 143 were men just starting dairying, and 42 had previously been making butter and turned to the League for a better market for their milk.

## DISTRIBUTING MARKETS STEADY.

### Trading Just Fair.

The cheese markets at distributing centers have shown no material changes from the past several weeks. A somewhat easier feeling was noticeable at Chicago toward the close of the week, mostly due to the free selling policy of dealers. At Boston, on the other hand, a firmer trend was the rule and dealers expressed increased confidence in the current cheese situation. At New York and Philadelphia practically no visible changes occurred. Demand was only fair. In spite of the willingness on the part of sellers to move goods, trading was slow in many quarters. Single Daisies received the greater share of attention at nearly all markets. Buyers continued to operate on a hand to mouth basis and were reluctant to take on larger lots, except at favorable price concessions. Up to date total receipts of cheese since January 1 at Boston, New York and Philadelphia are exceeding those for the same period last year by approximately one million pounds, while receipts at Chicago, for the same period, are about five million pounds lighter this year than last year. One of the outstanding reasons for this decline of receipts at the latter market can no doubt be found in the fact that one of the large processing concerns suspended operations in that city last summer and moved most of its equipment closer to the source of raw material—into Wisconsin. Cured and held cheese continues steady and in fair demand. The supply of fine quality, aged cheese, is rather limited, and dealers are holding this class of goods closely. At Chicago cured cheese is moving at 22 to 27c, according to the quality of the product. Process cheese was more active during the week as buyers' stocks became exhausted. Canadian markets were sharply lower this week with quotations late in the period 16½c to 16¾c at Montreal, and 18½c at Toronto. A week ago the respective quotations were 18½c and 19¾c to 20c.

### VERY OBSERVING.

During a talk on character the teacher held up a picture of a kind faced old man.

"Who is this?" she asked.

"Longfellow," chorused the class.

"Good," said the teacher, "Mary, tell us what you notice about his face?"

"Lots of whiskers," answered Mary promptly.

# Oleo Used by Government in its Hospitals

Survey Made by Senator Blaine Shows  
that Federal Government Uses  
Dairy Substitutes

By Fred L. Holmes

Madison, Wis.—While Wisconsin has a law that prohibits feeding inmates of any of its institutions on dairy substitutes, the federal government makes considerable use of oleomargarine and it is used in government hospitals, as well as veterans' homes and other government establishments, according to figures presented to congress by Senator John J. Blaine.

Senator Blaine made a survey of government hospitals and found that these institutions alone consumed about a million pounds of oleomargarine in 1929. He contends that if butter instead of substitutes had been used in the soldiers' homes last year there would have been no butter surplus.

With all state institutions giving their inmates butter and other dairy products, the national soldiers' home at Milwaukee fed the veterans cared for there 43,841 pounds of oleomargarine and only 7,490 pounds of butter.

The use of oleomargarine in the government institutions is up to the superintendent of the institution and is not ordered from Washington. Each institution gets a definite allowance for maintenance, and the head of the institution spends it for the food he deems advisable. It was found that in some institutions no butter substitutes were used while in others oleomargarine entirely displaced butter.

Federal prisons were found to use five times as much oleomargarine as butter.

## BUTTER MARKETS DURING 1929.

Creamery butter production during 1929 is estimated to have been the heaviest on record or approximately 1,514,000,000 pounds. This is in comparison with 1,487,049,000 pounds for 1928 and 1,430,583,000 pounds for the five-year average.

Exports continued insignificant and amounted to 3,724,245 pounds during 1929. Imports were also comparatively light and amounted to 2,772,983 pounds during the year leaving a trade balance in favor of

the United States of 941,282 pounds.

Record stocks in storage were reported with the beginning of the storing season. Holdings on January 1, 1930, amounted to 81,837,000 pounds—the heaviest seasonal holdings on record, with a surplus of approximately 38,000,000 pounds over last year and 33,000,000 pounds over the five-year average.

The year opened with the price of 92 score butter at New York at 48½ cents. Early in March gradual fluctuations had brought the price up to 51 cents — the high point for the year. After this gradual declines occurred until late in August, when fractional advances again brought the price to the high point for the last half of the year or 47½ cents. Instead of advancing from this point, as is the normal seasonal trend, prices continued to work lower until the low point for the year was reached on December 13 and 14 which was 39 cents—the lowest seasonal price for butter since pre-war days. The price spread for the year was 12 cents in comparison with 8½ cents for 1928 and 14 cents for 1927.

Per capita consumption is estimated at 17.0 for 1929 or 0.3 pound lower, and the lowest since 1923. Oleomargarine consumption was 2.74 pounds per capita for 1929 or increased 0.28 pounds over the previous year.

## FURTHER PROOF NOT NEEDED.

It seems an Oklahoma girl advertised for a husband, and found one within a very short time. The advertisement cost \$3.00 and the wedding \$9.00. In less than a year the husband died and left his widow \$11,000 insurance.

Yes sir, it pays to advertise!—Sunkist Courier.

Talking about absent-minded professors, did you hear the one about the business man who came home, kissed his wife, and then started to dictate a letter?

## DAIRY FARMS

with or without  
Stock and Tools

FREE FARM LISTS

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# W/H/V

a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkiers.

Write for free catalog that describes and illustrates Universal Milkiers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



# Universal

natural milker

## THE SOPHISTRY OF TAXATION.

Speaking of taxes—and who is not?—the tax collector now demands from each of us one day's labor out of each week. All of us, men, women and children, earn yearly around 80 billion dollars. Our tax bill is nearly 13 billion—one-sixth of our total earning capacity.

Look at taxes in another way: One person out of 11 who are gainfully employed is a public employee. Not so long ago we required only one person out of each 22 to perform the services which we demanded of government. A few more of our demands, and it will be one out of 10; then one out of nine, and so on and on. When will we stop saying, "The government ought to do this, and that, and the other thing?"

Most people think the corporations and the rich pay the taxes. This fallacy, more than any other single thing, is responsible for our increasing tax burden. I once observed how skillfully one million dollars was extracted from a state legislature by the argument that most of the money would be paid by the railroads, anyway. The state, the argument ran, would be getting a dollar's worth of university buildings for 50 cents.

But the naked truth is that every

man and woman who ate a meal in that state, who bought a suit of clothes, or who lived in a house, helped to pay the dollars which the legislators thought they were taking out of the hide of the railroads.

The railroads simply collected it from the people who shipped freight or bought goods which some one else had shipped.

Another fallacy is that everything from the government is free. Free seeds, it used to be; now free publications, free advice, free help, free this and that. Such a ghastly joke! There is no such thing as free government, any more than there is free rent, free clothing, or free groceries. Government costs real money. Every self-supporting citizen shares his income with the million-odd men and women now on government pay rolls.

A gentleman, visiting Washington, hired an old darky to drive him around to see the sights. The darky grew enthusiastic. He waved his arm at the botanical gardens, the museums, the parks and monuments, and said to my friend, "Jest think. It's all free. It don't cost nobody nothin'. The gov'mint pays for it."

Taxes are hidden in everything we buy. The landlord passes on part of his taxes in the bill for our rent; the baker wraps them up with the bread

he sells us. The insurance company includes them in its premiums. Bills from butcher and milkman include a tax as surely as if the postman brought a notice from the tax office.

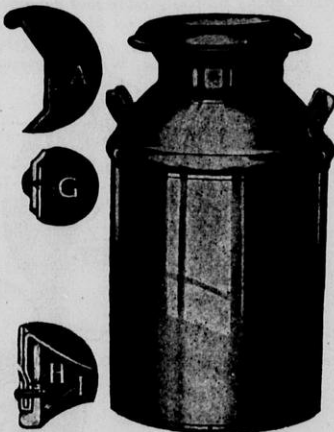
Business is interested in reducing taxes, not alone selfishly, because business, after all, simply collects taxes from the consumers of things. Business sees money wasted which might be used by individuals to get those things which would give greater happiness and contentment—house furnishings, or a trip to Europe, a new carpet sweeper, or a set of books. Business sees clearly that it is the consumer of things who pays, and because that consumer does not know that he pays, that he is apt to advocate and urge an expenditure which he would never favor if he knew that it was to be paid out of his pocket.

When the individual understands clearly that he pays the bill, he will consider more carefully increased government appropriations and services. If each man who signs a petition or writes a letter to a congressman or state legislator, urging a public expenditure, were required by law to enclose his check for his part of the expense, there would be sharper scrutiny of such proposed activities.—Nation's Business.

# Follansbee Forge Security Milk Cans

## Five Reasons Why Security Cans Cost Less

### CLEVELAND PATTERN



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

### FORGING ADDS STRENGTH

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately *before* assembling. No black surfaces between joints to rust out and far more sanitary.

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# Small Factories Fail To Produce Cheese Sufficiently Cheap

Study Reveals That Patrons Receive Lower Milk Prices As A Result

Too small volume of business is an important factor which prevents most cheese factories from paying their patrons a higher price for milk, according to a recent investigation by H. H. Bakken, agricultural economist at the University of Wisconsin.

This study covered 132 representative American cheese factories in 12 counties which were selected as typical of the conditions existing in 1900 similar factories in the state.

The average American cheese factory in Wisconsin makes about 150,000 pounds of cheese annually. Figures on 132 of the factories shows that more than 50 per cent received less than two and one-half million pounds of milk during the year.

According to Bakken, these figures make it apparent that American cheese factories are rather small business units. To provide the necessary facilities for manufacturing cheese there is required on the average a separate factory for each 30 patrons, and each factory necessitates the services of one or two men, for arrangement and operation throughout the year.

## Volume Decides Efficiency.

The volume of milk received per factory, says Bakken, is the most important factor in the efficient operation of plants. The factories with a large volume of business, as shown by the study, were consistently able to make cheese at lower costs for manufacturing, received better prices for the cheese they sold, and paid patrons better prices for the milk delivered.

In the concentrated cheese producing area of Wisconsin the cheese factories are about two and one-half miles apart. Of the 5,367 patrons hauling milk to the factories covered in the investigation 23.5 per cent traveled less than a half mile in delivering their milk to the plant, 25 per cent traveled less than one mile, and 23.8 per cent traveled less than one and one-half miles.

## Few Factories Co-operate.

The study indicates, according to Bakken, that two in every five of the Wisconsin cheese factories are co-operatively owned by dairymen, but only 27 per cent of the factories making American type cheese are owned co-operatively.

The monthly reports of nearly 4,000 patrons were examined. These figures from patrons of 125 factories indicate only a slight degree of relationship between yield of cheese and the butterfat test of milk received by the factory. Under the practical operating conditions in these small factories there are many interrelated factors which affect the yield of cheese from the milk.

Among these factors are the rations fed to the cows, the care with which the milk is handled, the efficiency of the cheesemaker, and various other matters have a decided influence on the amount of cheese which is made from the particular number of pounds of milk received.

## Find Wide Variation.

A wide range of differences was found to exist in manufacturing costs, cheese yields, and prices received by different factories doing the same volume of business. This indicates, Bakken points out, the importance of good management, and shows the need for a more widespread understanding of the successful practices in cheese factory operation.

Contrary to the general supposition, Bakken says, the Plymouth cheese board quotations are not accepted without modification as a basis of prices for cheese sold by the factories. Competitive conditions between local factories and among cheese buyers are responsible for a great variety of inducements and special conditions in sales. About 25 different bases for settlements between cheese factories and buyers were found in the 182 plants covered in the study, Bakken says, and similar variations were found in the prices paid for whey cream.

Among the slogans submitted in a contest promoted by a manufacturer of cosmetics was the following: "If you don't use our soap, for heaven's sake use our perfume."

Surgeon (to attendant): "Go and get the name of the accident victim so that we can inform his mother."

Attendant (three minutes later): "He says his mother knows his name."

## A SCORE CARD FOR MILK.

The relative importance of the different qualities of milk and cream is shown by the new score card, for those foods issued recently by the U. S. Department of Agriculture and approved by the American Dairy Science Association.

One hundred representing a perfect score is a total of forty-five for very low bacterial count; twenty-five for approved flavor and odor; ten for absence of sediment or dirt; fifteen for temperature or acidity, and five for bottle and cap.

If there are five hundred bacteria or less in each cubic centimeter (about 15 minims) a score of forty-five is given for bacteria, 18,000 to 19,000 bacteria earns a score of forty; 30,000 to 35,000, one of thirty-five; 50,000 to 55,000 one of thirty; 70,000 to 75,000 one of twenty. Counts of 100,000 and over are scored zero.

If disagreeable or foreign flavors and odors are noted the score given the milk on that head is less than twenty-five. An entry under "remarks" specifies the nature of the flavor or odor. The sediment score is determined either by the dirt or by examining the bottom of a bottle of milk which has stood quiet for an hour or more. The slightest trace of dirt causes something to be subtracted from a ten for perfect.

In rating the next point the scorer can choose between the temperature of street samples or the acidity of prepared samples. A temperature of forty or below is given a score of fifteen. There is no especial difference between thirty-five and forty so far as the quality of the milk is concerned. A temperature of fifty brings a score of twelve. As temperatures rise above fifty the score drops rapidly. A temperature of fifty-five carries a score of seven, and sixty and above are scored zero. An acidity of eighteen hundredths per cent wins a score of fifteen. One of twenty-three hundredths per cent, one of zero.

A perfect, clean bottle with a perfect cap, fitting perfectly, earns a score of five. From the standpoint of the hygienist, bacteria, dirt and temperature are paramount. Flavor, odor and neatness of the bottle are important from the standpoint of the esthetic.

No preference is given either pasteurized or raw milk in the scoring. Nor is either penalized.

Wife: "Do you know that you haven't been home for four nights?"

Absent Minded Prof.: "Ye Gods! Where have I been going?"

## LEGGÉ FAVORS LICENSING FARM PRODUCTS DEALERS.

Washington, D. C.—A statement from Chairman Legge of the farm board, approving the Summers bill to place commission merchants, brokers and dealers in perishable agricultural products under federal control, today was placed before the house agricultural committee which is considering the measure.

Expressing the opinion that the proposed law would suppress unfair practices among such dealers in the terminal markets, Mr. Legge wrote that this would "enable co-operative associations handling perishable products to obtain greater returns for their members."

"The proposed legislation, therefore, should supplement the work of the farm board," he added.

The bill would authorize the secretary of agriculture to license dealers, commission merchants and brokers and would provide penalties for unfair conduct.

## DIVERSIFY BREEDS, BREEDERS ARE TOLD.

(State Journal News Service)

Mineral Point — Five hundred farmers gathered Friday at the Municipal theater to hear C. M. Pully of the state department of marketing and Jim Pool, radio announcer for the Chicago Livestock market.

Mr. Pully offered co-operation with the beef-raisers in the form of an effort to obtain government credit. Mr. Pool talked on the livestock market, predicting that high prices for baby beef would continue. He said that the market for heavy cattle had disappeared and that the packers were calling for beef between 600 and 800 weight. He advised the dairy farmer to diversify and breed his grade cattle to beef bulls and raise the calves. He advised the beef-raiser to cease buying baby beef on the Chicago market to fatten and raise his own calves to the baby beef stage.

## A PERMANENT VACATION.

Jones: "Too bad, I hear that Brown has gone to his everlasting rest."

Smith: "You don't say? So he finally landed that government job after all?"

## CERTAINLY, MADAM.

Grocer: "What is it, madam?"

Young Bride: "I want a pound of mincemeat and please take it from a nice young mince."

## PRIMARY CHEESE MARKETS ABOUT STEADY.

### Trading Quiet On All Styles.

Chicago, Ill., April 29, 1930.—The cheese markets at Wisconsin assembling points during the week ended April 26th, failed to show any material change from the previous week and ruled about steady, according to current information gathered by the Bureau of Agricultural Economics. In scattered sections the bears continued to agitate for a lower market and, as a result, an undertone of unsettledness became noticeable in those quarters. At the regular meetings of the Plymouth Boards on Friday, April 25th, the conservative element was strong enough to maintain unchanged quotations on the Wisconsin Cheese Exchange; and an unchanged quotation in Longhorns on the Farmers' Call Board. Square Prints were advanced  $\frac{1}{4}c$  on the latter Board. The prevailing opinion in trade circles was to the effect that cheese prices were on approximately the same level with butter prices, and with "grass" goods coming on the market within the near future, conditions did not warrant any material change in quotations either one way or the other. At present, the Wisconsin Cheese Exchange quotation on Twins is  $2\frac{1}{2}c$  below the 1929, and  $3\frac{1}{2}c$  below the 1928 and 1927 level. Margins were practically the same as for the previous week, although more liberal price concessions were offered in many quarters in an effort to keep current stocks moving. Dealers were anxious to keep stocks from accumulating at this time because of the approaching tax date—May 1st. Other possible reasons for their willingness to sell any surplus "fodder" stocks is the nearness of the "grass" season and the accompanying price concessions on "fodder" goods. Daisies held the relative best position and were freely offered at margins of from  $\frac{1}{4}c$  to  $\frac{1}{2}c$ . Offerings of Longhorns and

Square Prints ranged from "flat board" to  $\frac{3}{8}c$  over board or factory cost. Twins and cheddars moved mostly into the regular contract channels. At no time throughout the week were the dealers' margins wide enough to allow for a reasonable profit over handling costs. In fact, many sales meant a net loss. In spite of the willingness of assemblers to sell, Longhorns and Square Prints continued to accumulate. Trading was slow on all styles. Buyers continued to limit purchases to actual needs, largely in anticipation of possible favorable price changes and the nearness of the "grass" season. Stocks continue to move out of Wisconsin storages in a fairly satisfactory manner. The supply of fine quality colored cheese is reported as somewhat light.

Fair One (to tourist who is shaving outside of his tent): "Do you always shave outside?"

Tourist: "Certainly! Do you think I'm fur-lined?"

CLIP!



by electricity

This new Stewart Stockman, priced at  $\frac{1}{2}$  previous electric models is a one-man machine — powerful, smooth, quiet running. Heavy duty motor can be belted to separator, churn, grindstone, pump, washing machine, or other appliances.

Dollar More Per Cow Per Month Using STEWART CLIPPERS

Clipping pays three ways—in increased yield of richer milk, in lowered feed bills, in saved grooming time. Sturdy, efficient Stewart Clippers are priced as low as \$14 for hand models, \$45 for electric, f. o. b. Chicago. At your dealers, or sent direct, \$2 down, balance on delivery. Satisfaction guaranteed.

CHICAGO FLEXIBLE SHAFT COMPANY

5592 Roosevelt Road, Chicago, Illinois  
40 years making quality products

## THE BEST OF CONNECTIONS

Say that a bank is a member of the Federal Reserve System and you have said that it has the strongest, most practical and best connection that is available to any bank.

Because we believe our patrons are entitled to every advantage we can give them, we voluntarily meet the standards of and maintain membership in this greatest of financial organizations.

## Badger State Bank

Fond du Lac and North Aves.  
at 21st St.

Open Monday  
Evenings.

**FEDERATION SEES AHEAD.**

As well as trying to raise the general level of prices received for cheese, the National Cheese Producers' Federation aims to attempt the stabilization of prices at such a level.

The much talked of underconsumption that prevails at the present time is due somewhat to consumers becoming prejudiced against certain grades of cheese.

In striving for quality improvement and aiming to standardize cheese at a level profitable to the producer, and at the same time acceptable to the consumer, the national co-operative aims to increase the per capita consumption of its product.

It is on the right track. Whenever any person tastes any food that is new to him, he forms an impression of that commodity in his own mind. It makes all the difference in the world to the producers of that product as to whether this prospective consumer reacts favorably or unfavorably to the product.

Should the experimenting consumer be highly pleased with the delightful taste and pleasing appearance of cheese, he will unhesitatingly recommend it to his fellow consumers. Providing everyone along the line reacts favorably to the new food product, the consumption of federation marketed cheese must increase.

If such a thing can be carried far enough and if enough consumers are persuaded to react, the demand for cheese can be increased to meet the greater demand without lowering the price.

WASHINGTON — The unfair methods used by a corporation manufacturing oleomargarine in competing with the dairy industry have been revealed by the federal trade commission and the company has been forced to sign a stipulation agreeing to discontinue its misrepresentations.

Although it advertised its product as "churned especially for lovers of butter" and described it as containing "only pure, fresh, pasteurized milk, and rich vegetable oils... the reason for its wholesomeness," it was not creamery butter, nor a dairy or milk product, but was manufactured principally from ingredients or substitutes not used in creamery butter. One of the products contained some animal fat.

The other product had never been inspected by the United States government although it was advertised

as "government inspected and OK'd by Uncle Sam."

Names of firms and individuals signing "stipulation agreements" are not given out by the federal trade commission. However, the commission, to expose methods of competition which it considers unfair, presents the facts in each proceeding. Such a presentation is also a guide to the various industries and a protection for the public.

**WANT DEPARTMENT**  
**RATE—3 CENTS PER WORD**  
 Minimum Charge—\$1.00.  
 In computing amount of remittance, add six (6) extra words if wanted published under Blind Address.  
 Bold Type—Double Regular Rates.  
 Blind Address — 25c EXTRA to cover postage in sending out replies from this office.  
**REMITTANCE MUST ACCOMPANY ORDER.**

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**COLLECTOR OF DEAD AND DISABLED HORSES AND CATTLE**—We pay from \$1 to \$3 for dead horses and cattle. Service seven days a week. Phone Thiensville 4313, Mike Sperber.

**FOR SALE** — State accredited baby chicks, electrically hatched from high producing stock, popular breeds. Milwaukee Hatchery, located 1/2 mile west of Brown Deer. Henry Bechtel, proprietor, Milwaukee Station F. R. 10, Phone North 98J3.

**FOR SALE**—Federal accredited Jersey heifers, 4 registered, 2 grades, all ages. Bred and open. Am crowded for barn room. Will sell, well worth the price. Act quick. H. R. Hilgendorf, Wauwatosa, Wis.

**FOR SALE**—Registered Holstein bulls, sired by a show bull, King Plebe 38th, took first prize junior yearling at Iowa, Michigan, California, Central States and Ohio, also junior champion at Saskatoon, Canada. These bulls are out of good type producing dams, with a herd fat average of nearly 4 per cent in C. F. A. work. L. J. Hess, Box 89, R. F. D. No 1, South Milwaukee, Wis.

**FOR SALE** — Iron Age 6 row potato sprayer, A-1 mechanical condition. Reason for selling, have no use for same. Also registered Jersey heifers and calves. H. R. Hilgendorf, Wauwatosa, Wis.

Be Sure to Ask For or Write to  
**E. M. KELLS**  
 When in the Market for  
**Chris. Schroeder & Son Co.**  
 First Mortgage Investments  
 6 1/2% Interest 6 3/4%  
 We Also Carry Insurance of All Kinds  
 86 E. Michigan Street  
 Phone Daly 1951

Phone W. A. 2368-M or St. Martins 100 J-3  
**JOHN W. LUDWIG**  
 Farm and Barn Equipment,  
 I. H. C. & J. Deere Lines,  
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 Tractors,  
 Milking Machines,  
 Electric Motors,  
 Frigidaire Systems,  
 Radios and Vacuum Cleaners  
 HALES CORNERS, WIS.

**J. F. HERDA**  
 Phone: St. Martins 123  
 Hardware and Farm Machinery  
 Tractors Threshers  
 Milking Machines  
 Water Systems  
 Wire and Steel Posts  
**ST. MARTINS, WIS.**

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 Home Heating  
 Install a  
**Droegkamp  
 Furnace**  
 50 Years in  
 Business....  
**DROEGKAMP  
 FURNACE CO.**  
 1515 Fond du Lac Ave.  
 Milwaukee, Wis.  
 Kil. 8950



### NATIONAL CHAMBER OF COMMERCE GETS BAD SCORE.

At its annual meeting, held last week in Washington, the National Chamber of Commerce got all het up over the action of the Federal Farm Board in loaning money to co-operatives.

Much resolting was indulged in, but the gist of the whole thing seems to be that the Chamber believes that the Farm Board would be a fine thing if its activities were confined to telling the farmers what to do. But to actually try to help the farmers as the manufacturers, the railroads, etc., have been helped—well, that can't be allowed.

Perhaps it would be well for the individual members of that body to have some one tell them that if they had done the right thing by the farmer, instead of robbing him at every turn, the present hodge-podge Federal Marketing Act would not be in the books now.

Grain dealers, produce men, and in fact nearly all of these Chamber of Commerce fellows have always taken advantage of the unorganized farmer in every way, shape, and manner possible, leaving the latter in such a desperate mood that the politicians felt that something had to be done. So if the ill-considered make-shift Federal Marketing Act works a hardship on some dealers in farm products, its just too bad, but they have it coming and fully deserve any trimming they may get.

### BRAINLESS BLEATING.

Synesthesia is a condition wherein one's senses become confused in the brain, as one hearing certain sounds receives an impression of color. We suffer that way. When we hear an automobile horn honking persistently, we see red.—Tampa Tribune.

### ACCOMMODATING FANTOM.

Spirit Medium—"My control will now play the tambourine."

Voice—"Make it the trumpet, Sarah. The darned tambourine's busted."—Judge.

### NEW SUPPORTERS.

H. O. Stroh, Burlington, R. R. 6.  
 Hugo Thiede, Burlington, Route 6.  
 Barney Tyrrell, Burlington, Route 1.  
 Ernest J. Zabler, Burlington, Route 6.  
 Aug. J. Zabler, Burlington, Route 6.  
 Edw. J. Reesman, Burlington, Star Route.  
 Thos. H. Reesman, Burlington, Star Route.  
 Ela & Hunt, Burlington, Star Route.  
 Clarence Noble, Burlington, Route 1.  
 Mike O'Neill, Burlington, Route 2.  
 Henry Sheard, Burlington, Route 2.  
 Frank Wiegert, Burlington, Route 1.  
 William Sonderman, Hales Corners, Wis.  
 Peter Walczak, Caledonia, Route 2.  
 Frank Johnson, Waterford, Route 1.  
 John Lockbaum, Hales Corners, Route 2.  
 John Ice, Waterford, Route 1.  
 Mrs. Ida Funk, Caledonia, Route 1.  
 Hubert Pfeiffer, Union Grove, Route 2.  
 John C. Scott, Caledonia, Route 2, Box 108.  
 Wm. Clason, Honey Creek, Wis.  
 Darrell E. Wollmer, Muskego, R. 1, B. 105.  
 N. J. Maller, Caledonia, Route 1.  
 Chas. Strasser, Caledonia, Route 1, Box 52.  
 D. H. Fraser, Burlington, Route 6.  
 Dr. B. O. Nobles, Caledonia, Route 2.  
 Merle Schrader, Burlington, Route 6.  
 Mabel Sporkowski, Hales Corners, R. 2.  
 W. Zatarski, Caledonia, Route 1, Box 68.  
 Bosch Bros., Hales Corners, R. 1, Box 280.  
 Rufus Smth, Mukwonago, Route 2.  
 Bernard Maney, Mukwonago, Route 3.  
 Raymond Maney, Mukwonago, Route 3.  
 Roy Maney, Waterford, Route 1.  
 Herman Polster, Jr., So. Milwaukee, Route 2, Box 204.  
 Fred Borchardt, So. Milwaukee, Route 1, Box 118.  
 Fred Wilms, So. Milwaukee, Route 2.  
 Robert Gutknecht, So. Milwaukee, Route 2, Box 79.  
 Geo. A. Wilke, So. Milwaukee, Route 2, Box 140.  
 Ray J. Hienze, So. Milwaukee, Route 2, Box 73A.  
 Henry Walter, So. Milwaukee, Route 2.  
 Edward Schlaefer, Germantown, Wis.  
 Mrs. Abbie Endlich, Menomonee Falls, Wis.  
 Peter M. Liesenfelder, Rockfield, Wis.  
 August Beilfuss, Mukwonago, Route 3.  
 Oscar Lyman, So. Milwaukee, R. 2, Box 214.  
 Jacob Kramer, So. Milwaukee, R. 1, Box 116.  
 A. Schuster, Rockfield, Wis.  
 O. A. Kilpel, Richfield, Wis.  
 C. A. White, Burlington, Route 6.  
 Jos. Roesing, Waterford, Wis.  
 G. A. Reesman, Burlington, Route 1.  
 Walter Klæhn, Burlington, Route 6.  
 Sam Fredrickson, Honey Creek, Wis.  
 A. P. Marck, Burlington, Route 6.  
 Chas. Meyer & Sons, Lake Beulah, Route 2.  
 Geo. L. Kortendick, Burlington, Route 1.  
 J. A. Linneman, Burlington, Route 1.  
 Phelpe Bros., Hales Corners, Route 2.

A farmer had an invalid wife who was constantly bemoaning her enfeebled condition. One morning, when a neighbor asked him about her, he sighed and said: "Well, I dunno—I hope Marthy gets well soon, or something."

Mr. A.—"I understand they are making poker chips out of dried milk."

Mr. B.—"That ought to make good feed for the kitty."—Copied from American Humor.

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

Send for Circular.

**Do You Want to Sell Your Farm?**

Write to

**WM. STEWART**

Office of

**STEWART INVESTMENT CO.**

601-603 First Wis. Nat. Bank Bldg.

**MILWAUKEE**

**WANTED**  
**40 to 100 ACRE**  
**DAIRY FARM**

Prefer one with stock and tools. Write price, traveling directions to

P. O. Box 1020 - Milwaukee, Wis.

### CURE FOR THIRST.

The use of barbed wire is suggested to guard this country against rum-runners. Then a person could just swallow some of the barbed wire and feel like he'd had a drink of rum-runner's rum.—Detroit News.

**Market your livestock at the new**

*All livestock sold in competition to the highest bidder.*

**MILWAUKEE STOCK YARDS**  
 Canal Street and Muskego

Route:—Via 16th St.-11th Ave. Viaduct to incline leading to the East near Plankinton Packing Co. Yards located one block North from foot of incline. In coming over 6th St.-1st Ave. Viaduct leave the Viaduct at incline to Canal St. thence West to Muskego Ave.

**NO DELAYS IN UNLOADING TRUCKS**

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

JUNE, 1930

Number 3

## June Fluid Milk \$2.85

The conference on the price of fluid milk for June was held on May 26, and the result was an agreement on a price of \$2.85.

The newspapers had played up the great difference in the price paid by manufacturing dairy plants as compared to our average price. The inference being that the dealers should buy their milk cheaper and give the consumer a lower price.

Stores were reporting increased sales of canned milk which of course meant smaller sales of milk in bottles. Instead of growing better, industrial conditions are worse and as a result the people have less money to spend, the dealers stated.

We did not like to take this cut in the price, but we know that our price is away out of line with the price farmers are getting outside of city markets. In fact, our average price is quite a bit higher than in many large cities.

We finally agreed on \$2.85, knowing that milk would sell at eleven cents per quart.

Most of the dealers were holding out for \$2.75, but that price was not considered at all by our board.

If eleven cent milk will mean that consumption will be better than at twelve cents, perhaps we are better off at the lower price. We hope that this will prove true.

Manufactured milk price for May is \$1.29. Butter took a bad slump towards the last of the month, and the average price of 92 score butter at Chicago was 33<sup>3</sup>/<sub>4</sub>c. Manufactured skim milk products have scarcely any value.

Luick Dairy Company reports fluid milk sales of 55.6 and will pay an average price of \$2.29.

Gridley Dairy Company reports fluid sales of 56.1 and will pay an average price of \$2.30.

Layton Park Dairy Company reports fluid milk sales of 55, and will pay an average price of \$2.29.

Blochowiak Dairy Company re-

ports fluid sales of 63.88 and will pay an average price of \$2.44.

Sunshine Dairy Company will pay an average price of \$2.30.

### CHEESE PRICES

Farmers delivering milk to cheese factories will get about \$1.25 to \$1.30 per cwt. for milk delivered in May. This will include the value of the whey cream. The whey is valued at from 10 to 15 cents per cwt. which will pay delivery cost when the whey is used on the farm. In some sections, we are told, no hogs are fed and the whey is not taken home and therefore has no value.

### LOAN FROM FARM BOARD

Antigo, Wis.—Antigo Milk Products Co-operative are soon to start their new plant, which, with equipment, will cost about \$200,000. The plans are provided by Land O' Lakes Creameries, Inc. Over half the money required has been subscribed by patrons and the balance will be secured on a long-time loan from the Federal Farm Board.

The board of directors of the organization are J. P. Schroepfer, Emil Schroeder, Otto Wirth, Martin Devine, Ludwig Steber, W. James Prosser and Henry Lade.

Study the advertisements in this issue. Our advertisers are reliable.

### LOWER PRICE LEVELS

It is quite evident that farmers will have to take lower prices for their products for some time to come. In this market we have not been hit hard as far as our milk is concerned to date. In the condenser, cheese and butter districts, the lower prices have obtained for some time. How we are going to come out if prices of things we have to buy do not come down in proportion is not hard to see. Most of us are going to have a hard time to pull through.

Perhaps, we have kept on buying a little too freely. Had we not bet-

ter cut down wherever we can and tell the seller what we are told, "Your stuff is too high"?

The Harvester trust has not given us any of the gains it has made because of cheaper labor. Tell 'em so. Can't buy your machinery until your price comes down or ours goes up. Same all along the line of clothing, cars, gas, in fact, everything that we can cut down on a little. If we are in for a long term of low prices for farm products, it's time for us to demand lower prices for what we buy or go without some things.

Herewith the average price of butter, 92 score Chicago, for the years 1925, '26, '27, '28, '29, and '30 to date.

	1925	1926	1927	1928	1929	1930
January .....	.3909	.4340	.4826	.4708	.4654	.3517
February .....	.3919	.4301	.5046	.4556	.4919	.3515
March .....	.4754	.4146	.4927	.4816	.4759	.3717
April .....	.4290	.3935	.4820	.4397	.4411	.3728
May .....	.4076	.3941	.4151	.4338	.4203	.3375
June .....	.4219	.3913	.4043	.4295	.4235	
July .....	.4216	.3852	.3992	.4377	.4129	
August .....	.4161	.4012	.4149	.4577	.4248	
September .....	.4630	.4304	.4495	.4709	.4483	
October .....	.4920	.4585	.4623	.4637	.4400	
November .....	.4950	.4894	.4821	.4881	.4135	
December .....	.4733	.5248	.5050	.4904	.3938	
Average for year.....	.4398	.4281	.4579	.4600	.4376	.3370

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers  
Chas. F. Dineen, Managing Editor  
1511 FOND DU LAC AVENUE  
Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 3 JUNE, 1930 Number 3

John A. Davitz, President, R. 1, Oakwood.  
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## COMPARATIVE PRICES

Elsewhere in this issue we show the condensery prices for April, 1929, and for the same month in 1930. It will be noted that the 1929 milk brought about forty cents per cwt. more than this year's product.

We also show the average butter prices for the last five years and a glance will satisfy anyone that the creamery patron is taking it on the chin this year.

Our April average price runs about fifteen cents per cwt. under last year. A slightly greater difference is shown for May, largely due to a greater surplus brought about by the abnormally early pasture season.

Whether or not June average price will show a greater drop over the same month last year than has May, depends on the butter price and the amount shipped. Our guess is that production will fall off this month more than it did last June, for the cows went out early and the grass flush is about over with now.

We are not offering these price comparisons as an alibi for the lower price in this market, but rather for the thoughtful study and consideration of people who wish to be informed regarding their own business.

## OUR ADVERTISERS.

We have a very select list of advertisers paying for space in this paper, and we bespeak for them your liberal patronage.

## NEW MEASURE TO PROMOTE AGRICULTURE

By an overwhelming vote of 195 to 75 the House of Representatives passed H. R. 2152, a bill introduced by Congressman Ketcham to promote the agriculture of the United States by expanding in the foreign field the service now rendered by the United States Department of Agriculture in acquiring and diffusing production and marketing information. A similar bill was passed by unanimous vote of the Senate a month ago.

Before passage by the House, the bill was subjected to filibustering on the part of opposing forces. A prolonged night session, in which warrants were issued to bring in absentee members, was required to perfect the bill.

Certain of the bill's opponents fought it upon the ground that the desired service could be rendered by the Department of Commerce. Farm organizations, however, insisted upon control of the service by the Department of Agriculture.

If signed by the President, the act will establish agricultural attaches abroad and will serve American agriculture in the same manner that commercial attaches abroad now serve business.

This legislation has been favored by the National Co-operative Milk Producers' Federation for a number of years.

## OVER-PRODUCTION

Some people say that it's all wrong to say that there is an over-production of dairy products. They say that the trouble is under consumption. That unemployment is the big factor. Maybe, but the stubborn fact is that there is more milk produced than can be sold at a profit.

Most of these people who say that there is no over-production have done nothing to help sell this enormous volume of dairy products. Their interest lies in the sale of feeds, machinery, advertising space, or of perpetuating their own jobs.

Three years ago John D. Miller, the president of the National Milk Producers Federation, warned farmers that they were on the verge of over-production but the federal government and other agencies kept right on telling people that expansion of the dairy industry was the great need of the country.

Some advocate more cow testing or herd improvement work. Fine, if the culls go to the block instead of

to other farmers' herds. Most of them are resold to other dairymen except the ones that have no udders left. Then again what is a cull? Is it a cow that with ordinary care makes under three hundred pounds of fat in a year while the owner pays some attention to his other farm projects and gives his wife at least as much consideration as his cows, or is it the cow in a herd that is fussed with by the whole family and all the other farm work neglected?

Some of the people who talk so glibly about herd improvement and its great value to the dairy industry, should go and try it themselves. Perhaps, friend wife would tire of being chamber maid to a herd of cows.

Believe it or not, it's a heluv a lot different than playing bridge.

## IT PAYS TO COOL THE MILK

Hot weather is here at last and more attention to quick cooling of the milk will be profitable.

Milk does warm up in transit and while the truck is standing in line waiting to be unloaded. All loads are heavy now and some must necessarily wait a considerable time before they can be unloaded.

It is well to keep this in mind and endeavor to cool to 56 degrees.

When this paper reaches you the weather may be quite cool, but right now it's hot and undoubtedly we will have more of this weather.

## DES MOINES, IOWA, PRICES

During the past month we received at the association plant 2,234,118 pounds of milk, or 48.9 per cent of the total amount of milk received in the city, for which the association paid \$1.65 per hundred. The average price of butterfat for the month was 38½ cents. The average test for the association was 3.7; the average price for all milk delivered through the association to the city of Des Moines was \$2.03 per hundred, based on 3.5 milk.

## KEEP YOUR SHIRT ON.

"Have you left anything?" is a sign placed in many American hotels. There are hotels in London where a more appropriate question to the departing guest would be: "Have you anything left?"—London Opinion.

## ART FOR HEART'S SAKE.

She: "Can you draw?"

He: "A little—why?"

She: "Then draw closer."

## MILWAUKEE HEALTH DEPARTMENT PROPOSED MILKING MACHINE REGULATIONS

### After Milking

- 1 a. Immediately after milking, empty milker pail, replace milker head, place the teat cups in a full pail of clean, cold water, while operating milker, douse teat cups in and out of the water slowly ten or twelve times; thus removing milk from the tubes before it has had a chance to dry on.
- b. The cold water rinse must be followed with a rinse of boiling water in the same manner, which will remove traces of fat and check bacterial growth.
- 2 Remove milking machine from stable to milk house or other clean, sanitary place where further cleaning can be done.
- 3 Milker tubes, rubber and metal, and teat cups must be thoroughly cleaned and STERILIZED daily, the outside surfaces as well as the inner surfaces. Dirt, milk acids and foreign substances damage the rubber parts.
- Sterilization—Heat or Chemical.**
- 4 a. **Heat.**—If the heat method is used, pour boiling water into a clean container, place tubes, teat cups and parts to be sterilized into the hot water in such a manner that tubes are completely filled, covering container with a tight cover to retain heat and leaving parts in this water until needed for next milking, or hang in a clean place allowing water to drain. Do not allow water to get into vacuum tubes, openings or channels.
- b. **Chemical.**—Provide a rack made so that teat cups and milk tubes may be suspended in a position to hold a fresh sterilizing solution. Pour solution into and completely fill teat cups and tubes, and allow solution to remain until apparatus is again needed for milking. Before again using the milker, the units must be rinsed to remove sterilizing solution.
- c. If sterilizer rinser is used, it must be located and operated in a place as stated in paragraph 2. This department does not favor the use of crocks and holders for sterilizing purposes, and will stop the use of them if found to be dirty, or the solution weakened.
- 5 Metal parts must be cleaned, scalded and placed on a rack in a clean, sanitary place.

- 6 All milking machine parts and tubing must be kept in good condition at all times. Use proper rods or reamers to determine cleanliness of milk tubes.
- 7 The air line must be kept clean.
- 8 Used closed top pails for stripping.

### FARM PRICE LEVEL 12 POINTS LOWER THAN MAY, 1929

#### Three Point Drop Shown in May Over April, U. S. Agriculture Statement Says

Washington, D. C.—The general level of farm prices on May 15 was three points lower than on April 15, and 124 per cent of the pre-war level, the index of prices paid to producers was 12 points lower than on May 15 a year ago, the bureau of agricultural economics, U. S. Department of Agriculture, announced in a statement issued recently.

Lower prices for cotton, grains, meat animals and dairy and poultry products accounted for the decline from April 15 to May 15. Potatoes, apples and cottonseed were the only commodities which rose in value per unit during the month.

On May 15, indices of poultry and poultry products were seven points lower than on April 15; farm prices of grains were down five points; meat animals, four points; dairy products, three points, and farm prices of cotton and cottonseed, down one point. As compared to April 15, the May 15 index of farm prices of fruits and vegetables was the only sub-group to show an advance. This advance amounted to six points.

#### Cotton Prices Down

Compared to a year ago, the May 15 farm price index for cotton and cottonseed was down 29 points; farm prices of poultry and poultry products were down 24 points; meat animal prices down 22 points; dairy products, down 16 points, and farm prices of grains, down eight points. Grain prices were the lowest since October, 1922.

The United States average farm price of hogs declined approximately two per cent from April 15 to May 15, as a result, the farm price was about 10 per cent lower than a year ago. Lower farm prices of hogs are a reflection of the weak demand for pork and pork products in both the domestic and the foreign market.

The corn-hog ratio for the United States declined from 11.7 on April 15 to 11.6 on May 15, due to a greater decline in average prices of live hogs than in average farm prices of

(Continued from page 5)

Farm with retail milk route only 4½ miles from Milwaukee. Electricity, good team, 19 cattle, poultry, tools and equipment; \$14,000 complete. Selling because of old age.

## ZANDER BROTHERS

413 Juneau Avenue  
Milwaukee : Wisconsin

# WILV

a low vacuum



**THE** suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.

MILKS LIKE THE CALF

Two Types  
Double and  
single units.

alternates-  
like milking  
by hand . . .

# Universal

natural milker

### GREAT AD FOR BUTTER

The following news article, giving the testimony of Dr. Weston A. Price, Cleveland scientist, appeared in the New York Sun of April 17th, under a Philadelphia date line:

"Dr. Weston A. Price, Cleveland, told an audience of prominent Philadelphia physicians last night that after ten years of research he had found in vitamin D a preventive, and in some cases a cure, for the so-called degenerative diseases—cancer, heart disease, influenza and pneumonia.

"In some instances he said he had cured cases of these diseases by the introduction of the vitamin in capsule form, or in less advanced stages by changing the patient's diet to include quantities of spring butter containing a high percentage of the curative element. He did not mention cancer specifically among these cases.

"Dr. Price spoke in the auditorium of the County Medical Society before members of the society and of the Academy of Stomatology. With conclusions drawn from spectral analysis of the sun's rays, he presented the theory that light is com-

posed of those elements which sustain the spring season and are absorbed by grass-eating animals. Hence, he said, milk at this season of the year is abnormally rich in vitamins, particularly vitamin D.

"'In our modern life,' Dr. Price said, 'we practice self-cannibalism. We draw upon the calcium and vitamin content of our bodies to keep us going, and eventually we break down. By introduction of vitamin D, known as the sun-light vitamin, we build up the bone, prevent tooth decay, which is the most universal disease, and eventually remove the infections which produce degenerative diseases.

"'Although it is not generally realized, pyorrhea, or decalcification of the teeth, is usually accompanied by a similar breakdown in other bones of the body. Hence the remedy is one of diet.

"Our primary object is that of prevention. It is regrettable under the circumstances that people have not come to realize fully the advantage of spring dairy products, and particularly spring butter. In the winter mothers pay high prices for 'fresh' butter, whereas the product that has been in cold storage from

the previous spring is of much higher value.

"'The capsules I use contain a concentrate of vitamins from high-vitamin butter, together with almost equal mounts of high-vitamin cod liver oil.'"

### A LITTLE IRREGULAR

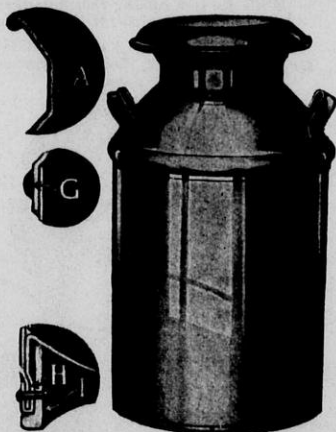
In reprimanding the United States Chamber of Commerce Alexander Legge, who is chairman of the Federal Farm Board, said, "There has been considerable evidence the last several months that entirely too many of your members were for the principle of co-operation only so long as it didn't work." We grant that Mr. Legge is correct, and the same thing applies to a lot of business men who have no membership in the chambers of commerce.

We hope that Chairman Legge can induce our machinery and implement manufacturers to co-operate with the farmers in such a way that both machinery and repairs can be secured at a lesser price than we now are compelled to pay. That would be some much needed farm relief.—Equity News.

# Follansbee Forge Security Milk Cans

## Five Reasons Why Security Cans Cost Less

### CLEVELAND PATTERN



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

### FORGING ADDS STRENGTH

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately *before* assembling. No black surfaces between joints to rust out and far more sanitary.

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

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Milwaukee, Wis.

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

## WISCONSIN'S EXPERIMENT ON ABORTION

Four years ago the Wisconsin Manufacturers' Association created a foundation fund of \$50,000, that is \$10,000 a year, with which the Agricultural College of the University of Wisconsin should pursue a study of contagious abortion, particularly from the standpoint of the influence of nutrition on this disease. The results have been published from time to time in the press and through bulletins. Some deductions may be drawn from these findings that the practical dairyman should consider seriously. There will be no attempt in this bulletin to consider scientific facts. My attempt is merely to point out some things which the practical farmer should weigh and study.

### Nutritional Differences

Reading of the report might indicate that the animals fed on the poor ration, that is the one lower in vitamins, minerals and proteins, did better or suffered less than the ones fed on the better balanced ration. I have heard it said throughout the state on more than one occasion that the experiment proved that good feeding was the cause of abortion. The comparatively small number of cattle in the test would not warrant this conviction. With approximately 20 animals in each group there is too much opportunity for slight variation to change percentages. The difference in abortions or retention of afterbirth between the two groups was not large enough to be perhaps more than accidental. One thing is certain and fixed, however, and that is that the feeding of the better ration did not prevent the disease, nor did the feeding of the more unbalanced ration prevent the disease. So far as the experiment is concerned the control of contagious abortion by nutritional means has been demonstrated to be impossible. Neither the so-called good or the so-called bad ration prevented cattle from contracting and being victims of the disease. The slight variation in groups was probably accidental.

### Interpretation of Test

One of the best veterinarians in the state of New York, who has had much experience with the agglutination test, state that in his opinion it is more reliable than the test for tuberculosis. Whether that is true or not it seems to be quite satisfactory. The interpretation of the test, however, is a somewhat different matter. Of the 37 head in the experimental herd at Madison all but four reacted at some time in the test. Nine became reactors, aborted, became negative, and are still negative. Twelve became reactors, calved nor-

mally, became negative, and are still negative. In other words, so far as the experimental cattle show, 57 per cent of the herd that were at one time reactors either aborted but once or calved normally while reacting and became and remained negative. Most of the heifers have had one or two calves since aborting. Quite a number never aborted after reacting. This, I think, is the phase of the testing for abortion that is most important to the farmers. If the animals that ceased to react have made a complete recovery and are not now harborers of the germ then they would constitute no menace to a herd and once the herd has stopped reacting then clean cattle might be brought in without any danger. If, however, the cattle merely fail to respond to the test and still are harborers and spreaders of the germ they will be a menace in any herd, but particularly so to clean cattle brought into the herd. Opinions differ as to whether or not a positive cow becoming negative in her test has made a complete recovery. Scientifically, it is still an open question. Personally, if I had a good, profitable cow I would give her the benefit of the doubt.

### Financial Consideration Controlling Factor

If an unprofitable cow should react it merely offers another argument for getting rid of her. She should go whether she reacts or not. If a profitable cow reacts the situation is quite different. Really good cows are scarce and hard to find. It has been proven that reacting cows are not as profitable as those that do not react. If there were no chance of the cow recovering, unless she were a pure-bred cow producing very valuable offspring it would be a close question as to whether or not she should be kept. The considerable number of cattle in the experiment making an apparent recovery, and that within a period of a little over a year, would raise the question of whether it would not be cheaper to give the good producer a chance to recover from the disease rather than taking a loss in her sale and running the risk of replacing her by a cow not so good. A really good cow, one producing 400 or 500 pounds of fat in a year, will warrant being kept, even at some loss for one year, if she recovers. To send her to slaughter until we are surer of her non-recovery than we are now are would entail a double loss, the initial one of salvage and the secondary one of putting some cow in her place that might not produce profitably.

On the farmer's own judgment,

based on financial consideration, must rest the question of how far we are going to go in sending our reacting animals to slaughter. We know now by practical experience in the field that many aborting herds clean up of their own accord. Whether or not this clean-up is permanent we do not know. The experimental herd, practically all of which aborted once, has not had an abortion in a year and a half. The writer would suggest that before too many good animals are sent to slaughter in the face of this certain economic loss the owner should weigh the question from all sides and wait upon science for more information. J. P. RIORDAN.

### FARM PRICE LEVEL 12 POINTS LOWER THAN MAY, 1929

(Continued from page 3)

corn. The ratio for Iowa advanced from 13.3 to 13.4 during the same period.

### Demand is Weaker

The continued decline in the farm prices of sheep and lambs is attributed by the bureau to a somewhat weaker demand. The United States average farm price of sheep on May 15 was approximately nine per cent lower than on April 15. The May 15 average price of lambs was only about one per cent lower, a two per cent advance in the North Central States being almost enough to offset a farm price decline of four per cent in the South Atlantic Division and a three per cent decline in the far West. May 15 farm prices of lambs were 30 per cent lower than a year ago; sheep prices were about 28 per cent lower; and prices of both sheep and lambs were the lowest for the month since 1921.

Farm prices of corn, as of May 15, averaged 77.7 cents per bushel for the United States as compared to 78.3 cents a month earlier and 86.2 cents per bushel in May, 1929. Farm prices advanced about one per cent from April 15 to May 15 in the Southern states where supplies are usually limited at this time of the year; but corn prices declined slightly elsewhere, due to the weakness in wheat and commodity prices in general.

Continued poor foreign demand for wheat and the possibility of a carryover, even larger than in 1929, are given as the principal factors favoring the six per cent decline in the farm price of wheat from April 15 to May 15. The May 15 farm price averaged 87.5 cents per bushel as compared to 93.4 cents on April 15, 90.1 cents a year ago, and a May average of 90.3 cents per bushel from 1910 to 1914.

## Milk Consumption in City Markets Below Normal

As we are preparing the material for this issue of the Farmer your management is faced with a number of problems produced by the present severe unemployment conditions in our various city markets. Records investigated at a number of milk plants indicate plainly that we have in reality no serious surplus for this time of the year but we do have to face the fact that the wage earner of the family has been for perhaps many weeks without regular employment. A rather careful check-up at some Toledo plants this week indicates that milk consumption is not as great at present as it was in January and February. Apparently many wage earners who have been looking forward for a number of months to increased employment with the coming of good weather have become convinced that regular employment is not easily to be found at present, and therefore every curtailment possible must be made in living costs.

It is unfortunate but true that many families when facing the need for curtailment of expense see fit to begin curtailment on their milk purchases.

We are still hopeful that with the permanent coming of good warm weather these economic conditions which our consumers in the city have been having to face will be improved and that as the result of more regular employment our milk markets may be improved.—The Co-operative Dairy Farmer.

### CHANGES IN THE CHEESE INDUSTRY

The U. S. Bureau of Agricultural Economics points out that in recent years there has been a tendency toward the expansion of the cheese industry into states which previously were of little importance in the manufacture of cheese. For example, in 1920 Wisconsin made more than 70 per cent of all the cheese produced in the United States, but by 1928 Wisconsin's production was only about 62 per cent of the total. This decrease has apparently been due largely to the increasing demands of whole-milk markets in the Middle West and of sweet cream markets in the East. The U. S. Bureau of Agricultural Economics states that notwithstanding these recent developments, Wisconsin will undoubtedly continue to be the principal cheese producing state for many years.

In the last two years, especially in 1928, the cheese industry was expanding in the Southern states. One of the most difficult problems which the cheese industry will encounter there is getting enough for volume production the year round. Dairying has been somewhat slow to develop in the South. The continued production of cotton, tobacco, and sugar cane will undoubtedly check a very rapid expansion of the cheese industry in most of the Southern states. Among the other states which have shown an increase in cheese production, Kansas and Nebraska were outstanding.

### CONDENSERY PRICES IN VARIOUS STATES

Prices Paid at Condenseries 3.5%  
Milk, f. o. b. Factory (Evaporated Milk Association)

Territory	April, 1930	April, 1929
<b>Illinois</b>		
Amboy .....	1.6625	2.056
Dixon .....	1.6625	2.056
Morrison .....	1.662	2.056
Oregon .....	1.65	2.00
Sterling .....	1.6625	2.056
<b>Indiana</b>		
Goshen .....	1.8375	2.143
Sheridan .....	1.66	2.012
<b>Iowa</b>		
Waverly .....	1.65	2.10-2.05
<b>Michigan</b>		
Cass City .....	1.575	2.056
Charlotte .....	1.60	2.20
Hudson .....	1.65	2.10-2.00
Lake Odessa .....	1.60	2.05
Mt. Pleasant .....	1.60	2.10
Sparta .....	1.6187	2.012-1.968
Uby .....	1.575	2.012
Wayland .....	1.65	2.10-2.00
<b>Ohio</b>		
Barnesville .....		2.10
Bryan .....	1.60	2.00
Delta .....	1.65	2.10-2.00
Marysville .....	1.55	2.20-2.10
Wauseon .....	1.60	2.00
<b>Wisconsin</b>		
Berlin .....	1.6187	2.10-2.012
Sullivan .....	1.65	2.00-1.95
Chilton .....	1.6187	2.012-1.968
Stoughton .....	1.65	2.05-2.00
No. Prairie .....	1.65	2.05-2.00
Whitewater .....	1.65	2.05-2.00

## THE PRIVILEGE OF CO-OPERATION

Time was when almost every co-operative marketing contract that was signed had to be sold to the individual farmer with the same persistency that might have been employed in peddling a new-fangled cream separator. The average grower was not convinced that he needed a co-op., and he usually signed the contract with a feeling that he was conferring a favor on someone else by so doing.

Since he felt that he was conferring a favor on someone, he naturally expected that his generosity was liable to cost him something. He was fully prepared, then, to consider himself a sucker the moment he first heard a word of criticism against his pool.

The modern type of pooler, of course, looks upon his association as something in which he has a personal as well as a business interest. He sees in it an opportunity to exert his own efforts for the benefit of a mutual understanding. He understands that the pool's possibilities are measured by the energy of its members. And he knows that his membership in the organization is not only an obligation, but a privilege.—The Bean Grower.

Men in the cheese industry are facing the storage season with full memories of what happened two years ago and prices are being hammered down in consequence. Total stocks of cheese in this country on May 1st were approximately one and one-half million pounds less than on the same date a year ago. This should give buyers courage, but they emphasize the fact that stocks on hand are over seven millions above the five-year average. Not so good.

Competition is ever and always the law of death; co-operation ever and always the law of life.—John Ruskin.

## Where Accounts Are Welcomed

A progressive bank—large enough to serve the largest—small enough to welcome those wishing to carry a small account, either checking or saving. Where you will feel at home among our officers and personnel, who are always at your service.

You are invited to join this happy family of depositors and clients.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

**SERVICE BULLETIN G-14****From the National Co-operative Milk Producers' Federation.**

The Senate on May 26 passed a bill sponsored by Senator Norbeck amending the definition of oleomargarine to include various compounds which have been confused with butter in the consumers' minds. The vote was 44 to 32.

This legislation is in accord with the policies of the Federation.

The significant changes in the oleomargarine definition are in bold type.

Sec. 2. That for the purposes of this act certain manufactured substances, certain extracts, and certain mixtures and compounds, including such mixtures and compounds with butter, shall be known and designated as "oleomargarine," namely: All substances heretofore known as oleomargarine, oleo, oleomargarine oil, butterine, lardine, suine, and neutral; all mixtures and compounds of oleomargarine, oleo, oleomargarine oil, butterine, lardine, suine, and neutral; all lard extracts and tallow extracts; and all mixtures and compounds of tallow, beef fat, suet, lard, lard oil, fish oil or fish fat, vegetable oil, annatto, and other coloring matter, intestinal fat, and offal fat; if (1) made in imitation or semblance of butter or (2) calculated or intended to be sold as butter or for butter, or (3) churned, emulsified, or mixed in cream, milk, water, or other liquid, and containing moisture in excess of one per centum or common salt. This section shall not apply to puff-pastry shortening not churned or emulsified in milk or cream, and having a melting point of one hundred and eighteen degrees Fahrenheit or more, nor to any of the following containing condiments and spices: Salad dressings, mayonnaise dressings, or mayonnaise products.

This bill, sponsored by Congressman Haugen, previously passed the House by a vote of 245 to 74, as advised in Service Bulletin G-4 of February 7, 1930.

**WISCONSIN HOGS FEWEST IN YEARS**

**1,331,000 on Farm Jan. 1, is Report; Average Return Put at \$28**

Hogs provide 11 per cent of the gross farm income of Wisconsin, Walter H. Ebling, agricultural statistician of the federal-state crop reporting service, disclosed recently.

Milk and cattle are the only two items that outrank hogs in percent-

age contribution to the farm dollar of late years, he stated.

"Wisconsin's herd of hogs is the smallest in number since 1910, there being but 1,331,000 head on farms as of Jan. 1, 1930," Ebling reported. "There were 575,000 hogs on farms of the state in 1867. The number increased with only temporary breaks until the high point of 1923 was reached, when there were practically 2,000,000 head."

Varied declines since then resulted in a drop to 1,479,000 head in 1929, a number less than any year since 1914, while the number of hogs on farms this year is a decrease of 10 per cent compared to that figure, he stated.

Wisconsin's income from hogs since 1921 has varied from \$39,560,000 for that year to \$65,795,000 in 1926, Ebling reported, with the average gross return from hogs amounting to a little more than \$28 annually for each animal on farms Jan. 1 of each year.

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

**Minimum Charge—\$1.00.**

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

**Bold Type—Double Regular Rates.**

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

**REMITTANCE MUST ACCOMPANY ORDER.**

**FOR SALE—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.**

**COLLECTOR OF DEAD AND DISABLED HORSES AND CATTLE—We pay from \$1 to \$3 for dead horses and cattle. Service seven days a week. Phone Thiensville 4313, Mike Sperber.**

**FOR SALE — State accredited baby chicks, electrically hatched from high producing stock, popular breeds. Milwaukee Hatchery, located ¼ mile west of Brown Deer. Henry Bechtel, proprietor, Milwaukee Station F. R. 10, Phone North 98J3.**

**FOR SALE CHEAP — 1½-ton Federal truck in A No. 1 condition; suitable for milk hauling. Chas. Guenther, Phone 8585 R-3, Route 3, Sta. D., Milwaukee, Wis.**

**FOR SALE—Registered Holstein bulls, sired by a show bull, King Plebe 38th, took first prize junior yearling at Iowa, Michigan, California, Central States and Ohio, also junior champion at Saskatoon, Canada. These bulls are out of good type producing dams, with a herd fat average of nearly 4 per cent in C. F. A. work. L. J. Hess, Box 89, R. F. D. No 1, South Milwaukee, Wis.**

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

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## DENMARK YIELDS THIRD OF BUTTER ON WORLD MARKET

By Alexander Herman  
(Central Press Staff Writer)

Copenhagen, Denmark.—Although Denmark is considerably smaller than West Virginia (which ranks fortieth in state areas), it produces one-third of all the butter on the world market, one-fourth of all the bacon, and more than one-tenth of the eggs!

Credit for this achievement, say the farmers here, lies in the success of their co-operative enterprises, which cover both selling and buying. As world-wide recognition of the progress of co-ordinated effort, they point, with pride, to the United States federal farm board's loan of \$400,000 made some months ago to the Ohio Farmers' Co-operative Milk Association.

For almost every farmer in this land belongs to a dozen or more co-operative groups. The number of his membership cards would make a professional clubman at home jealous.

Although all these organizations are centrally joined in the Union of Danish Co-operative societies, the farmer operates directly with each of the component units.

Through one he sells his bacon (an association of 183,000 members owning 51 factories), through another he exports his butter (this group runs 552 dairies), through a third he markets his cattle (an organization of 17 societies with 19,000 members), through a fourth co-op. he sells his eggs (one of 700 units with 45,000 members).

### Buying Organizations

At the same time, the Danish farmer belongs to a host of buying organizations, too. Through one he gets his insurance; through another his feeding stuffs. Fertilizers, coals, cements and seeds all come from clubs specializing in the purchase of each.

But most important of all is membership in the Co-operative Wholesale society, with its 1,800 groups and 321,500 members. For the body is the farmer's department and mail order store combined. From it he can get anything he needs for his family or home—excepting only autos, airplanes and pianos. When one considers that there are fewer than 200,000 farms in the whole country, the number of memberships in some of these co-operative groups seem astounding.

"The reason is simple," explains Johannes Larsen, an executive of the

wholesale co-ops. "The members are able to buy almost everything they need, either by mail, or in many convenient shops near their farms, at prices below the market. In addition, they share in the profits every year."

The turnover in these co-op. wholesale stores in 1928 exceeded \$35,000,000. And the dividend yield, passed on to the members, ranges between five and seven per cent annually. So successful has this phase of the co-operative movement become, the organization is developing special factories of its own to produce the merchandise sold.

### Fruits from California

"But, of course," adds Larsen, "there is much that we cannot produce here. We then have to strike the best bargains in the open markets. I believe that we last year imported more dried fruits from California than any other northern European agency."

The purchasing of this co-op. has become so great it is effecting a larger grouping with neighboring countries' co-operatives, so that it may exert an international buying power.

At present, this Danish society operates its own coffee-roastery, chocolate factory, tobacco plant; owns valuable real estate, and operates its own shoe, hosiery and ready-made clothes manufactories. Its largest business is done in a margarine plant (a strange side-light on a country where most of the world's butter is produced).

In addition to the buying and selling co-ops., there are many others, to which most farmers belong, for educational purposes—libraries, horse breeding societies, bull clubs, cow-testing groups and pig breeding centers.

"The co-operative system," says Dr. S. Sorensen, agricultural advisor to the Danish government, "has proved to be of the greatest importance in bringing the Danish dairy to its present high level. As members of the societies and owners of the creameries, the farmers have become interested in producing the very best quality of dairy products. Efforts are made to deliver clean and fresh milk, and in most cases the societies keep the creameries well equipped with modern machinery. Last, but not least, they understand that it is necessary to have able and well-trained creamery managers and buttermakers in order to obtain the best results."

Each member binds himself to deliver for a certain period, usually 10

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**MILWAUKEE**

years, all milk produced in excess of that used in his home. The proceeds are then divided in proportion to the amount of milk delivered. The creamery managers have the power to refuse sour and impure milk. Complaints of any nature are passed on to a general assembly (in which each member has but one vote, no matter how large his farm). This assembly is the supreme authority in the society's affairs.

### NEW SUPPORTERS.

Elizabeth Wagner, Caledonia, Route 1.  
Arthur Schatz, Colgate, Wis.  
Henry Reitz, Oconomowoc, Wis.  
Conrad Schatz, Colgate, Wis.  
Peter Peterson, Oconomowoc, Route 1.  
John J. Lynch, Hartford, Route 1.  
Thomas Mallinger, Cedar Grove, Wis.  
Geo. Schwemmer, Muskego, Route 1.  
Isadore Meade, Muskego, Route 1.  
Jos. Stefaniak, Muskego, Route 1.  
George Reinke, Mukwonago, R. 2, Box 119.  
Aug. Keller & Son, Mukwonago, Route 3.  
M. O. Jacobson, Mukwonago, Route 3.  
C. F. Lynch, Hartford, Wis.  
Mike Bliwer, Mukwonago, Route 2.  
E. J. Brandt, Menomonee Falls, Wis.  
John Piel, Menomonee Falls, Wis.  
John Klug, Cedarburg, Wis.  
Jacob Roskopf, Thiensville, Wis.  
George Erbe, Caledonia, Wis., Route 1.  
Henry Zeisse, Caledonia, Route 1.  
John Stark, Waterford, Box 4.  
Tom Bucket, Waterford, Route 1.  
Mrs. A. T. Halverson, Waterford, Route 1.  
Math. Schauer, Caledonia, Route 1.  
Leonard Kell, Caledonia, Route 1.  
Norbert Braun, Caledonia, Route 1.  
Joseph Hertelt, Caledonia, Route 1.  
Edward Prohl, Caledonia, Route 2.  
John Davidson, Franksville, R. 1, Box 58.  
August Zayc, Caledonia, Route 2.  
Julius A. Scholz, Fredonia, Route 3.  
Paul W. Bartels, Jackson, Route 2.  
Mrs. J. O. Leary, Cedarburg, Wis.  
August Knupfr, Menomonee Falls, R. 2.  
Emil Nelpert, Helenville, Wis.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 3

JULY, 1930

Number 4

## Fluid Milk \$2.85 for July

The Price Conference on June 26 resulted in an agreement that \$2.85 be the price for fluid milk for July.

The average price of 92 score butter, Chicago, was 32.02 cents per pound as against 42.03 for June, 1929. This is ten cents per pound, and, as there are four pounds of butter in 100 pounds of 3.5% milk, it means a difference of forty cents per cwt. for milk for butter making purposes.

Skim milk products are still very low in price, although milk powder has made some gains.

Receipts are about the same as last year but because of adverse industrial conditions sales are not nearly so good, with the result that surplus is higher. Our average price is very

low as compared to last year but is about fifty cents per cwt. over condenseries after allowing for difference in cartage charges.

Manufactured price is \$1.24 as compared to \$1.75 last June.

Luick Dairy Company reports fluid sales of 53.84% and will pay an average price of \$2.10.

Gridley Dairy Company reports fluid sales of 54.3% and will pay \$2.11.

Layton Park Dairy Company reports fluid sales of 55% and will pay \$2.13.

Blochowiak Dairy Company reports fluid sales of 64.69% and will pay \$2.28.

Sunshine Dairy Company will pay \$2.11.

### ADVERTISING MILK.

The committee on advertising has had six sessions and listened to advertising experts, bill board men and other people who are anxious to help us sell more milk.

It was a big job to pick out an agency to do this work but the committee finally decided on a course of action and the program is being worked out.

The committee does not want to spend this advertising fund recklessly and for that reason has put in a great deal of time studying ways and means, and we believe that a campaign will be put on that will get definite results.

### THIENSVILLE PLANT CLOSED.

The Luick Ice Cream Company has operated a creamery at Thiensville for many years. The product being used for ice cream purposes. Recently this plant has been taken over by the Luick Dairy Company, as all of the farms supplying the milk are eligible to produce milk for the city market.

On June 30, the plant was closed and the bulk of the milk is being trucked to the city plants.

The Luick Dairy Company has a

plant at Hartford, from which it can obtain a supply for its ice cream business.

### SHALL WE HAVE A PICNIC?

At the meeting of the Board of Directors, held on June 26, the subject of having a picnic for the Association was discussed.

A committee of five was appointed by the chair to decide on whether or not a picnic should be arranged for, the place, date, etc. This committee will report to the board on July 26.

The members of the committee are: Geo. Drought, Caledonia; A. C. Kiekhafer, Thiensville; A. C. Christman, Menomonee Falls; Edwin Schmidt, Brookfield, and Fred Klussendorf, Pewaukee.

If any of our people wish to make suggestions on this subject to any member of this committee, or to any of the other directors, please feel free to do so.

Getting together in this way ought to do us all a lot of good.

### PERILS OF FARMING.

Brodhead—Fred Michaels, 40, Jordan Prairie farmer, suffered a broken nose when he was kicked by a cow he was milking Saturday morning. He was unconscious for an hour after the mishap.

## Uniform Production

At the conference with the dealers on June 26, the subject of tolerance over base for the year 1932 was discussed. One dealer and several of our directors came out very strong for a tolerance of 40 per cent over base instead of 45 per cent, which is the allowance for 1931.

This is a matter that interests all of the shippers to this market and we welcome comment on it.

A rumor is in circulation to the effect that there is a change in the base months. This is not true. August, September, October, and November are the base months, and the producers are held to this base plus the tolerance for the first six months of the year except in the case of Grade A milk.

The Grade A Shipper is held to the base for July and December, as well as for the first six months, and for the year 1931 the tolerance over base for Grade A is 30 per cent.

### POTATO GROWERS TO FORM CO.OP.

#### New Organization Will Co-operate With Michigan Exchange.

Wisconsin potato growers will organize a federated co-operative marketing groups which will co-operate closely with the Michigan potato exchange, according to an announcement by R. A. Peterson, chief of the division of co-operative marketing of the department of agriculture and markets.

Marketing of both table stock and seed potatoes will be included in the work of the exchange.

Decision to form the co-operative was made at a meeting last week, Mr. Peterson said.

F. E. Hibst, manager of the Michigan potato growers' exchange, sketched the progress of that organization from 28 local organizations in 1918 to 70 organizations with 8,000 members at present. The number of varieties was reduced from 40 before the war to three at the present time, he said.

A committee was formed and steps will be taken to organize the state-wide potato marketing agency for the disposition of this year's crop, Mr. Peterson said.

# MILWAUKEE MILK PRODUCER

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Volume 3 JULY, 1930 Number 4

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Subscription.....\$1.00 Per Year

## TO ADVERTISE BUTTER.

Plans for the national butter advertising campaign are materializing rapidly. The National Dairy Council has volunteered to supervise this campaign under the direction of the butter industry. Representatives of the Council have spent most of their time during recent months in aiding various state committees as well as different creameries in getting their organizations in shape to finance this campaign.

The plan generally agreed upon calls for a deduction of one cent per delivery on cream. All price notices will include a statement showing just how the check-off has been made. In other words, if a man delivers 20 pounds of butterfat to his cream station and the price is 32 cents a pound, he will receive \$6.40 less one cent for the butter advertising campaign, or \$6.39 net. It should be especially noted that this is one cent for each delivery and not one cent a pound.

Each of eight of the biggest creamery concerns in the United States have agreed to co-operate in this advertising campaign. Not only are the creameries going to assist in this check-off, but they are going to contribute liberally of their own funds. In this way the entire butter industry is co-operating to sell the consumers of the nation on this health-building food.

This advertising campaign includes cooking schools in the cities, a

speakers' bureau for lecturers for women's clubs, doctors, nurses, and dental meetings, radio, motion pictures, exhibits, and general publicity, as well as magazine and farm paper advertising. It is being supported by various national farm organizations as well as dairy organizations and the different Dairy Councils.

There is usually a very small spread between the price of butterfat and the price of butter. When prices go up the producer gets the benefit of most of the increase. When they drop he suffers most of the decrease. We have seen something of what can be done during the past winter when very limited advertising campaigns increased butter consumption as much as 50 per cent in some localities.

With a big nation-wide campaign of this sort organized on a permanent basis and with the health authorities of the country behind it butter consumption should increase rapidly. It can be financed for an insignificantly small amount per person and should rapidly bring back the consumption and the price of the product. We believe that it is just sound business to support this move and that farmers almost as a whole will feel that with a very small cost they can materially increase their profits through doing so.

In this issue we print an article which suggests that too much effort has been put forth to encourage the production of farm products to the detriment of farmers.

It is pointed out that finance and manufacturing are not promoted to such an extent that there are too many banks, factories, etc., but that many agencies, including some boastful farmers, seem bent on telling the world all about the advantages of being a farmer with the result that the consumers are made to feel that the farmer is getting the long end of the deal.

County Agents are mentioned in this article, but we think that in this part of the country, at least, the County Agents are an influence for good rather than otherwise.

It is true, we think, that some of our County Agents could and would be more useful to our farmers if we had the right kind of a dean at the head of our Agricultural College, a man who really understood the farmer and his condition and had the courage to stand up for the farmers instead of catering to the views of big Chamber of Commerce men, bankers, and others of that stripe.

## HOW BIG IS A FARM?

Granted that it has been something of a riddle in American households to know how long is a piece of string, the question of "how big is a farm?" has also gone a-begging for definite answer.

Now the official dimensions are at hand in a statement from the United States Census Bureau. A farm, according to the Bureau, is all the land farmed by one person, whether it is three acres or 3,000 acres.

This answer looks easy, but government officials say not. They had to decide what the census enumerators would report as a farm when they made their rounds in April.

The area of farm land owned by one person has nothing to do with the definition of a farm so far as the Census Bureau is concerned. The question is, not how much land does he own, but how much does he operate or farm. A man who owns 300 acres might farm half of it himself and rent the other half out to three tenants, 50 acres to each. This land would go down on the census records as four farms, because the land farmed by each man is considered as a unit.

If a man rented several tracts of land and used all of them for farming, they would go down as one farm. But no tract of land of less than three acres will be registered as a farm unless it produced last year at least \$250 worth of farm products, either consumed on the farm or sold—a change from the registration practice in 1920.

City workers who live at the edge of town, keep a cow and chickens, and perhaps go in for a bit of light farming, qualify as farmers if their products amounted to \$250, regardless of the size of their holdings.—R. C. W.

## NATIONAL DAIRY ORDERS DISSOLUTION OF KRAPHENE CORPORATION.

Dissolution of the Kraphene Corporation was authorized at a meeting of stockholders, held June 4. Payment to the Kraphene Corporation for conveying their corporate assets to the National Dairy Products Corporation was started immediately following dissolution of the Kraphene company.

The Kraphene Corporation, formerly the Kraft-Phenix Cheese Corporation, was bought recently by the National Dairy Products Corporation.

**INSTITUTIONAL MARKET.**

The editor of the Kearney Hub, Kearney, Nebraska, struck the correct key when he expressed the thought that inasmuch as the state of Nebraska boasts of its dairy herds, maintains a college where dairying is taught and fosters the dairy industry, then through its board of control it should feed butter, a prime dairy product, to the wards of the state.

Everyone interested in the welfare of the dairy industry should take a decided stand in regard to the purchase of butter by all state and federal agencies that have charge of feeding those who are its charges.

Much good has been accomplished in getting the farmers to realize the fallacy of themselves buying oleomargarine to feed their own families. They realized that they were injuring their own best interests by not buying dairy products which were made from raw material produced on their own farms. Numerous reports have been received which indicate greater consumption of creamery butter on the farms. This is as it should be.

Next in order for increased butter consumption is to get all state and federal agencies to replace oleo with good creamery butter. As these agencies take on butter instead of oleo the surplus in storage and the current production will be consumed to better advantage and prices will react favorably for the producers and manufacturers. By the passing of the agricultural marketing act and the creation of the Farm Board, the federal government has expressed itself as willing to help the farmers. The same sponsors of marketing act and the Farm Board can show their good faith in our agriculture by encouraging governmental agencies to purchase butter in all places where oleo is now being used.

Representative Edward E. Brown of Wisconsin and Francis D. Culkin of New York have introduced bills in congress that if passed will prohibit the use of oleomargarine in any national home for disabled soldiers or any navy or army hospital institution supported by appropriations from the federal government.

**ELIZA AND THE ICE MAN.**

Eliza was engaged to wed  
An ice man bold and burly,  
For he had ways Eliza liked;  
Besides, his hair was curly.

But when she met the janitor  
He seemed like such a nice man,  
Eliza ran away with him  
And double crossed the ice man!  
—Dalnar Devening.

**U. S. OLEO PURCHASES.**

**Bill to Use Only Butter in Institutions Supported by Federal Government.**

WASHINGTON, D. C., March 15 —A bill prohibiting the use of oleomargarine in any national home for disabled soldiers or any naval or army hospital or charitable institutions supported by appropriations from the federal government was introduced in the house by Representative Edward E. Browne of Wisconsin and a quite similar bill by Representative Francis D. Culkin of New York.

The Browne bill applies to specific institutions while the Culkin bill includes all institutions aided wholly or in part by the government.

The records show that the government purchases several million pounds of oleomargarine each year. Friends of the dairy industry say they cannot see any reason why when the farmers are being asked to quit using oleomargarine as a substitute for butter, the government should not also be asked or compelled to quit buying oleomargarine for use in its hospitals and other institutions. Dairy organization representatives will give their support to the bill that stands the best chance of getting through congress.

**THE CHEAPEST PROTEIN**

Keeping the grass short is one of the essentials of the new system of grassland culture, for grass possesses more protein at this stage and has greater digestibility. This fact is emphasized by Dr. Woodman of Cambridge, who is an authority on the subject.

"To let grass grow to maturity," he says, "is definitely to sacrifice the cheapest protein food that is obtainable. Not only do we lose by the tremendous fall in value of the herbage so growing, but this very herbage prevents new young shoots, rich in protein, from being produced.

"It may well prove to be profitable to send the mowing machine over all portions of fields not efficiently grazed, simply to bring about a new growth of young shoots. These shoots are, in fact, the farmer's cheapest source of protein—the cheapest factory in the world for the conversion of inorganic into organic nitrogen.

"For these reasons the early cutting of hay also is of far greater advantage than has hitherto been supposed, and well repays the extra difficulty of making and the loss of bulk. Indeed, in some respects the latter may be an advantage."

Combine Dairying with Melon, Vegetable and Berry Growing on this 120 Acre General Purpose farm, near a city carline, lake. \$3,500 down.

FREE FARM CIRCULARS

**ZANDER BROTHERS**  
413 Juneau Avenue  
Milwaukee : Wisconsin

**WMLV**  
a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



MILKS LIKE — THE CALF

Two Types  
Double and  
single units.

alternates-  
like milking  
by hand . . .

**Universal**  
natural milker

# Grows His Own Dairy Rations

## Farmer Finds Trading Milk Checks for Feed is Poor Policy

Oconto, Wis.—The only way a farmer can stand up, financially, under present milk prices is to raise all the elements of a milk producing ration on his own farm, according to W. J. Hayes. Raise your own alfalfa, sweet clover, soybeans, barley, corn and oats, he says.

Every two weeks last year Mr. Hayes paid out more than \$80 of his milk check for dairy feed. This year he has not paid out a cent, and his milk flow is just as large as it was last year.

Instead of buying bran, middlings and oil meal he is buying limestone and phosphate and feeding the fertilizers to his crops. As a result of the change of method he is not only keeping up the production of his cows but he is also building up the fertility of his soil.

As a part of his experiments at economical soil building and milk production he has discovered that alfalfa, sweet clover and soybeans can be raised on his farm as well as on any other farm in the state.

Mr. Hayes is pasturing his cows on sweet clover and finds it a great milk producer. Besides the sweet clover his cows get corn silage containing soybeans. He has just finished harvesting 12 acres of alfalfa and although the crop was damaged by frost he got 14 loads. He says that this is the first time in his history of farming that he has ever stored alfalfa hay for his cows in the winter and he feels as if he is entering a better farming period.

Mr. Hayes expects to seed more alfalfa each year until nearly half his farm is producing the crop. As soon as the weather settles he expects to begin harvesting 20 acres of a splendid stand of sweet clover for hay.

If the present low prices of farm products teaches farmers to raise all the feed the farm animals need and to stop trading their milk checks for commercial dairy feeds, the low prices might be considered a blessing in disguise, he said.

## LUMBER DEALERS HELP BUTTER.

Wisconsin retail lumber dealers, at a recent convention, voted unanimously to back up the state's dairy industry. Their resolution included the following:

1. The use of nothing but butter and dairy products in their mills, factories, and lumber camps (no substitutes).
2. The use of their advertising space for the promotion of dairy products consumption.
3. The use of their window space for dairy exhibits.
4. The distribution of milk to workers in their manufacturing plants.
5. The use of more dairy products in their homes.

## ON THE SAFE SIDE.

Father—"Are there half fares for children?"

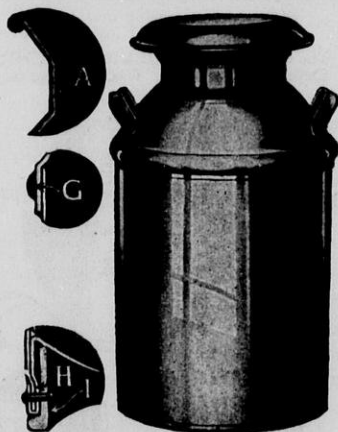
Conductor—"Yes, under fourteen."

Father—"That's all right. I've only five."—Pearson's.

# Follansbee Forge Security Milk Cans

## Five Reasons Why Security Cans Cost Less

### CLEVELAND PATTERN



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

### FORGING ADDS STRENGTH

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately *before* assembling. No black surfaces between joints to rust out and far more sanitary.

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# Facing Our Dairy Troubles

A big surplus of butter, with a falling market in consequence, creates a disturbing situation for Wisconsin. All recognize that. But what to do about it? The answers come in from every viewpoint, but most of them do not deal with fundamentals at all.

Dairymen complain of substitutes and dealers in the centers of population point back to the fact that the bulk of substitutes is sold to the farmers themselves. That is a curious situation, but apparently it is substantiated. When the price was high the farmer reduced his own living costs by selling butter and buying something else to spread on his bread. That puts the farmer in a poor position to urge greater butter consumption, though by the force of circumstances he now must do that very thing.

Others point out that Wisconsin has set up thousands of competitors by selling its dairy cattle to people in other states. That is true, also. But, of course, if these people wanted to go into the dairy business they would have obtained their cattle somewhere. Wisconsin merely supplied a market that was bound to be satisfied in some way—a market, to be sure, stimulated by those who dinged at wheat and other one-crop farmers to get them some cows.

Right now, probably, the best thing is a campaign of education. If the superior value of dairy products were emphasized everywhere, as it has been emphasized in such centers as Milwaukee, much good would result. It is a better answer than agitating for laws to bar substitutes, laws which after long delay would undoubtedly be held to be unconstitutional, or for tariffs designed to rig the price. A tariff on butter has absolutely no effect when production exceeds consumption.

But the value of such an educational campaign, if it is unaided by anything else, will at best be temporary. If we create a bigger consumption, somebody is sure to create a bigger production. And we shall be back where we are now—searching once more for fundamentals.

The final answer for Wisconsin, if there is to be a permanent answer, would seem to be organization. Wisconsin has as an example the successful fruit marketing of California. And when you think about it, the two situations have enough in common to build upon. California deals

in a perishable product; so does Wisconsin. In both cases technical knowledge is required. In both cases there can be regulation, definite and well-directed, in the movement from producer to market.

California stamped its brand of fruits indelibly on the mind of the nation and then devised ways of supplying that demand in just the right amount. A carload of oranges is sent where it is needed and nowhere else. The control is absolute. Other fruit producing regions have not been able to make much headway against such fruit organizations.

Wisconsin today has a far better ground-work of co-operative organization than California had when she began her experiment. But we have no top structure for ultimate control. That, perhaps, was all right so long as the market absorbed most of what we produced. But the minute the surplus began to pile up, it was all wrong. Will we see that? Gov. Kohler has pointed out the necessity of closer organization. The federal farm board has also pointed it out; in fact, the board's whole program is built upon it. Do dairymen in Wisconsin and other dairy states think they can escape the necessity of effective organization, such as manufacturers of other products have found essential in their business?—Milwaukee Journal.

## RIDE BUT NOT PAY.

Glorious, wouldn't it be, if we could all ride free on the other fellow's gas and tires. That's just what a lot of cheese producing farmers are doing. They admit that the Federation is a good thing for them and for the industry but they don't want to help support it. Now and then a farmer in a Federation factory wants to quit or he would like to see his factory quit, just why, he himself doesn't know or can't say, but he wants to quit. Perhaps just because quitting is different. Asked if he doesn't think the Federation is a good thing, his answer is, "Oh yes, yes, sure." When someone ventures the assertion, "Well, supposing we all quit, then what?" "Oh, we don't want that to happen and besides you won't," such a one generally replies. But still he himself is ready to quit. Just what can be done to convince such a man that he is "all wet" in his contentions?—Federation Guide.

## MARKING CULL COWS.

Hoard's Dairyman:—Wouldn't it be a good thing if there was some nationally known and advertised mark to put on cattle that dairymen sell to shippers to go to market? These cows are not good and should be turned to beef. However, Mr. Shipper buys the cow and more likely than not (especially if Jersey) sells her to some one for a milk cow; or she may be held out in the yards for a milk cow. If this cow was marked or branded "no good" by the seller and such mark recognized by every one, more cull cows would reach their proper destination. Such a mark would have to be easily applied and easily seen.—T. H. Adamson, Kansas.

## FIGHTING MOTHER EARTH.

Broker—"I put a friend of mine on his feet three times in the last five years."

Jones—"Oh, that's nothing! I put a friend of mine on his feet fourteen times last night."—New Bedford Standard.

The wealthy old lady was very ill and sent for her lawyer to make her will. "I wish to explain to you," she said, weakly, "about disposing of my property."

The lawyer was sympathetic. "There, there, don't worry about it," he said soothingly; "just leave it to me."

"Oh, well," said the old lady, resignedly, "I suppose I might as well, you'll get it anyway."

## SOLD AGAIN.

An Irish farmer had a cow which was almost impossible to milk because of its restiveness, so he decided to get rid of it, and he sent Casey with it to market.

Returning with much more money than he expected the cow would fetch, the farmer asked him if he had told the truth about the cow.

"Begorra, I did," replied Casey. "The man asked me if she gave plenty of milk, and I said: 'Man, you'll be tired to death with the milking of her.'"

## CONVENIENT CALLIOPE.

In London, recently, a baby gave the alarm for fire and roused the occupants. A campaign is to be launched urging every householder to install one of these useful little gadgets.—London Opinion.

**PIZINESS AS USUAL.**

"That's a lovely diamond pin you have in your tie, Isaac; I did not know you vos rich enough to own such a valuable piece of jewelry."  
 "Quite so," replied Isaac; "my friend Solomon left £500 in his will to purchase a stone to his memory. That is the stone."

**CHEESEMAKERS MEET TO DISCUSS PLANS FOR CAMPAIGN.**

In order to make plans for conducting a campaign to get better prices for cheese, cheesemakers gathered at Madison, Wis., June 20. The meeting was called by R. A. Peterson, chief of the division of co-operative marketing in the department of agriculture and markets. In issuing a call for cheesemakers to attend the meeting, Mr. Peterson said: "With the price of cheese down to 15 cents, those interested in the cheese industry should make out an active campaign to gain a better return for their product." The council of agriculture took an active part in the conference.

**MAY POOL PRICE \$1.97**

The average price received for all grade B milk, in the 201-210 mile zone, testing 3.5% of fat, including both that sold direct to dealers, and that handled in the plants operated by this Association, will amount to approximately \$2.03.

(Note:—Any variation from the above stated price is due to grade, butterfat, freight, hauling, and other established differentials.)

Total administrative expense per hundred pounds .....	\$ .030
Deduction to be distributed to local associations, to cover local expenses .....	.002
Deduction to be distributed to sub-district organizations to cover expenses .....	.001
Deduction to create insurance fund to cover losses by uncollectible accounts and other losses .....	.005
Deduction to cover depreciation in value of fixed assets, and to cover good will of businesses purchased, and which it is deemed inadvisable to carry an asset .....	.01
Total of above items .....	\$ .048
Deduction for extraordinary hauling charges and hauling differentials .....	.012
Total of above two items .....	\$ .06
Deduction for capital account for which Certificates of Indebtedness will later be issued .....	.15
Cash payment on June 25th, to cover deliveries during the month of May, per hundred pounds .....	1.82
Gross pool price .....	\$2.03
Net pool price .....	\$1.97

—Dairyman's League, N. Y.

**SHOULD WE ENCOURAGE BETTER FARMING?**

Since it seems to be a popular sport now to offer "aid" to farmers, permit me to join the game. We will start "in the mud" and thresh out the crop afterward. We will study a bit the four great branches of our modern economic existence; agriculture, manufacturing, commerce and finance.

Perhaps no one business is wholly within any one branch but theoretically it can be quite definitely located. Of them all, agriculture is by nature the most open and above board. Most of its labors are open to all eyes. Once any fact concerning agriculture is discovered it soon must become public knowledge because of the difficulty of hiding such discovery.

This natural openness of agriculture has been further broadened in almost every manner possible. Farmers take pride in telling to the world all the secret arts, parts, and signs of agriculture which they have been fortunate enough to find. Our government has spent many millions of dollars in experimental work to discover and broadcast all possible facts of agriculture.

From the very lowest grades our schools are flooded with agricultural literature. County agents, extension workers, and what not are constantly spreading agricultural information to any and all who will lend an ear. One and all preach the glory of farm life, the open air, the lowing herds, the independence, and so on. The fact is, everything and everybody seem intent upon promoting all possible agricultural activity and competition.

Now let us look at the other professions; most notably, finance, and manufacturing. Naturally action in these professions is considerably under cover. This closeness is further closed by the tight mouthedness of most of the followers. Government interference is most decidedly frowned upon, unless it be to further lock up their secrets by means

of patents, copyrights, and court orders forbidding the professionals to give information concerning themselves to private individuals.

As far as information in our public schools and colleges is concerned, it is noticeable by its absence. And as for county agents, extension workers, or experiment stations to spread the news and aid in forming new banks or factories, they are more scarce than hens' teeth. In other words, a wet blanket is thrown over these professions to smother competition and help create monopolies.

Now let us thresh it out. Shall we throw out our agricultural textbooks, lock up our agricultural colleges, discontinue operation of our experiment stations and farms, give our county agents the gate, and, above all else, gag the farmers who so boastfully tell of the easy money in this, that, or the other farm method? Shall we allow farmers to patent processes of culture or retain the sales privilege of products which they may introduce?

Or shall we compel finance and manufacturing to open up and rise to the same level of service to which agriculture has risen by making public the operations of and in these professions? Shall we teach manufacturing and finance in our public schools and colleges to the same extent that we do agriculture? Shall we have county financial and manufacturing agents and extension workers?

Now, folks, there are no two ways about it. If agriculture is to enjoy the same share in the wealth of the nation and the world that other professions do, it must be given the same treatment. To stimulate production in agriculture and protect profits in other professions, to encourage competition in the one and restrict it in the others cannot help but unbalance conditions.

"Sauce for the goose is sauce for the gander," and any farm aid plan which does not recognize this fact will be "applesauce" as far as the farm goose is concerned.—D. D., North Dakota.

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## INCREASED PRICES THE KEY TO PARITY.

Timidity of farm leaders and officials in the use of the word "price" for farm products may be the result of habit. If not, just what is the reason for it? In the early days of the anti-trust laws farmers were about the only industrial class that was threatened and prosecuted for assembling and attempting to determine prices collectively. Other classes found ways successfully to control prices and escape penalty under the laws. The Sherman Act and other laws to prevent "restraint of trade" are dead letters. Consolidation, mergers and combinations generally are of daily occurrence. They are changing the practice and policies of trade. Occasional attempts to restrict them are nothing more than gestures. Of late years Federal and state laws have been enacted to exempt farmers and their associations from prosecutions of the effete anti-trust and restraint of trade laws, which other industries violate with impunity, and yet whenever farmers speak or propose a resolution in a meeting, some lawyer or leader advises cautiously of the danger that someone may be sent to jail, and the offensive language is removed or changed so that it means nothing. In the hearing of members of the Federal Farm Board before members of the Senate recently one of the board members was asked if he believed that the government should make prices. The answer was "no." No Senator challenged the answer. Technically it may be contended that neither the government nor the board is authorized to increase prices of commodities or wages of labor, but practically our Federal and state governments do both. President Hoover has promised to put agriculture on a parity with other industries. The Federal Farm Board was created for that purpose. If it fails to increase the price of farm crops, it will be a failure. There is no other way to put agriculture on a parity with other industries, except by radical reductions in the price of things the farmer buys, and no one expects any such reduction. Parity means that the farmer will receive as much interest on his dollar of capital, as much wages for his hour of labor and management, and as much profit on his volume of business as capital and labor and management receive in the other industries. These returns must come to the farm if at all through a higher price for his products. He has not been receiving such a price,

and the whole purpose of the farm relief program is to see that he gets a higher return—a higher price. Why not say so plainly? Instead, we hear only talk of a "stabilized market." A market may be stabilized on a price so low that the producer would be worse off than in a market where prices fluctuate. Stabilize markets on a low level, which would be the tendency, and the farmer has no chance in that market for an occasional top price. Besides, this timidity has a harmful psychological effect. No one takes a timid demand seriously. It is time to drop these fears, substitutes and subterfuges, and come out with courage and determination for justice. What we want is as much for our capital, work and profit as other industries pay. That is parity. We can get it only through the returns for farm products. Let us demand it straight and open and plain in the only way it can come—in an increased price for the things we sell.—Rural New Yorker.

### AN INVITATION.

Timid Lover: "I have a half mind to kiss you."

Modern Flapper: "If you had a whole mind you would have done it an hour ago."

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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**COLLECTOR OF DEAD AND DISABLED HORSES AND CATTLE**—We pay from \$1 to \$3 for dead horses and cattle. Service seven days a week. Phone Thiensville 4313, Mike Sperber.

**FOR SALE**—Pure bred Holstein Bulls of serviceable age, from high producing dams. Wm. O'Leary, R. 1, Honey Creek, Wis.

**FOR SALE**—Registered Holstein bulls, sired by a show bull, King Piebe 38th, took first prize junior yearling at Iowa, Michigan, California, Central States and Ohio, also junior champion at Saskatoon, Canada. These bulls are out of good type producing dams, with a herd fat average of nearly 4 per cent in C. F. A. work. L. J. Hess, Box 89, R. F. D. No 1, South Milwaukee, Wis.

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**ORGANIZATION NECESSARY.**

We have always consistently taken the part of the farmer and urged him to align himself with his co-operative marketing association and stick to it through thick and thin.

We quote the following from the *Wheat Growers' Journal*, published at Wichita, Kansas, and the organ of the strong and successful growers' co-operative wheat pool of that state.

"Comparisons may not be agreeable but they are peculiarly enlightening, according to Congressman Gilbert of Kentucky. 'From the press,' he says, we learn that the great tobacco manufacturer, James B. Duke, after a very generous career, left an estate of \$300,000,000. This princely fortune was wrung from the tobacco grower of mine and neighboring states, who will leave no property, not even for the wife, who, with him, labored in the fields under the summer's sun, nor for the children whose only portion in life has been poverty and toil.'

"Congressman Gilbert could have added logically that the unorganized generally pay toll to the organized. Kentucky growers were without an effective organization of their own until after the world war, excepting the sporadic organizations which were formed there during the old night-riding period. The co-operatives they formed after the war were most effective in returning them, for the first time, a decent price for their product, but they continued to over-produce each year, which necessitated keeping back in their warehouses the part of the crop which could not be marketed without breaking the price the pool had established. Then growers began to get dissatisfied at having to wait until the surplus crop was sold before they could get their money.

"Growers in the dark tobacco regions were the first to allow their organization to fail. Then not long ago the growers of Burley tobacco failed to re-sign in sufficient numbers and their warehouses were turned into auction sale houses. Growers evidently prefer to be fleeced by the big tobacco companies rather than manage their own business with foresight and dispatch. So long as they maintain that attitude the tobacco companies will grow richer and richer and the growers poorer and poorer. Verily, the farmer has a tough hide and a short memory."

**LIKE LITTLE JOHNNY.**

Summer Boarder: "But why are those trees bending over so far?"  
Farmer: "Because they are full of green apples."

**WHO ARE THE "SELFORS?"**

(By Courtesy of the "Scoop Shovel.")

If you know of a man who's again all the pools,

Who rants that the fruits of his labors,

He'll sell for himself and not be tied up

By any contract with his neighbors.

—He's a "Selfor."

And the chap who don't care to get anywhere;

Too indifferent, inert, apathetic

To join in a move for the general welfare,

With only himself sympathetic.

—He's a "Selfor."

And then there's the chap with the undershot jaw,

The stubbornest buck in the herd;

One time, long ago, he said he wouldn't join

And now won't go back on his word.

—He's a "Selfor."

And then there is the man on whom Fortune has smiled,

Who's well satisfied with the game; He "figgers that he can take care of himself—

Let everyone else do the same."

Whatever "the trade" is willing to give,

That's the price he is ready to sell for;

For self alone he is trying to live,

The "Selfor."

**HE.**

A little girl with curly locks  
Used to play with letter blocks.  
Soon she learned that H and E  
Spelled a little word called HE.  
Then she grew and learned some more

From those blocks upon the floor,  
That twenty years are more than seven,

That HE would lead the way to He-aven.

With her blocks she built a tower  
While young love was still in power;  
When that weakened structure fell,  
She learned that HE was part of He-ll.

Now her blocks are straightened out,  
She has lost all fear and doubt,  
But she knows that HE apart  
Will always make a broken He-art.

—Catherine MacMillan.

**AIDS TO LOQUACITY.**

Whene'er a hen lays eggs, with each  
She is impelled to make a speech.  
The selfsame urge stirs human bones  
Whenever man lay cornerstones.

—Baron Ireland in Life.

**NEW SUPPORTERS.**

Joseph Zwickowski, Caledonia, R. 1, Box 48.  
Adam Arnold, Richfield.  
Andrew Heichelbeck, Caledonia, R. 1.  
Ernst Leimgruber, Caledonia, R. 1.  
Oscar E. Quast, Jackson, Wisconsin.  
Ben Koopmann, Grafton, Route 1.  
Anton Rausch, Grafton, Wisconsin.  
Martin Wetzel, Thiensville, Wisconsin.  
Reinhold Fischer, Cedarburg, Route 2.  
Mrs. Frank Bulgrin, Menomonee Falls, Wisconsin.  
Eric Clausen, Waterford, Route 1.  
Barney Baumeister, Burlington, R. 1.  
Emil Clausen, Lyons, R. 1.  
August Peters, Oakwood, R. 1, Box 38.  
Jacob Schattner, Caledonia, R. 2, Box 4.  
Al. Hagemann, Caledonia, R. 1.  
Harry Beskow, Caledonia, R. 1.  
Hubert Hagemann, Caledonia, R. 1.  
Alvin H. Begahl, Burlington, R. 6.  
Nick Beck, Burlington, R. 1.  
Earl Fieldhack, Merton, Wisconsin.  
Adam Geszvain, Hartland, Route 1.

"'Why Sam,' I remonstrated, 'how do you expect me to pray for some particular thing like that?'"

"'Wal, parson,' Sam retorted, 'las' week yo' all was prayin' for the loose livers'."

"An old colored man," says a minister, "came to me one day with the odd request that I pray for his floating kidney."

Lady Motorist: "It's snowing and sleeting and I'd like to buy some chains for my tires."

"I'm sorry—we keep only groceries."

"How annoying! I thought this was a chain store."

**NOTICE!**

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**MILWAUKEE**

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

AUGUST, 1930

Number 5

## Fluid Price Remains at \$2.85 for August

Two dollars and eighty-five cents was the price agreed on for fluid milk for the month of August at the price conference held at our office on July 26.

The butter market had strengthened since the middle of the month but skim products were still quite low.

Condensery prices range around \$1.50 and cheese prices showed only one-fourth of a cent advance although the production was dropping off.

Milk production continued rather high until the 15th of the month when the dry weather began to show its effect on pasture. The receipts of milk fell off sharply about July 18, but because of the fact that the consumers were buying very sparingly there was still a big surplus on hand. Our readers may think that the surplus which the dealers show is very high considering how much less the cows produced but it must be remembered that production was at least 10 per cent above normal and consumption is about 10 per cent less than normal, so that we have a 20 per cent cut to make before we are back to a normal condition.

Rains, quite general over the entire shipping district beginning July 26, have improved the condition of corn and stimulated growth of second crop alfalfa and clover to such an extent that it seems unnecessary to bring new shippers into this market. Many cows are freshening and unless we have a long period of dry weather a little later milk receipts in this market should be ample.

The manufactured price for July is \$1.33 or nine cents over the June price.

This looks encouraging. Last year the July manufactured price was five cents lower than in June.

Luick Dairy Company reports fluid milk sales of 59.9% and will pay an average price of \$2.24.

Gridley Dairy Company reports fluid milk sales of 60.1% and will pay an average price of \$2.25.

Layton Park Dairy Company reports fluid milk sales of 62.37% and will pay an average price of \$2.29.

Blochowiak Dairy Company reports fluid sales of 74.76% and will pay an average price of \$2.46.

Sunshine Dairy Company will pay an average price of \$2.25.

## Producers' Picnic

In the July issue we said that a committee was working on plans for a big picnic.

The committee reports that it has decided to have a Basket Picnic for all farmers sending milk to the Milwaukee market at Kerler's Grove on Saturday, August 16, from 10:00 A. M. to 5:00 P. M., Standard time.

Kerler's Grove is on Highway 100 and the Cold Spring Road, two miles north of Hales Corners and about three and one-half miles south of Greenfield Ave., West Allis. Everybody knows how to reach Highway 100 from both the north and south, and the Cold Spring Road will be marked.

Elaborate plans are being made by the committee to entertain a large crowd of women, children and men.

Admission to the grounds will be free and valuable attendance prizes will be given to the lucky people who draw the right tickets.

To date we have been promised a pure-bred Holstein bull calf, a pure-bred Guernsey bull calf, a sack of mineral feed, a trio of White Leghorn chickens, a bushel of smooth awn seed barley, and many other valuable articles.

There will be games for the children. A Bathing Beauty contest to decide who is the best looking farm girl or woman dressed in a bathing suit. A committee of ladies will have the pleasant task of choosing the handsomest man. The parents of the largest family (all must be present) will also get a prize.

A good band will play sweet music and several speakers will give very short talks.

No one may win a prize unless he or she is a dairy farmer or a member of a farmer's family, excepting our good friends, the milk haulers. The latter and their families will be on the same basis as the farmers.

Lunch can be had on the grounds by those who do not wish to bring theirs. Milk, ice cream, and coffee will be available.

Bring your own cups. Coffee is free.

Be sure to come to this, your own picnic. The city man takes every Saturday afternoon off. You can take one Saturday off to rub elbows

(Continued on page 5)

## Picnic Pointers

### 1. Bathing Beauties Revue.

The picnic committee tells us that they have some very nice prizes to give to the winners of first, second, and third places in the bathing beauties revue at our picnic, August 16.

There isn't any lake or stream in Kerlers Grove but we are told that, oftentimes, bathing beauties never go near the water.

So come on, girls, and do your stuff.

### 2. Tug of War.

A tug of war or rope pulling contest between milk haulers and milk shippers is on the card.

We told a shipper about this contest yesterday and he predicted that the team of haulers would win. He said, "Those milk haulers can get away with anything."

### 3. Fun for the Kids.

The Mitchell Manufacturing Company tells us that it will set up some of its new playground equipment at Kerlers Grove for the use of the rising generation of milk producers.

The committee on games have a lot of prizes to give to the kids that can do things just a little better than the other fellows.

Come on all you boys and girls, there will be heaps of fun.

# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1511 FOND DU LAC AVENUE

Phone Kilb. 2050 MILWAUKEE, WIS.

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Subscription.....\$1.00 Per Year

## GRADE "A" MILK.

Some years past one of the Milwaukee distributors conceived the idea of putting out a milk rich in fat from T. B. tested cows and with a low bacteria count and calling it Grade "A." Other dealers soon had a milk also called Grade "A" although in some instances the higher fat content was the only point wherein the so-called Grade "A" differed from other milk. Some companies paid a differential over the average price of regular milk plus a premium for a low bacteria count. Other dealers paid a straight differential.

Considerable effort was made by the larger companies to sell this Grade "A" milk in a large volume but the sales never reached the point that the dealers hoped for. Three cents over the price per quart of regular milk was charged the consumer but in 1928 this price was raised to four cents. The price paid the producer for Grade "A" milk seemed so attractive that it resulted in many farmers selling Holstein herds and putting in Guernseys or Jerseys with the hope of getting this higher price. In many cases the producers increased the size of their herds until the market became flooded with this rich milk. (The price for Grade "A" milk testing 4% has been ninety cents above the average price of 3.5% regular milk where the full bacteria premium is earned with five cents for every point of fat above 4%.)

The application of the T. B. tests

to all herds producing milk of any kind and the remarkable freedom from infection found in most of our herds has placed the regular milk on a par with Grade "A" in this respect. The Health Department has also demanded many things of the shipper of regular milk which were considered Grade "A" requirements only a few years ago.

Confidence in the regular milk has made the consumer reluctant to pay the higher price for Grade "A" milk and as a result sales have fallen off and a much larger percentage of surplus Grade "A" than of the regular milk is in the market.

It is easy to understand that this surplus of high priced milk cannot be manufactured except at a great loss.

The dealers have announced a reduction in the price of Grade "A" of one cent per quart and pint as of August 1, 1930, and a differential of twenty cents per hundred pounds over 3.5% regular milk instead of fifty cents to the producer effective September 1, 1930. This means that the Grade "A" shippers get thirty cents per hundred less beginning September 1. Some of the companies are putting on a new type of cap on their Grade "A" also.

We doubt whether many people will change to Grade "A" because of a lowering of price but perhaps some now using it will be more likely to stay with it. We think that the Grade "A" shipper to this market will not suffer very much in the long run for the market may not be so crowded.

The cow trader, however, is not going to have such a good talking point when he tries to get some farmer to sell him a good herd at half its value and charge him two prices for some cattle that have the required color of hair for the production of Grade "A" milk.

Among the valuable prizes to be given away at our picnic will be a J-L Self-Stir milk cooler donated by the Losee Motor Product Company, a security milk can donated by Follansbee Forge Company, and several adjustable milk stools given by the Mitchell Manufacturing Company, also one hundred pounds of Mornings Mineral feed.

Gueder, Paeschke & Frey are giving two large milk strainers and a milk stirring rod.

When someone is trying to get you to invest money in a "good buy," make him specify as to the spelling of that last word.

## UNIFORM PRODUCTION.

Many shippers seem to think that excess over base milk which is paid for at the manufactured price is just so much velvet for the dealers and that the shippers gain nothing by producing a fairly uniform amount. This is not true.

All milk that is in excess of base tolerance is deducted from the total amount shipped to that particular company and the shippers who do not exceed the tolerance have a lower surplus because of this excess which non-uniform shippers have to stand.

It would seem that many shippers believe that they should endeavor to ship the full amount of the base made plus the tolerance. The tolerance over base is for the purpose of helping out the shipper who was unable to make a base that would carry him without excess milk.

## RAIN, WHEAT AND BREAD.

The preachers and the people pray for rain in all the churches. It seems strange to me they never offer up prayers of thanks when it does rain. After a two or three week drouth everyone prays for rain. Then, when it rains, they forget all about the Lord's handiwork.

To my way of thinking the preachers and the people, including Messrs. Legge, Hyde and Capper, ought to thank the Lord for the abundance of wheat, that is, if they give the Lord any credit for it, and then the preachers ought to pray to the Lord to give Messrs. Legge and Hyde and others in high authority just a little horse sense. We could soon use up our wheat surplus. In place of blaming the Lord for the abundance of wheat we should compel the milling trust to grind it into flour and sell it at a fair price. A 50-pound bag of flour is still \$1.94 and bran is \$28 a ton. Before the war flour sold at 98 cents for a 50-pound bag and the bakers could sell a loaf of bread for five cents, which now sells for 13 cents.

If the millers refuse to reduce their prices then Messrs. Legge and Hyde and Uncle Sam should lease or buy a few mills and go into the milling business and sell their flour and by-products at cost instead of acting like a lot of school children. And then let the preachers and the people thank the Lord for an abundance of wheat and for a five-cent loaf of bread. And then perhaps the Lord would feel more kindly disposed toward us.

Monches, Wis. C. E. DEMPSEY.

# Worst in Fifty Years

Drought Conditions Extend Clear Across the Continent Cutting Milk Supply. Cut Butter Production

Washington, D. C., July 26 (From Staff Correspondent).—The worst drought in fifty years covering most of the territory from Virginia and Maryland westward to the Rocky Mountains and northward from Oklahoma and Missouri into the Canadian Northwest, has burned up the pastures, ruined the hay crop in many sections, and will result in a heavy reduction in the corn crop and all feed crops.

The parched pastures and lack of water in the streams and springs are reducing the milk supply in extensive areas, in consequence of which there is a falling off in production of all milk products. The Department of Agriculture has received reports to the effect that there has been a reduction of 20 per cent in the volume of milk produced in the Chicago milkshed.

As a result of the reduced milk supply in several states, which while not leading in butter production are important dairy states, dairy market specialists in the Bureau of Agricultural Economics report that the butter market ruled decidedly firmer around the middle of July with prices 1/4 cent to one cent higher. All available information regarding the make of butter points to a decided reduction in production during the next few weeks. There has been no "let up" in the drought conditions since the middle of the month, so that conditions of feed crops and milk production have steadily become worse, and under ordinary conditions there should be a marked improvement in price of dairy products.

## Demand Higher Quality Milk

An increasing demand by consumers for milk of high quality makes necessary improved methods of sanitation in milk production and handling, according to a statement prepared by C. S. Leete, associate milk market specialist of the bureau of dairy industry.

"The term quality as applied to milk formerly meant to the consumer the amount of butterfat that it contained. Now," says Mr. Leete, "quality is generally understood to mean far more than fat content. Good quality means not only adequate food value but also good keeping properties and freedom from bacteria. The dairy farmer benefits in two ways by selling high-grade

products. In the first place, the price to be paid for the product is governed to quite an extent by consumers' demands, and it has been found that good quality in dairy products stimulates consumption, which has increased from 43 gallons a year per capita in 1920 to 55 gallons a year in 1926. In the second place, products of good quality bring a higher price than those of low quality.

The Twin City Milk Producers report 65.5 per cent surplus for the month of June and the farmers received \$1.94 per hundred for 3.5 per cent milk delivered in Minneapolis and St. Paul.

## EQUAL OPPORTUNITY.

NEW YORK.—(FP.) — Concentration of power over the living conditions of 120 millions of people in the hands of less than 200 men was revealed by Sen. Burton K. Wheeler, Democrat, in a speech before the National Democratic club booming Governor Roosevelt for president on the power issue. Senator Wheeler quoted a banker as saying:

"In my estimation about 50 or 60 large companies in this country, each controlled by two or three men, do about 80 per cent, through their various subsidiaries, of the industrial business of this country. There are hundreds of thousands of small corporations and individual business men in this country, but taken altogether they do only about 20 per cent of the country's industrial business."

A talkie is a movie that contains too darned much single.

## Sodium Chlorate

**For Weed Killing**

Write us for prices

We carry in Milwaukee Warehouse

**Merchants Chemical Co.**  
420 Barclay Street  
Milwaukee Wisconsin

Combine Dairying with Melon, Vegetable and Berry Growing on this 120 Acre General Purpose farm, near a city carline, lake. \$3,500 down.

FREE FARM CIRCULARS

**ZANDER BROTHERS**  
413 Juneau Avenue  
Milwaukee : Wisconsin

# MILK

a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



**Universal**  
natural milker

**ADVERTISING DAIRY PRODUCTS.**

We reprint an article from a Plymouth paper in which plans for advertising dairy products on billboards are discussed.

We hope that these plans materialize and that a statewide organization is formed to further the greater use of dairy products. The dairy industry cannot afford to sit idly by and allow inferior foods to replace its good milk, butter, cheese, and ice cream.

If the many tax supported agencies were half as anxious to help the farmer sell his products as they are to have him spend his money for feed, there would be a different story to tell.

**COOL THE MILK.**

The month of July was very warm but the bulk of our milk came in at acceptable temperature.

We think that this proves that the shippers are doing a better job of cooling than was formerly done.

Because of lack of time and in some cases shortage of cold water, some shippers have had warm milk.

We know that all of our shippers want to make good milk and therefore we say again. Cool The Milk.

**JUNE POOL PRICE \$1.84.**

The average price received for all grade B milk, in the 201-210 mile zone, testing 3.5 per cent of fat, including both that sold direct to dealers, and that handled in the plants operated by this association, will amount to approximately \$1.90.

(Note:—Any variation from the above stated price is due to grade, butterfat, freight, hauling, and other established differentials.)

The total administrative expense per hundred pounds.....	\$ .030
Deduction to be distributed to Local Associations, to cover local expenses .....	.002
Deduction to be distributed to Subdistrict organizations to cover expenses .....	.001
Deduction to create insurance fund to cover losses by uncollectible accounts and other losses .....	.005
Deduction to cover depreciation in value of fixed assets, and to cover good will of businesses purchased, and which it is deemed inadvisable to carry as an asset.....	.01
Total of above items per hundred pounds .....	\$ .048
Deduction for extraordinary hauling charges and hauling differentials .....	.012
Total of above two items.....	\$ .06
Deduction for capital account for which Certificates of Indebtedness will later be issued.....	.15
Cash payment on July 25th, to cover deliveries during the	

month of June, per hundred pounds .....	1.69
Gross pool price.....	\$1.90
Net pool price.....	\$1.84

—Dairyman's League, New York.

The coin-operated machine industry is now investigating the possibilities of dry-ice and refrigeration equipment for vending perishable products, according to the Department of Commerce. Among the products to be sold by means of automatic vending machines are such dairy commodities as milk, butter and ice cream.

*We Specialize in*  
SPRAY  
**PAINTING**  
AND WHITEWASHING

**Dairy Barns, Milk Houses,  
Creameries and Cheese  
Factories**

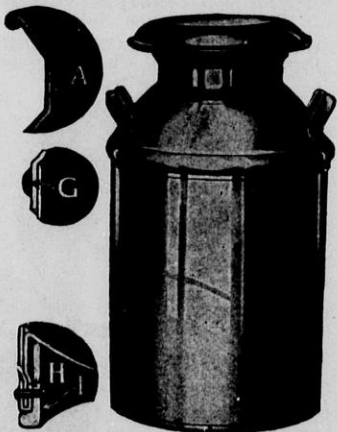
*Good work done anywhere at anytime*

**ANDREW F. SCHEIBLE**  
1970-21st St. Hopkins 7791  
MILWAUKEE, WIS.

**Follansbee Forge Security Milk Cans**

*Five Reasons Why Security Cans Cost Less*

**CLEVELAND PATTERN**



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

**FORGING ADDS STRENGTH**

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately before assembling. No black surfaces between joints to rust out and far more sanitary.

**FOLLANSBEE BROS. CO.**

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# Association Backs Dairy Advancement

## Sponsors State-wide Advertising of Dairy Products

The Plymouth Association of Commerce is sponsoring a movement to put on a statewide outdoor poster campaign urging the people of Wisconsin to use more dairy products. While the expense for such a campaign will run into thousands of dollars, it is hoped that with the aid of the service clubs of the state, the project may be carried out.

A letter is being sent out to service clubs, associations of commerce, or interested persons, in every county seat of the state, the latter part of this week. This letter has already been presented to the local Kiwanis and Lions clubs, and has met with their whole-hearted approval. The letter is as follows:

As a service to yourselves, your community and your state, we make the following appeal to you for help.

We all realize, or at least should realize, that Wisconsin has been and still is the leading dairy state in the Union. We also know that to have prosperity in our state, the farmers must be prosperous.

In this period of depression we feel it is our duty to help not only the farmer but the entire state by an advertising plan as follows: To cover the entire state with 24 sheet outdoor posters with the following message,

**"Use More Dairy Products,  
Milk, Ice Cream, Butter  
and Cheese**

**Economical - Healthful - Nutritious  
"Help to Keep Wisconsin in the  
Lead"**

We further urge your organization or as individuals, to get your local merchants to do their bit by proper window displays and use cheese as specials; also get your local newspapers to co-operate with you in the way of telling your community of the necessity of dairy products from the standpoint of health and economy.

This plan has been started and it is up to you to help put it over. Your share for your country is..... Can you do the job? Please advise at once what you think of the plan and if you can go over the top. As soon as we have the assurance of each organization that they can put this over, we will make arrangements for the 24 sheet posters and advise you to go ahead to raise your share.

Very truly yours,  
Plymouth Association  
of Commerce.

The plan, as the letter explains, is to cover the state with a quarter showing of 24 sheet posters. This will mean that the entire state will be covered for at least a month, with 790 billboards and 26 illuminated billboards in use over this period. Many of them will probably carry over for a period of over a month.

The cost of the use of the billboards, according to M. O. R. Timms, secretary of the association of commerce, will amount to \$6,639. The best posters that money can buy will be obtained and these will cost \$1,600, making the total cost \$8,339.50, with incidentals.

This cost has been divided up among the counties of the state, according to the amount of billboard space available. Milwaukee county, due to the numerous boards and the fact that many of the more illuminated boards will be used, bears the largest expense, \$800, while Sawyer and Washburn counties are least, with \$10. The cost for Sheboygan county will be \$225.

The amount apportioned to each county of the state is as follows:

Adams, \$25; Ashland, \$50; Barron, \$125; Bayfield, \$35; Brown, \$150; Buffalo, \$60; Burnett, \$50; Calumet, \$75; Chippewa, \$90; Clark, \$150; Columbia, \$150; Crawford, \$50; Dane, \$390; Dodge, \$200; Door, \$40; Douglas, \$75; Dunn, \$100; Eau Claire, \$90; Florence, \$20; Fond du Lac, \$225; Grant, \$240; Green, \$100; Green Lake, \$50.

Iowa, \$125; Iron, \$60; Jackson, \$40; Jefferson, \$135; Juneau, \$60; Kenosha, \$275; Kewaunee, \$40; La Crosse, \$50; Lafayette, \$135; Langlade, \$25; Lincoln, \$25; Marathon, \$150; Manitowoc, \$260; Marinette, \$40; Marquette, \$40; Milwaukee, \$800; Monroe, \$75; Oconto, \$35; Oneida, \$50; Outagamie, \$200; Ozaukee, \$100; Pepin, \$40.

Pierce, \$90; Polk, \$90; Portage, \$140; Price, \$75; Racine, \$275; Richland, \$35; Rock, \$200; Rusk, \$80; St. Croix, \$250; Sauk, \$150; Sawyer, \$10; Shawano, \$60; Sheboygan, \$225; Taylor, \$60; Trempealeau, \$110; Vernon, \$100; Vilas, \$25; Walworth, \$200; Washington, \$110; Washburn, \$10; Waukesha, \$350; Waupaca, \$150; Waushara, \$60; Winnebago, \$280; and Wood, \$150.

To avoid confusion, but one organization in each county is being asked to solicit the quota for the entire county.

The plan was presented to both Lions and Kiwanis clubs of the city this week, and each found it worthy of commendation, as well as selecting delegates to serve on the finance committee. Response to the letters will be eagerly awaited, as is planned to have all posters up by September 1.—Plymouth Review.

## DES MOINES, IOWA.

During the past month we received at the association plant 2,797,702 pounds of milk, or 54.5 per cent of the total amount of milk received in the city, for which the association paid \$1.60 per hundred. The average price of butterfat for the month was 32.9 cents. The average test for the association was 3.6; the average price for all milk delivered through the association to the city of Des Moines was \$1.92 per hundred, based on 3.5 milk.

## TAKE CARE OF THE COWS.

Advising farmers to care for their cows with surplus running so high may seem queer.

Right now the surplus is not so high and unless considerable rain falls soon the feed that the cows can pick up will be very limited. The corn crop will not be heavy but small grains are threshing out pretty fair and perhaps it might pay better to feed some of this home grown grain now than next January.

Oats and barley are not so high and they are good cow feeds even though you may not get maximum production.

Many farmers are getting away from the idea of forcing a cow to the utmost. However, giving the cows plenty of roughage and some home grown grain is in order now.

## PRODUCERS' PICNIC.

(Continued from page 1)

with your fellow farmers and spend a day that will be an enjoyable one if you come and get into the spirit of the thing.

Fred Klussendorf is general chairman; A. C. Christman in charge of music; George Drought and Ed. Schmidt, games and contests; Wm. Kerler and Ed. Hartung, reception committee; John Davitz and M. O'Connell, grounds; John Wick and Charles Miller, ice cream and drinks; A. C. Kiekhaefer, lunch; C. Dineen, speakers.

Fernwood Station, East Troy or Burlington electric line right at the grounds.

**DOG DAYS WEATHER.**

After sweltering in one of the worst heat waves we have had in years, last night we heard the welcome patter of rain. It was heralded by much heat lightning and an occasional rumble of thunder. Not the hard electric storm we were expecting, however. But there was a good fall of rain. The good it will do to crops, can hardly be estimated. Corn was beginning to need the rain. With the light hay crop, which is about all in (that goes for the rest of us, too!)—that corn will be mighty essential for winter feed. It has been worked thoroughly. If nothing happens to upset its growth, it will fill the silo. But "dog days" weather can do lots of things. Farmers all know that. Weather can make or break us. That is the real "Joker" in farming. Not a darn thing we can do about it either. Just take what comes, and like it.—Peter Van Dingbuster.

**THE FARMER'S PROBLEM.**

History is red with the blood of the unorganized.—Carlyle.

One hundred and forty years ago the farmer was, as now, criticized for his extravagances. He was charged with scorning potatoes three times a day and indulging in the luxury of wheaten bread, and advised that bankruptcy faced those who wasted their substance on drinking tea!

The farmer's problem is brought about by the fact that too large a share of the wealth he produces goes out of the community. For nearly everything he purchases in the form of goods or services, he pays an excess charge over and above the actual cost of production in the form of an invisible tax called profits. The remedy lies in organizing to keep this surplus at home; putting democracy into business.—The Scoop Shovel.

Love of money is also the root of all industry.

**Where Accounts Are Welcomed**

A progressive bank—large enough to serve the largest—small enough to welcome those wishing to carry a small account, either checking or saving. Where you will feel at home among our officers and personnel, who are always at your service.

You are invited to join this happy family of depositors and clients.

**BADGER STATE BANK**

Fond du Lac and North Avenues at 21st Street

**WOMAN.**

(The Greatest of All Contradictions.)

She's afraid of a roach,  
She'll scream at a mouse,  
But she'll tackle a husband  
As big as a house.  
She'll tackle him for better  
She'll take him for worse,  
She'll split his head open  
And then be his nurse.  
And when he is well,  
And can get out of bed,  
She'll pick up a teapot  
To throw at his head.

She's faithful, keen-sighted,  
Loving and kind,  
She's crafty, she's witty,  
Deaf, dumb and blind.  
She'll lift a man up,  
She'll cast a man down,  
She'll crown him her king,  
She'll make him her clown.  
You fancy she's this,  
But find she is that,  
For she'll play like a kitten  
And bite like a cat.

In the morning she will,  
In the evening she won't,  
And you're always expecting  
She does—but she don't.  
She'll love you in truth  
And ignore your worse fib,  
And there you have WOMAN—  
MAN'S long lost rib.

Old Gentleman (in street car):  
"Has anyone here dropped a roll of bills with a rubber elastic around it?"

"Yes, I have," cried a dozen at once.

Old Gentleman (calmly): "Well, I've just picked up the elastic."

**WALKS IN LIFE.**

Patient: "Well, doc, you sure kept your promise when you said you'd have me walking again in a month."

The doctor (glowingly): "Well, well, that's fine."

Patient: "Yes, I had to sell my car when I got your bill."

Little Willie: "Yah, I saw you kiss my sister!"

Sister's Boy Friend (hurriedly):  
"Ah-er-here's a quarter."

Little Willie: "And here's ten cents in change. One price to all; that's the way I do business."

A teacher asked: "Can anyone tell me the meaning of the word 'collision'?"

No answer. The teacher explained: "When two things come together unexpectedly, that is a collision. Now can anyone give me an example?"

Little Jimmie: "Twins."

**The J-L Self-Stir**

is a new milk cooling and time saving device that agitates and stirs the milk in the can and keeps it cool and sweet.

Included with each machine are complete instructions showing proper watertank arrangement.

Milk tests, wherever used, prove its very high efficiency. The Self-



Stir is undoubtedly the best, the handiest and the most sanitary device known for cooling milk or cream quickly and eliminating animal heat and "off" odors. It soon pays for itself.

The J-L Self-Stir agitates and stirs the milk in the can and keeps it cool and sweet.

**Losse Motor Products  
Co.  
Hebron, Ill.**

**ASK TARIFF INVESTIGATION.**

Cheese is the only dairy product in the list of 22 commodities into the production cost of which the United States Tariff Commission is asked by Senate resolutions to make investigations. The dairy industry is interested, however, in the request submitted by Senator Sheppard of Texas, that the commission prepare and submit to Congress a detailed study of the costs of production and transportation to the principal consuming markets of the United States of the following commodities: Coconut oil and copra from the Philippines and other producing regions, palm oil, palm-kernel oil, whale oil, rape-seed oil, perilla oil, and sesame oil.

Herbert Hoover's long promised and much deferred industrial revival will have to be postponed again—this time more or less indefinitely. That is the sad news in *The Annalist*, financial weekly of the *New York Times*, whose sober analysis of industrial trends is in such marked contrast to the optimism of *The Times* itself.

The *Annalist* index for business activity for May "shows a new low since 1924; and the commodity price index a new low since 1916," the weekly announces. Business continues slackening and *The Annalist* sees little hope of a rise in September exceeding that of January, which was slight.

Cotton consumption, freight car loadings, electric power consumption and automobile production all slumped in May and evidently will continue downward for the slack summer months. Coal and textiles are reported as in a specially distressing condition. The depression will continue longer than in 1921, *The Annalist* believes.

**WHITEWASH NOW.**

Every year some farmers delay white washing their barns until cold weather sets in and then find it very difficult to do a good job, and many of the commercial sprayers do not care to go out in very cold weather and risk having their pump, tanks, and hose line frozen.

Plan on doing the work in time. Threshing will soon be all done and if the barn is whitewashed before silo filling and other Fall work starts, it's just one more job out of the way.

We notice that the fellows who have electric lights in their barns are the fellows who whistle while they milk.

**BUTTER PRODUCTION,  
OLEO SALES DOWN.**

The sale of oleomargarine dropped 3.27 per cent, from 168,273,685 pounds in the first six months in 1929 to 162,758,426 in the same period this year, according to a report by the bureau of internal revenue at Washington.

A decrease in butter production, compared with last year, is also reported by creamery associations.

Land O' Lakes Creameries, Inc., a Minnesota co-operative of which several Wisconsin creameries are members, marketed 1,887,438 pounds of butter the week of July 14 to 19, compared with 2,213,204 pounds in the corresponding week last year.

The American Association of Creamery Butter Manufacturers, which includes several large centralizers, report a drop in butter production of 19 per cent, 171 plants making 7,077,848 pounds the week of July 14-19, compared with 8,826,571 pounds the corresponding week last year.

Cashier: "There's lots of food for thought in this magazine story."

Canned Foods Clerk: "Full of meat, eh?"

"No, it's a serial."

**WANT DEPARTMENT**

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**COLLECTOR OF DEAD AND DISABLED HORSES AND CATTLE**—We pay from \$1 to \$3 for dead horses and cattle. Service seven days a week. Phone Thiensville 4313, Mike Sperber.

**FOR SALE**—Pure bred Holstein Bulls of serviceable age, from high producing dams. Wm. O'Leary, R. 1, Honey Creek, Wis.

**FOR SALE**—Registered Holstein bulls, sired by a show bull, King Plebe 38th, took first prize junior yearling at Iowa, Michigan, California, Central States and Ohio, also junior champion at Saskatoon, Canada. These bulls are out of good type producing dams, with a herd fat average of nearly 4 per cent in C. F. A. work. L. J. Hess, Box 89, R. F. D. No 1, South Milwaukee, Wis.

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

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Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
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Radios and Vacuum Cleaners

HALES CORNERS, WIS.

Be Sure to Ask For or Write to

**E. M. KELLS**

When in the Market for

Chris. Schroeder & Son Co.

First Mortgage Investments  
6½% Interest 6¼%

We Also Carry Insurance of All Kinds

86 E. Michigan Street  
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Phone Daly 1951

For the Best in  
Home Heating

Install a

**Droegkamp  
Furnace**

50 Years in  
Business....

**DROEGKAMP  
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950



**CONDENSERY PRICES FOR JUNE.**

The following tables gives the prices paid for milk at the plants listed; the prices stated are for milk delivered at the plant. Hauling charges which vary in different parts of the state must be deducted from these prices if prices for milk on the farms are desired. The stated price is given in the first column; the butterfat basis on which it is bought is given in the second column, and in the third column is given the price computed on a uniform test of 3.5 per cent. Some of the plants in the list are not strictly condenseries as they make a practice of bottling part or nearly all of their milk. Prices paid by such plants usually run higher than those paid by straight condenseries. Some plants pay a certain price the first half of the month and if different prices for the current month are not available, the prices for the preceding months are given.

Abbotsford	1.68	4.0	1.47
Allenton	1.84	4.0	1.61
Berlin	1.70	4.0	1.49
Burlington	1.75	4.0	1.50
Chilton	1.70	4.0	1.49
Columbus	1.45	3.5	1.45
Darien	1.55	3.5	1.55
Delavan	1.75	4.0	1.50
East Troy	1.55	3.5	1.55
Eden	1.80	4.0	1.575
Elkhorn	1.55	3.5	1.55
Footville	1.525	3.5	1.525
Fox Lake	1.50	3.5	1.50
Greenville	1.55	3.5	1.55
Hillsboro	1.75	4.0	1.53
Jefferson	1.50	3.5	1.50
Johnson Creek	1.50	3.5	1.50
Juneau	1.50	3.5	1.50
Lodi	1.75	4.0	1.53
Manawa	1.475	3.5	1.475
Manitowoc	1.68	4.0	1.47
Marinette	1.68	4.0	1.47
Markesan	1.50	3.5	1.50
Mayville	1.80	4.0	1.575
Menomonee	1.75	4.0	1.53
Merton	1.55	3.5	1.55
Monticello	1.525	3.5	1.525
New Glarus	1.55	3.5	1.55
New London	1.55	3.5	1.55
North Prairie	1.50	3.5	1.50
Oconomowoc	1.50	3.5	1.50
Orfordville	1.60	3.5	1.60
Osseo	1.54	3.5	1.54
Reedsburg	1.75	4.0	1.53
Richland Center	1.75	4.0	1.53
Sawyer	1.45	3.5	1.45
Sharon	1.55	3.5	1.55
Stoughton	1.50	3.5	1.50
Stratford	1.68	4.0	1.47
Sullivan	1.50	3.5	1.50
Valders	1.70	4.0	1.49
Vesper	1.68	4.0	1.47
Walworth	1.70	3.5	1.70
Watertown	1.45	3.5	1.45
Waupun	1.50	3.5	1.50
West Bend	1.80	4.0	1.575
Weyauwega	1.70	4.0	1.49
Whitewater	1.875	4.0	1.625
Winneconne	1.80	4.0	1.575
*Albany	1.675	3.5	1.675
*Belleville	1.675	3.5	1.675
*Bloomer	1.84	4.0	1.61
*Brooklyn	2.20	3.5	2.20
*Clinton	2.30	3.5	2.30
*Denmark	1.646	3.5	1.646

*Fond du Lac	1.6277	3.46	1.645
*Hartford	1.80	3.5	1.80
*Middleton	1.633	3.5	1.59
*Neillsville	1.59	3.5	1.59
*Racine	2.28	3.5	2.28
*Cashton	1.875	4.0	1.64
*Sparta	1.875	4.0	1.64
*Waukesha	1.625	3.5	1.625

**LOAN TO CHEESE FEDERATION.**

Milwaukee, Wis.—The major portion of a loan totaling about \$750,000 to the National Cheese Producers Federation, one of the largest cooperative marketing organizations in the middle west, was made through the Wisconsin Bankshares Corporation, according to Edward Bacon, vice-president and treasurer of the bank holding company.

The remainder comes from the Federal Farm Board. The funds, to be used largely in support of American cheese, will enable the federation to pay cheese makers in advance of sale of their cheese, which is to be stored until a more favorable market develops.

**WILL USE MORE BUTTER.**

Salem, Ill.—Director Rodney H. Brandon, of the state department of public welfare, has ordered a survey of all state institutions to determine the extent to which the consumption of dairy products, particularly butter, may be increased and the annual bill for butter substitutes diminished.

**HEAVY BUTTER DECREASES.**

Members of the American Association Creamery Butter Manufacturers report their make in pounds of butter for the week ending July 19:

The week	7,077,848
Last year	8,826,571
Previous week	7,788,842

Number of plants reporting...171  
Compared with last year, a decrease of 19.812 per cent; compared with previous week, a decrease of 9.128 per cent.

Report received from Land O' Lakes Creameries:

The week	1,887,438
Last year	2,213,204
Previous week	2,059,592

umber of plants reporting....352  
Compared with last year, a decrease of 14.719 per cent; compared with previous week, a decrease of 8.358 per cent.

"Late again, O'Malley!" roared the foreman. "How do you account for this persistent tardiness?"  
" 'Tis inherited, sir," answered O'Malley. "Me father was the late Michael O'Malley."

**NOTICE!**

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

Send for Circular.

**Do You Want to Sell Your Farm?**

Write to

**WM. STEWART**

Office of

**STEWART INVESTMENT CO.**

601-603 First Wis. Nat. Bank Bldg.

**MILWAUKEE**

**OUR APPETITE FOR ICE CREAM.**

America's appetite for ice cream, the dessert which Washington Irving described as a "rare frozen delicacy," has increased by a gallon and a half per person during the last decade, according to Nate Lowenstein, secretary of the Illinois Association of Ice Cream Manufacturers. Irving's first introduction to ice cream occurred at a dinner given in his honor by Dolly Madison at the White House. His enjoyment of this initial taste of ice cream caused him to write to his friends about this delicious frozen dainty. That Chicagoans are fond of ice cream is indicated by the annual consumption figures; they eat 14,000,000 gallons a year.

**NEW SUPPORTERS**

- J. C. Milham, Waukesha, Route 4.
- Harvey Connell, Waukesha, Route 1.
- Paul Hafemeister, Jackson, Wis.
- Clarence Winzenried, Waukesha, Route 6.
- C. A. Zimdars, Waukesha, Route 4.
- A. Abrahamson, Waukesha, R. 6, Box 147.
- Ted Rydmark, Waukesha, R. 6, B. 140.
- Erick W. Baermann, Sta. F, R. 12, B. 142, Milwaukee.
- Jac Schmid, Sta. F, R. 12, B. 71, Milwaukee.
- Fred Doornel, Sta. F, R. 12, Milwaukee.
- Henry F. Radschlag, Sta. F, R. 12, Milwaukee.
- Schultz Bros., Sta. F, Milwaukee.
- Theresa Dienbery, Menomonee Falls, Wis.
- Henry Centgraf, Menomonee Falls, R. 2.
- Arthur Rischman, Brookfield, R. 1.
- Eric Erickson, Waterford, R. 1.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 3

SEPTEMBER, 1930

Number 6

## September Fluid Milk \$2.85

After a prolonged discussion in this office on August 26, it was agreed that the fluid milk price for September be \$2.85. The dealers were present, the board of directors, and several visiting farmers.

The directors thought that a raise in price would be timely but the dealers argued that sales were very poor, about 12 per cent less than last year, and that production was slightly higher. It is quite evident that no new shippers are needed in this market and that those now in the market will be hurting themselves if more cows are added or if those now on the farms are forced for higher production.

There is nothing to indicate better industrial conditions and until those conditions improve the city man will not buy milk or anything else very freely.

Butter production has been lower this season than it was last year and as a result the average price for August of Chicago 92-score butter was three and one-half cents per pounds higher than in July but still four and one-half cents less than for August, 1929.

The manufactured or surplus milk price for August is \$1.53, or 20 cents higher than July.

Gridley Dairy Company reports fluid sales as 64.6 per cent of total purchases and will pay an average price of \$2.38.

Luick Dairy Company reports fluid sales as 65.5 per cent of total purchases and will pay an average price of \$2.39.

Layton Park Dairy Company reports fluid sales as 68 per cent of total purchases and will pay an average price of \$2.43.

Blochowiak Dairy Company report fluid sales as 85.15 per cent of total purchases and will pay an average price of \$2.65.

Sunshine Dairy Company will pay an average price of \$2.39.

## Campaign to Increase Milk Sales Creates Much Interest

An advertising campaign, sponsored by the Milwaukee Dairy Council, to increase the consumption of fluid milk, has received much comment, both from the producers and the general public. Practically all of Milwaukee's many newspapers and a large number of outdoor signs are being used in this campaign, which started August 25.

In planning the advertising, the first objective has been to get off the beaten paths followed by so many other attempts of a similar nature. Painted pictures and word pictures of rosy-cheeked children and contented babies have been used so much in milk advertising that by this time everybody is firmly convinced that youngsters should drink milk. In fact, so well have the adults been convinced, they have been almost led to believe that milk is a food meant exclusively for the kiddies.

With those facts in mind, the series of advertisements have been written to appeal mostly to adult minds. If the consumption of fluid milk was to be increased, grownups, it was decided, must be sold on the idea of using more milk, for most children drink their full quota, anyhow.

"Refuel with Milk" has been the general theme of the first series of



advertisements and outdoor posters. Milk is conceded to be a quick restorer of energy, as well as an ideal food, by all nutrition and medical authorities. This fact has been brought out in the ads in an attention-compelling manner.

The "Refuel" idea was both timely and logical. With aviation interest at its peak, and record-breaking flights constantly being completed, it was considered wise to connect the subject of milk with a topic so much in the public's mind. A drawing of the outdoor poster now on display throughout Milwaukee and suburbs is reproduced on this page. Even the airplane has brought forth comment, being an exact picture of the machine used by Lindbergh on his famous coast-to-coast cross-country flight.

The Milwaukee Co-operative Milk Producers intend to devote the entire campaign to advertising that will increase the consumption of fluid milk. No mention will be made of any other kind.

### SELLING MILK

In our campaign to increase the use of milk by the city people we ask for your kind assistance. You can give this by telling your friends that the milk delivered in the city by the dealers is pure, rich, and wholesome. That it is not skimmed or watered or changed in any way between the time it leaves your farm and is delivered at the customer's door except that it is pasteurized, which, of course, improves its keeping qualities. You will be telling your friends the truth, will be doing them a favor for if they consume more milk they will enjoy better

health. If they use more milk we will have less surplus and that means a higher average price. You can also tell them that in no city is good milk sold at so low a price as in Milwaukee.

If we spent one-half cent per hundred in an effort to induce people to use more milk we are very unwise if we do not, as individuals, advise people to use more of this very good milk which we produce.

Don't tell the city people that the dealers tamper with the milk. In the first place it's not true and in the second place it hurts your own business.

# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor  
1511 FOND DU LAC AVENUE

Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 3 SEPT., 1930 Number 6

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Wm. Kerler, Treasurer, R. 5, West Allis.  
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M. O'Connell, R. 1, Thiensville.  
John Wick, R. 2, Menomonee Falls.  
Fred Klussendorf, Pewaukee.  
Ed. Schmidt, R. 1, Box 53, Brookfield.  
Geo. W. Drought, R. 13, Caledonia.  
Chas. E. Miller, R. 1, Box 104, South  
Milwaukee.  
Arthur Christman, Menomonee Falls.

Entered as second-class matter at the  
Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

## THE STATE FAIR

We had a booth in the Dairy Building during State Fair week and were visited by many producers. The first poster in the new campaign to induce people to use more milk was shown and received favorable comment. This poster is now up on thirty-five billboards in Milwaukee.

The exhibits at the Fair, we are told by old timers, were above the average in quality.

We noticed a booth in one building in which various articles of wearing apparel were shown with the legend "made from flour sacks." We are of the opinion that wool, cotton, and other raw products which are used in manufacturing clothing are rather plentiful, in fact, a great surplus exists just as with other farm products.

Just why our extension workers think it necessary to teach our future farm women to make their clothing out of flour sacks is beyond our comprehension. Do they fear that conditions may become so bad that farmers who produce all the wool, cotton, etc., may not get enough to dress decently and must resort to flour sacks? We submit that making flour sack clothes might be nice pastime for the idle rich, as a fad, but the average farm woman hardly has time to indulge in such frivolous foolishness.

"One of our little pigs was sick, so I gave him some sugar."

"Sugar—what for?"

"For medicine, of course. Haven't you heard of sugar-cured hams?"

## ON KEEPING COWS

In a little talk at the Producers Picnic, John D. Jones, Jr. stated that in his opinion the farmer is going to produce most of the feed for his dairy herd right on his own farm.

The dairy farmer, Mr. Jones said, will regard the cow as an instrument to turn his crops into a marketable cash product and at the same time conserve the fertility of the farm.

The purchase of great amounts of high protein concentrates was not wise even though maximum production was achieved in that way, the speaker held.

New York—Prices of loose milk are breaking down in New York City with resultant losses to dairymen of the New York Milk Shed as a consequence of the battering investigation of Deputy Attorney General William B. Groat into the metropolitan milk trade.

Several years work by the reputable interests of the milk business to eliminate so-called "cut-throat" competitive methods in the loose milk trade, and to bring prices to a level that would provide farmers a fair return is being destroyed. The investigation is apparently proceeding on the assumption that a price of eight or nine cents a quart for loose milk to the consumer is a fair price. On this basis the return to the dairy farmer would be \$1.49 per 100 pounds of milk without any allowance for surplus.

An example of methods used by some distributors handling milk from unorganized producers was given by a dairy store proprietor testifying before Referee Charles C. Johnson. Samuel Volkman of Brooklyn testified that he had been furnished milk at \$2.40 a can, and every fifth week received his supply free. Other dairy store men have testified to buying milk at anywhere from \$3.20 per can up, when to bring the regular Class 1 price of \$3.37 per 100 pounds such milk should sell to these stores at \$4.40 per can.

On testimony of one dealer that his price had been lowered since the investigation started, and he handles one can of milk a day, scores of stores have demanded lower prices. As a result of this situation the whole price structure in the metropolitan area is being weakened and will cause heavy losses to farmers who have been appealed to for higher production to meet fall needs. The recent drought has added to production costs, yet it is not unlikely that selling prices may be forced down as a result of the metro-

## DRINK MILK, HELP CITY WIN CONTEST

If Milwaukee wants to repeat this year its winning of the national inter-chamber health contest, it will have to increase its score materially over last year's figures.

Dr. J. P. Koehler, in an article in the August bulletin of the city health department, says that cities which pressed Milwaukee closely last year are making special efforts to win first place this year. Among Milwaukee's deficiencies was the loss of three points for its low consumption of milk. Dr. Koehler points out that the easiest way to increase the city's chances of winning this year is to use more milk.

"Milwaukee is the metropolis of the greatest dairy state in the Union," says Dr. Koehler, "and if its citizens do not consume sufficient milk for health, how can we expect citizens of other states to have confidence in Wisconsin's dairy supplies?"

"The inter-chamber health contest this year may be won or lost by one or two points. Milwaukee can gain the three points it lost last year by having its citizens drink more milk. The standard requirement is one pint daily per person. Last year Milwaukee people averaged seven-tenths of a pint daily."

## FARMERS' ABILITY TO PAY MEET SUBJECT

### Country Life Conference Will Debate Problems of Agrestics

Discussion of the relationship between the farmer's ability to pay and his standards of living will be one of the highlights of the 13th annual conference of the American Country Life to be held here October 7 to 10, according to J. H. Kolb, chairman of the program committee.

C. E. Ladd, director of the extension at Cornell University, will lead the forum discussion on the topic, Mr. Kolb said.

In presenting this phase of the program, the conference leaders will divide the forum into four groups and illustrate each point by citing actual experiences taken from studies on farms in Iowa, South Dakota, Utah, Ohio, Illinois and Wisconsin.

The four ways by which the farmer's ability to pay will be linked up with his standards of living to be taken up by the various groups are: Organized agricultural program, more efficient management, group effort of organized farm labor.—Madison paper.

politan viewpoint that farmers should absorb losses.—Dairymen's League News, New York.

# Win With Milk

By John P. Koehler, M. D.  
Commissioner of Health

If Milwaukee wishes to repeat and again win the National Interchamber Health Conservation Contest this year, it will have to raise its score considerably over last year. This is due to the fact that some of the cities that were pressing Milwaukee very closely for first place in last year's contest, are making every effort possible to win first place this year.

In order to improve one's self it is essential primarily to know one's shortcomings. Milwaukee was marked down for many deficiencies but one of the most humiliating penalties was the loss of three points for a low consumption of milk. Milwaukee is the metropolis of the greatest dairy state in the Union and if its citizens do not consume sufficient milk for health, how can we expect citizens of other states to have confidence in Wisconsin's dairy products?

A considerable amount of weight is laid upon the consumption of milk in health contests because it is recognized by leading medical and health authorities that the consumption of a certain amount of milk is essential to community health. We all recognize that fresh air and plenty of sunshine are essential to good health, but up to the present time we have failed to lay sufficient emphasis on the relation of proper food to health. Milk has always been considered the ideal food and through a great deal of experimental and research work on both animals and human beings, it has been proven beyond all doubt, that milk contains health giving properties.

The Interchamber Health Contest for this year may be won or lost by one or two points. Milwaukee can gain the three points which it lost last year by having its citizens drink more milk. I do not know of any easier or any more healthful way of winning a contest than by drinking milk. The standard requirement is only one pint of milk per person daily. Last year the people of Milwaukee consumed only .7 of a pint per capita daily. It is difficult to explain why Milwaukee should fall down in the easiest part of the contest. It cannot be on account of the poor quality of Milwaukee's milk supply because Milwaukee has the best in the world, excepting none. Milwaukee's milk supply is produced and distributed according to all of the hygienic and sanitary methods known to science.

Neither can the low consumption be due to the high price of milk because Milwaukee always has had the lowest priced milk of any large city in the country. The price is even lower than it is in many smaller communities where the cost of production and distribution is much less. Milwaukee's milk supply is not only cheap in price compared to the price of milk in other cities, but it is also very cheap compared to the price of other foods. Next to water, it is by far the cheapest beverage on the market. When we take into consideration the amount of protein, fat, carbohydrates, calcium and also the number of calories and vitamins which it contains, it must be admitted that it is not only the cheapest beverage, but also the cheapest food obtainable.

Since Milwaukee's milk is both excellent in quality and cheap in price, there must be some other reason for its under-consumption. The other reason and no doubt the most important one is ignorance on the health value of milk. The Milwaukee Health Department is willing to assume a very large responsibility for this lack of knowledge and that is the reason for this article. We have not always boosted milk as we should have done, for fear of being suspected of having selfish motives. It might not be improper for me to confess at this time that I have no pecuniary interest in any dairy farm or dairy plant. I am not much concerned about the profits of the milk producers or milk distributors, but I am very much concerned about the health profits which the consumption of milk will produce.

Since we know that many of our aches, pains, ills and defects both mental and physical are due to food deficiencies, we can make no mistake by consuming more milk which has no deficiencies. Many individuals are suffering from a deficiency in calcium when a pint or quart of milk a day would prevent such deficiency. Many individuals abstain from milk due to the fear of overweight. Milk alone will never make any adult fat. Many times it can be used as a substitute for articles of food that are much more fattening than milk. In other words, milk consumption intelligently planned with other foods will not only do a great deal to keep people well, but

Combine Dairying with  
Melon, Vegetable and  
Berry Growing on this 120  
Acre General Purpose  
farm, near a city, carline,  
lake. \$3,500 down.

FREE FARM CIRCULARS

**ZANDER BROTHERS**

413 Juneau Avenue

Milwaukee : Wisconsin

**WILV**  
a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



**Universal**  
natural milker

can also be made to contribute a great deal toward normal weight.

A pint or a quart of milk a day will not only keep the doctor away, but will also bring the national health award again to Milwaukee.

**WIN WITH MILK!**—Bulletin of the Milwaukee Health Department.

### NOW, I'LL TELL YOU WHY SOME FOLKS THINK IT'S DRY.

Harry Fettro—"Water's so short up on the Ridge, Dan Riggs is plowin' with a team of circus camels."

H. L. Evans—"Over in Spring Valley the cows is givin' powdered milk—We don't milk 'em—we just shake 'em like a saltcellar."

E. C. Rector—"Well, it's purty dry up our way at Yellowbud,—the bass got to kickin' up so much dust we had to oil the beds of the streams!"—Ohio Co-op. Live Stock News.

The blow has fallen. The way the race has been acting, the return to tree-sitting was inevitable.

Anyway, the no-stocking fad does much to make the land hair-conscious.

### CO-OPERATIVE MARKETING OF FLUID MILK

According to Hutzler Metzger, agricultural economist, in a report of a survey of the milk industry, just issued by the U. S. Department of Agriculture, approximately 40 per cent, or \$325,000,000 worth of the milk sold in the United States in 1928 was marketed by fluid milk co-operative marketing associations.

Mr. Metzger says that the rapid growth of co-operative milk-marketing associations started in the World War period and that much of the time since 1920 has been spent in strengthening and perfecting the associations already organized. Of a total of more than 150 milk-marketing associations in the United States, 45 that are members of the National Co-operative Milk Producers Federation market approximately \$300,000,000 worth of milk a year.

Things even up. The longer congress works on a tariff bill, the less work there is left for the rest of us.

"You don't realize how valuable a wife is until she's gone," says Dorothy Dix. This is also true of spend-thrifts.

### CO-OPERATION

"If we are going to improve the economic status of agriculture, we have to find out what's wrong with it. Fundamentally there is no lack of intelligence in American farmers; sometimes I suspect they are too intelligent. They have developed the production end of their business to such a remarkable extent that they are producing in some lines far more than they can profitably sell; in other words their marketing organization is not as effective as their production machinery."

He continued to say that collective action by the farmers is the only answer to the question of improving farm marketing.

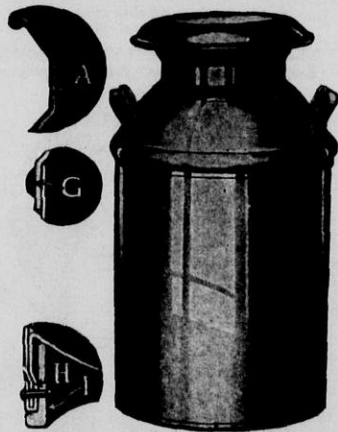
"This condition will never come," he emphasized, "as long as the individual farmer eagerly chases the buyer and takes what the buyer is pleased to give; it will come only when he sits back on the farm, waits for the buyer to come humbly and ask what the producer is charging. He must be able to wait."

Speaking of the wheat marketing problem, he stated that the exportation of wheat is a hopeless remedy because America is a country of high producing costs and high protecting tariffs.—From Address of Alexander Legge.

# Follansbee Forge Security Milk Cans

## Five Reasons Why Security Cans Cost Less

### CLEVELAND PATTERN



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

### FORGING ADDS STRENGTH

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

3—Sealed bottom prevents washing solution working in between side wall of body to set up corrosion.

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

5—Better Tinning—Breast, Cylinder, Bottom and Covers are hand tinned separately before assembling. No black surfaces between joints to rust out and far more sanitary.

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

## The Picnic

In our last issue we announced that a picnic would be held on August 16. We had a picnic on that day and from the four thousand or more people present we heard no complaints but much praise. People entered into the spirit of the occasion and had a good time according to their various moods and temperaments.

Some of the facilities were not as adequate as they might have been and some things did not work out quite as smoothly as we could wish them to but it was the committees' first experience in putting on so large an affair and another year, profiting by experience, we will be able to do much better.

To Ed. Schmidt and George Drought too much praise cannot be given for the very fine program of games and contests which they planned and pulled off with the aid of Mr. Drought's daughter and Mrs. Ed. Schmidt and two of her nieces.

All of the directors were very busy helping out where they were most needed.

Wm. Kerler received many compliments on the splendid natural grove which he placed at the disposal of the Producers free of charge together with twelve acres of parking space.

Mr. Christman and his community band from Menomonee Falls filled the air with music, playing many selections that the old timers as well as the younger ones thoroughly enjoyed.

Milk was served free to all who cared to drink it and everybody seemed to like milk that day.

Dr. John P. Koehler, Commissioner of Health of Milwaukee, gave a short and timely talk. John D. Jones Jr., himself a farmer and a producer of milk for the Racine market, was well received when he spoke for about five minutes.

In the drawing for the attendance prizes, Michael Wick of Fussville held the first ticket drawn and chose five dollars given by Mr. Mills, candidate for the office of sheriff in Milwaukee County. Arthur Wiesemann, Hales Corners, was next and chose a Pure Bred Holstein bull calf donated by the Secretary. George Lennartz of Germantown chose an electric clipping machine given by Andis Clipper Company, Racine, Wis. Ed. Lemke, Thiensville, selected a J-L Self-Stir Milk Cooler donated by Losse Motor Products Company, Hebron, Ill., Lloyd Bloor, Agent,

Okauchee, Wis. Robert Winkleman, Pewaukee, selected a trio of white leghorn chicks given by President Davitz. Willie Schmidt, Germantown, won an automobile battery given by Michael O'Connell. Willard Morris, Waukesha, a milk strainer given by Geuder, Paeschke & Frey. Mrs. Elmer Hartman, a milk strainer given by the Atlantic Stamping Company. Louis Roskopf, Menomonee Falls, got five pounds of butter given by Charles Miller. Viola Zimmermann, Templeton, five pounds of butter given by Charles Miller. Joseph Annen, West Allis, chose a bushel of smother auned barley given by A. C. Kieckhaefer as did Ed. Schrieber, Thiensville. M. Boelke, Rockfield, chose a white rock rooster donated by A. C. Kieckhaefer. Herbert Scholtz, Fredonia, an adjustable milking stool given by the Mitchell Manufacturing Company. Stanley Braun, Caledonia, a box of cigars given by John Wick. Mrs. Albert Mutz, Thiensville a milk stirring rod given by Geuder, Paeschke & Frey. Miss Kieckhaefer won a sack of Mormons mineral feed given by George Drought. Nels Narum, Waterford, also selected a sack of Mormons mineral feed given by Mr. Drought. Bernice Froemming, Menomonee Falls, won the Guernsey bull calf donated by the Association and purchased from Gussanna Farms, Thiensville, Wis. Wm. Sunderman, Hales Corners, a milk strainer given by Geuder, Paeschke, & Frey. Mr. Moritz Mueller, Waukesha, Route 4, a small top milk pail donated by John W. Ludwig. Paul Bartel of Jackson won a Security Milk Can given by Follansbee Forge Steel Company. Otto Holtz, Hales Corners, won the prize for the largest family present (eight children) at the time the award was made. We were told that there were larger families attending but they had either gone home or were scattered about the grounds. This prize was ten pounds of butter donated by Ed. Schmidt.

The tug of war between milk haulers and farmers was won by the farmers team. The haulers protested that it wasn't fair as the farmers only pulled them a distance of three city blocks on each of two trials.

Then came the beauties in bathing suits, shown to great advantage by our own Mr. Ziegfield, Arthur Christman. There were seven of them and we are told by Mr. Davitz, who frequents the beach at Lake DeNoon, and should know what he is talking about, that they were per-

fect specimens. The worthy judges. Wm. Kerler, Paul Bartel, and Henry Schultz, had a difficult task but finally decided on Lorena Wanschneider of Menomonee Falls; Irene Sternad of Hales Corners, and Mildred Duhnke of Waukesha in the order named. The prizes were a California bread case and cutting board donated by Ed. Hartung; a table scarf donated by Kahns, 1513 Fond du Lac Avenue, and one dollar in cash.

A large group of men came forward to claim the prize as the handsomest man. Our records do not show who was selected but have been told that Anton Frenz of Couberg was given a milking stool donated by the Mitchell Manufacturing Company.

Do farmers eat and drink at a picnic? Well, most of them brought their own lunch and with that got away with 1,400 half pints of milk, about 85 gallons of ice cream, 50 cases of soda water, 12 pounds of coffee, all the candy and cracker jack we had and probably would have used about 300 more bottles of milk if we had not run short at the noon hour and had to wait for a new supply.

A bridge on Kerler's private road that had stood up under a threshing outfit a few days previous gave way under the heavy traffic and had to be repaired.

The handsome young men giving out tickets at the gate were fieldmen Roy P. Knoll and Jos. Prinz, and the young lady and the young men in the ice cream booth were Miss Christine Birkholz, Joseph Schmit, Clarence Vocke, and Edwin Kroening of our office and laboratory force. Helping out in the ice cream and soft drink booth in addition to our directors were several of our members whom we drafted, among them Ed. Leonard and Arthur Marron.

The Wisconsin News and the Journal had photographers on the grounds taking pictures of the crowd throughout the day.

This picnic was not held for the purpose of making money nor with the idea of lecturing our members but rather to provide an occasion where farmer families could meet, leaving care and work behind them for a few hours.

Next year a bigger and better picnic, says our committee.

A critic says man is less subtle than woman. Indeed, yes. When he catches a fish, he doesn't act surprised.

## Serious Market Situation Develops

### Other Co-operatives Fight For This Market

(This article was clipped from the Twin City Milk Producers' Association bulletin and shows that other organizations besides ourselves have practically the same troubles.)

We hope every member of the organization will read this as it answers the questions which are coming to us from every direction. Please read every word.

Early this spring the price of milk was dropped from twelve to eleven cents in the Twin Cities, a drop of 46 cents per 100 pounds. The dealers' price dropped from an average \$2.75 last year to \$2.35, a drop of 40 cents per 100 pounds. At the same time a severe drop came in butter and cheese, which reduced the price received by farmers in cheese factories and creameries in the Twin City area to between \$1.30 to \$1.40 per 100 pounds for their milk hauled to country plants.

It must be kept in mind that the changed road conditions have brought at least ten times the milk necessary for the Twin City market into hauling distance of this market.

The low price received for butter and cheese made the farmers in these factories discontented and they at once tired to sell their products on the Twin City market as this looked much more attractive to them than making butter and cheese. They offered milk here at 25 to 30 cents per 100, delivered, under our price and at least a dozen creameries have succeeded in getting on this market with either cream or milk. The biggest increase in this respect has come from the Victoria Creamery, which is supplying a new company in Minneapolis, the Maple Leaf Creamery, with non-member milk and at a price considerably under our price.

We thus found ourselves charging our customers for May and June a price which put them at a disadvan-

tage as compared with the distress milk which was seeking this market. Whether we made a mistake by not meeting this competition and going lower in May and June is a question. At any event our members received a price which in comparison with that paid in neighboring territory was more out of line than has been the case for several years. As a result we have lost a small part of the Twin City business, furthermore, we have been warned by many creameries who want to be friendly that if the price we paid our members continued to be so much more than they could pay that they would be forced to compete with us in the Twin Cities.

Many of our members wonder why we did not force a raise in price to the dealers on August 1 because of the severe drop in production. They forget that there has been no substantial raise in either butter or cheese at this time and that all of the factories around the cities are still depending on these products. It has been necessary for us to buy some outside milk to supply the market and we have found factories very willing to supply us even for the short period at prices which will not lose us any money on what we are receiving.

There are over 2,000 cheese factories in Wisconsin, many of them within 50 miles of the Twin Cities, and there are 600 creameries in Minnesota and all of these are still receiving low prices for their dairy products. For us to try in the face of present road conditions to maintain an arbitrary price higher than the law of supply and demand, quality considered, warrants, would be disastrous. The only possible result would be that some one else will be selling the milk for market purposes

and we will be left to manufacture our milk into the less profitable products.

Many members do not understand why the milk price in the cities has not gone lower. As pointed out above all of the decrease has been passed on to the consumers but the dealers have not cut their margin. Only about half of the milk sold in the Twin Cities brings the published retail price, the other half being sold to stores, restaurants, hotels, hospitals and other wholesale buyers.

The retail price of 11 cents which prevails in the Twin Cities is as low

(Continued on page 7)

## The J-L Self-Stir

is a new milk cooling and time saving device that agitates and stirs the milk in the can and keeps it cool and sweet.

Included with each machine are complete instructions showing proper watertank arrangement.

Milk tests, wherever used, prove its very high efficiency. The Self-



Stir is undoubtedly the best, the handiest and the most sanitary device known for cooling milk or cream quickly and eliminating animal heat and "off" odors. It soon pays for itself.

The J-L Self-Stir agitates and stirs the milk in the can and keeps it cool and sweet.

The J-L Self-Stir is just as useful to the producers in winter as in the hot summer days.

Manufactured by

**Losse Motor Products  
Co.**  
Hebron, Ill.

Lloyd W. Bloor  
State Distributor,  
Okauchee, Wis.

## Where Accounts Are Welcomed

A progressive bank—large enough to serve the largest—small enough to welcome those wishing to carry a small account, either checking or saving. Where you will feel at home among our officers and personnel, who are always at your service.

You are invited to join this happy family of depositors and clients.

**BADGER STATE BANK**

Fond du Lac and North Avenues at 21st Street

## MEDIATORS MEET OVER MILK STRIKE

### Armed Neutrality Exists After Battles in Kansas City

Kansas City—Armed neutrality existed today between producers and distributors as mediators met to settle a milk strike controversy that had lasted five days.

Seeking to prevent recurrence of activities last Sunday, when three trucks were fired upon and 890 gallons of milk dumped on the highway, armed representatives of pasteurizing plants accompanied trucks carrying milk from independent producers.

The strike began when 1,500 farmers of the Pure Milk Producers Association refused to deliver milk to the pasteurizing plants. The distributors, who contend they have no difficulty obtaining sufficient milk from independents, have refused to recognize the producers association, but agreed to arbitrate the prices, one of the main points of controversy.

Contending that the drought has made operating expenses so high they could not realize a profit from the \$2.65 per cwt. paid them, the farmers struck for higher prices.

The dairymen also demand that distributors buy all their milk from association members, deduct 5 cents per cwt. to remit to the association as dues and submit all controversy to a conference.

### SMALL BUSINESS WILL SURVIVE CHAINS AND MERGERS

According to the Department of Commerce, as expressed in a recent bulletin, recent tendencies toward mergers and the growth of the chain store will not lead to the eventual elimination of the small manufacturer or independent merchant.

"The resourcefulness and freedom of action of the individual will always go far," it states, "toward offsetting the advantages of large-scale operations of the more complicated organizations.

"In the last analysis the independent merchant will maintain his place in proportion to the efficiency with which he performs his functions and renders a real service to the community."

It is pointed out that the lack of fitness or training will be the principal obstacles to meeting the merger and chain competition, but, "where success depends mainly on taking advantage of changing trade opportunities, close, watchful contact with market conditions, and expert personal superintendence of operations, the small operator has many advantages over the large establishment."—Exchange.

## DAIRY COUNCIL BULLETINS

Keeping the dairy industry informed of the important developments in the dairy world is the aim of "Selling Dairy Products," a new monthly bulletin issued by the National Dairy Council, 221 N. La Salle Street, Chicago, Ill.

"What is the National Dairy Council?" is the title of a new leaflet telling What, When, Why, How, Where and Who concerning the National Dairy Council.

If you want to know more about the Council and the excellent work it is doing, write them for a copy of the bulletin and leaflet.

## SERIOUS MARKET SITUATION DEVELOPS

(Continued from page 6)

or lower than the price in any city of the United States of similar size and the margin our dealers have between producer and consumer also is as low as anywhere in the nation.

If the Twin City dealers had been forced to reduce the price of milk another one cent a quart or 46 cents per 100 pounds, they undoubtedly could have forced us in turn to take some cut from our already low price. Contracts have been made with employees at present wages until May, 1931, so that any reduction in retail costs would have to come out of the farmers' price for milk.

We have been embarrassed by members who have written direct to various Twin City newspapers trying to force the retail price down. In very few cases have these members come to our office to learn the true situation and especially what such a drop would cost the farmers in this district.

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**FARM WIVES**—I want to buy some home made jams, jellies or preserves, berries or fruit. Write, telling what you have, size, quantity and cost. Address: Box MX, Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee, Wis.

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

## JOHN W. LUDWIG

Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners  
HALES CORNERS, WIS.

Be Sure to Ask For or Write to

## E. M. KELLS

When in the Market for

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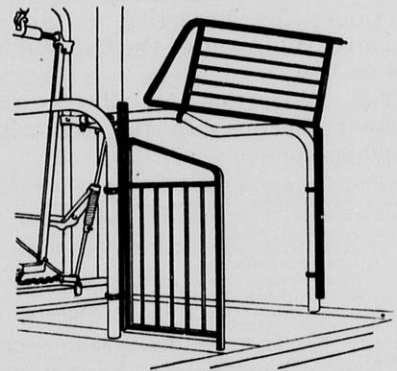
First Mortgage Investments  
6½% Interest 6½%

We Also Carry Insurance of All Kinds

86 E. Michigan Street  
MILWAUKEE

Phone Daly 1951

## SAFETY GATE



### Protects Cows Against Injured Udders

A dairy cow loses more than half her value when she loses a quarter. Protect her against injury with the Safety Gate. Safety Gate is a vital part of your dairy equipment. Made of long-wearing metal and protected against rust. Easy to install and simple to operate. Order one for each of your stalls today.

Agents Wanted

Donahue Manufacturing Co.

705 Broadway

MILWAUKEE

WISCONSIN



## CO-OPERATIVE MILK PRODUCERS MEET IN NOVEMBER

Washington, D. C.—Representatives of 317,000 farmers who belong to dairy co-operatives will meet in Des Moines, Ia., November 6, 7 and 8 for the fourteenth annual convention of The National Co-operative Milk Producers' Federation. These farmers are marketing annually nearly \$340,000,000 of dairy products through 49 groups that are joined in the national federation. They are located in almost every county of the commercial dairy belt from New England across the continent to the Pacific Coast.

"About 800 delegates are expected to attend the meetings," said Secretary Charles W. Holman, in announcing the dates. "The program will include addresses by national authorities and discussions of some of the pressing problems which are confronting the industry. There will also be sectional meetings of interest to the respective commodity divisions of the Federation and to various types of technical experts employed by the member organizations.

"The National Co-operative Milk Producers' Federation is the oldest and largest trade association of co-operatives in the United States. It was formed in 1916 by eight fluid milk and cream marketing associations. The Des Moines Co-operative Dairy Marketing Association will entertain the visiting delegates. Headquarters will be at the Hotel Savery. The program also will include opportunity for inspection of the efficiently run plant of the Des Moines association."

The Federation includes in its present membership the following organizations:

Berrien County Milk Producers' Association of Benton Harbor, Mich.  
 California Milk Producers' Association of Los Angeles, Calif.  
 Cedar Rapids Co-operative Dairy Company of Cedar Rapids, Ia.  
 Challenge Cream and Butter Association of Los Angeles, Calif.  
 Champaign County Milk Producers of Champaign, Ill.  
 Chicago Equity-Union Exchange of Chicago, Ill.  
 Connecticut Milk Producers' Association of Hartford, Conn.  
 Co-operative Pure Milk Association of Cincinnati of Cincinnati, O.  
 Coos Bay Mutual Creamery Co. of Marshfield, Ore.  
 Dairymen's Co-operative Sales Co. of Pittsburgh, Pa.  
 Dairymen's League Co-operative Association, Inc. of New York, N. Y.  
 Des Moines Co-operative Dairy Marketing Association of Des Moines, Ia.  
 Dubuque Co-operative Dairy Marketing Association, Inc. of Dubuque, Ia.  
 Farmers' Milk Producers' Association of Richmond, Va.  
 Grays Harbor Dairymen's Association of Satsop, Wash.  
 Illinois Milk Producers' Association of Peoria, Ill.  
 Indiana Dairy Marketing Association of Muncie, Ind.  
 Inland Empire Dairy Producers' Association of Spokane, Wash.  
 Inter-State Milk Producers' Association, Inc., of Philadelphia, Pa.  
 Iowa Co-operative Creamery Secretaries' and Managers' Association of Waterloo, Ia.

Land O' Lakes Creameries, Inc., of Minneapolis, Minn.  
 Lewis-Pacific Dairymen's Association of Chehalis, Wash.  
 Lower Columbia Co-operative Dairy Association of Astoria, Ore.  
 McLean County Milk Producers' Association of Bloomington, Ill.  
 Maryland and Virginia Milk Producers' Association of Washington, D. C.  
 Maryland State Dairymen's Association of Baltimore, Md.  
 Miami Valley Co-operative Milk Producers' Association of Dayton, O.  
 Michigan Milk Producers' Association of Detroit, Mich.  
 Milk Producers' Association of San Diego County of San Diego, Calif.  
 Milk Producers' Association of Summit County and Vicinity of Akron, O.  
 Milwaukee Co-operative Milk Producers of Milwaukee, Wis.  
 National Cheese Producers' Federation of Plymouth, Wis.  
 New England Milk Producers' Association of Boston, Mass.  
 Northwestern Co-operative Sales Company of Wauson, O.  
 Ohio Farmers' Co-operative Milk Association of Cleveland, O.  
 Pure Milk Association of Chicago, Ill.  
 Scioto Valley Co-operative Milk Producers' Association of Columbus, O.  
 Seattle Milk Shippers' Association of Seattle, Wash.  
 Shelby County Milk Producers Association of Memphis, Tenn.  
 Skagis County Dairymen's Association of Burlington, Wash.  
 Snohomish County Dairymen's Association of Everett, Wash.  
 Stark County Milk Producers' Association of Canton, O.  
 Tillamook County Creamery Association of Tillamook, Ore.  
 Tulsa Milk Producers' Co-operative Association of Tulsa, Okla.  
 Twin City Milk Producers' Association of St. Paul, Minn.  
 Twin Ports Co-operative Dairy Association of Superior, Wis.  
 Valley of Virginia Co-operative Milk Producers' Association of Harrisonburg, Va.  
 Whatcom County Dairymen's Association of Bellingham, Wash.  
 Yakima Dairymen's Association of Yakima, Wash.

"Free of vermin, roomy, light, unfurnished," says a want ad. Evidently just a typical head.

The simple life is much like economy. It's a lot of fun if you know you can quit when you get tired of it.

A curious little boy was watching a car being loaded at the station, and later inquired: "Why do they call it a shipment when it goes in a car and a cargo when it goes in a ship?"

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

6% Interest 6%

Send for Circular.

Do You Want to Sell Your Farm?

Write to

WM. STEWART

Office of

STEWART INVESTMENT CO.

601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE

## Waukesha Dairy Cow Sale

Monday, Sept. 15, 1930

125 Fresh & Springing Cows

Holsteins and Guernseys

15 Purebred Bulls

TB and blood tested

"The Greatest Opportunity of the year to buy Choice Dairy Cows." Offerings include the cow "May" who produced over 600 lbs. fat last in C. T. A. and has produced a profit above feed cost of over \$300 for each of the past two years.

A 4 year old daughter of the Grand Champion Grade Cow at the National Dairy 1929.

Sale starts at 10 A. M. in Sale Pavilion Waukesha. Come and see. Don't miss this sale. Auctioneers Haeger and Benjamin.

Write for information to

Arthur Bennett or W. L. Baird  
 Phone 761W  
 Box 177, Waukesha, Wis.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

OCTOBER, 1930

Number 7

## Price Conference

Fluid milk remains at \$2.85 as a result of the price conference held on September 26.

There was considerable argument for a higher price but the dealers stood out against a raise, contending that a higher price would make this market too attractive to outside farmers and new dealers, which would have the effect of raising the surplus.

Sales for September were somewhat better, the dealers reported, but the supply of milk was also greater resulting in only a slightly lower surplus than in August.

Manufactured price for September was \$1.55.

Blochowiak Dairy Company reports fluid sales as 81.99% of the total milk purchased and will pay \$2.61.

Layton Park Dairy Company reports fluid milk sales as 65.35% of the total milk purchased and will pay \$2.40.

Gridley Dairy Company reports fluid sales as 66.45% of the total milk purchased and will pay \$2.41.

Luick Dairy Company reports fluid sales as 68.5% of the total milk purchased and will pay \$2.44.

Sunshine Dairy Company will pay \$2.43.

## Good Raw Product Essential

The Land O' Lakes creameries are advertising their Land O' Lakes butter in a national way, starting with an ad in the October issue of "Good Housekeeping."

In telling about this venture in the Land O' Lakes News, the big butter co-op. also pleads with its patrons to deliver only pure sweet cream in order that the very best butter may be made.

The following paragraph is taken from the "News":

"The situation that confronts us today in the butter industry is not an over-production but rather an under-consumption and the under-consumption of butter can be laid right at the door of the man that produces poor quality of cream to be delivered to Land O' Lakes Creameries, or any other creamery. Consumers will use much less poor butter than they will good butter. The support of our national advertising program and the supplying of our markets with this high quality butter is not only the responsibility of the officers and operators of our co-operative creameries but it is the duty and responsibility of the cream patrons to a greater extent than the creamery management.

"It can happen that an operator will make poor butter out of good cream, but it is certainly impossible for him to make good butter out of poor cream. Every patron should give his operator the assistance that he is entitled to.

"Don't kick because the operator grades your cream as second grade, as we are sure there isn't an operator in a single creamery who would not rather give you first grade than second. He has been educated to detect in cream the qualities that will not produce high quality sweet cream butter.

"Don't growl at the operator when he advises you as to how to take care of your cream. He isn't to blame if you deliver off-flavor and sour cream and he is your best friend when he intelligently grades your cream so as to encourage the production of cream that will meet the standard of your own brand that is now being advertised in a national

(Continued on page 4)

## CLEAN MILK

The long continued drought which was broken by the rain of September 25, is probably one reason why considerable sediment was found in milk shipped to Milwaukee during September. Dust collected in the hair of the cows and found its way into the milk and it is reasonable to expect that the high winds blew considerable of this fine dust into cans and pails after they had been washed and placed on racks.

If the weather continues dry the effect of the late rain will soon disappear and much dust will be in the air and be blown into every crack and crevice.

More care will have to be taken under such circumstances in order to keep milk clean.

## MANY FARMERS SHORT OF WATER

Lack of rain throughout the year has brought about a shortage of water on many farms. Difficulty in cooling milk where water is scarce has been experienced. With cool weather it will be much easier to cool milk but the only way to be sure that it is below 60 degrees is to use a good thermometer. Milk will not cool very fast on the way to town unless the weather is very cold and in the insulated truck little change in temperature will take place even in cold weather.

## BUTTER

Butter prices for September averaged .38166, the highest of any month in 1930, but at that it was over six and one-half cents per pound under September, 1929. The high day was September 30, when Chicago 92 score went to 39 cents but dropped on October 1 to 38½ cents.

Storage figures show over nine million pounds less than last year, due to lower production.

Except in the sections where hay and corn failed on account of the drought production will probably increase as feed prices are lower than last year.

## OUR ADVERTISERS

The firms who advertise with us are helping to pay for printing this paper and we suggest that you patronize them if in need of anything advertised herein.

## USE MILWAUKEE-MADE GOODS

If the people living in Milwaukee have plenty of work their buying power will be high, and as a result we will sell more bottled milk, to say nothing of eggs, fruit and vegetables.

It's good business for us to buy Milwaukee-made goods and increase the buying power of our customers.

# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1511 FOND DU LAC AVENUE

Phone KIib. 2050 MILWAUKEE, WIS.

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Entered as second-class matter at the Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

## MILK AS HEALTH INSURANCE

Reading that Thomas A. Edison ascribes his long life to a liberal consumption of milk, an octogenarian in an eastern state writes to his favorite newspaper to boast that he never drinks milk, yet he is just as old as Mr. Edison and enjoys "the best of health, excepting an attack of neuritis."

Unless this old timer is one of those rare folks with whom an inability to drink milk is an idiosyncrasy, he could do worse than to begin now to put this delicious natural beverage on his menu. Then he might be able to leave the neuritis exception clear out of his boast of good health.

For medical science lately has been learning that a milk deficiency is a causative factor in those vague pains that attack nerves and joints. Indeed, the protective diets now prescribed as safeguards against rheumatism, neuritis and the degenerative diseases of middle age and after, include liberal helpings of milk, as well as of such milk products as butter and cheese.

The average adult, the country over, does not drink half the milk his body needs. The old idea that milk, in the case of adults, was something to be fed only to the sick—that it should be used chiefly as a temporary substitute for more solid foods by those with ailing innards—has been pushed into the background. Milk contains elements that prevent decay of the teeth, of the bones, and

the vital organs. Men and women should drink milk liberally, not merely to tide them over sick spells, but to avoid sick spells.—Editorial from the Minneapolis Journal.

## BIG COWS PAY

There can be no quarrel with the statement, "within the breed the big cow wins," and this then brings up the question, "What makes big cows?"

The big cow usually is the result of good health and a strong constitution, and the way to bring that about is to keep the calf fat and growing; to keep the heifer fat and growing. Plenty of good feed and shelter will start the calf and the heifer with a constitution and a frame that will enable them to eat and digest and to perform the service of giving milk in later years, and pay generous returns on the earlier care they have received.

## FARM PRICE INDEX ADVANCES THREE POINTS

Washington, Oct. 1 — (Special)—The general level of farm prices advanced three points from the low level reached on Aug. 15 and on Sept. 15 was 111 per cent of the pre-war level, the department of agriculture stated Wednesday. At 111, however, the index was 30 points below Sept. 15, 1929, and at the lowest level since 1915. Farm price movement from Aug. 15 to Sept. 15 showed advances for practically all commodities except cotton, cottonseed, wheat, flaxseed, apples, lambs and horses.

## NEW HORSE, CATTLE FIRM FORMED HERE

Corporation papers have been received by the Milwaukee Horse and Cow Commission company, which will buy and sell horses and cows at private and public sales, it was announced Wednesday. Capital consists of \$25,000, or 250 shares of common stock at \$100 each.

The new firm has leased stables at the State Fair grounds, West Allis, and will carry a stock of about 200 horses and 150 cows. The organization brings together two of the oldest livestock dealers in the city, the Max Weisfeldt company and the Becker Horse Sales company.

Officers of the concern are: President, Max Weisfeldt; vice-president, Albert Becker, and secretary-treasurer, Sam Weisfeldt.

## WHITEWASH

The time when all herds will have to be permanently stabled is not far off.

If the stable has not been white-washed this year, it's high time to get at it.

In the rush of Fall work we are apt to put off doing things of that nature until the outdoor work is done. By that time the weather may make the cows very uncomfortable if they must stay outside for the greater part of the day while white-washing is being done.

Do it now!

## SELLING

The papers report that Dr. Dorrance, founder and head of the Campbell Soup Company, died recently and left an estate of one hundred million dollars, all made during the life of one man.

It seems that most anyone could make soup and we are of the opinion that knowing how to make it economically and, more important, knowing how to advertise and sell it must be what built this almost fabulous fortune from soup.

## MID-WEST HERDS SWEEP EAST

That the Holstein herds of the middle West are good and are likely to take most of the awards at the national Holstein show in connection with the National Dairy Exposition in October is indicated by the results of the Eastern States Exposition, held at Springfield, Mass., Sept. 14 to 20, when mid-Western herds took 41 per cent of all of the Holstein awards, including all but four of the first places. New England herds took 45 awards, including one first, and New York and the middle Atlantic herds took the remaining 39 places, including three firsts. This was one of the best shows to be held in years and class was apparent throughout in most of the 250 Holsteins that entered the ring.

Senior and grand champion female was won by Dunloggin Farms of Ellicott City, Md., with Bloodwood Johanna Jewel, a mature Holstein, now owned in the East but bred by Ike Blood of Mukwonago, Wis.

Senior and grand champion Holstein bull was won by Elmwood Farms of Deerfield, Ill., with Sir Fobes Ormsby Hengerveld, for the past four years grand champion Holstein bull at the National Dairy Show, bred in Wisconsin and formerly owned by H. W. Halbach of Wat-erford, Wis.

## Annual Meeting

Washington, D. C., Oct. 5.—Relations of the great dairy distributing concerns to the co-operatives, and problems connected with stabilization of dairy markets will feature the fourteenth annual meeting of the National Co-operative Milk Producers' Federation in Des Moines, Ia., November 6, 7 and 8.

The program, which was made public tonight in incomplete form, carries the names of A. W. Milburn of New York City, president of the Borden Company; T. H. McInnerney of New York City, president of the National Dairy Products Corporation, and Harry Hartke of Covington, Ky., president of the National Co-operative Milk Producers' Federation, as the speakers who will discuss the relations of the distributors to the dairy co-operatives. The two first named speakers are the heads respectively of the two largest dairy manufacturing and distributing organizations in the United States. These organizations have expanded rapidly during the past few years, absorbing many independent manufacturing and distributing concerns. Mr. Hartke as president of the producers federation, representing fifty groups covering a territory from coast to coast and marketing the milk products of approximately 340,000 farm families, will speak for the co-operatives. The object of this session is to promote a friendlier feeling within the dairy industry and to enable the spokesmen of the three great groups to express the policies of their respective organizations. This session will take place on the morning of November 8.

The entire day of November 7 will be devoted to a discussion of the various aspects of the problem of stabilization of dairy markets. The morning session will feature the relationship of production control to stabilization. Prof. Fred F. Linger of Pennsylvania State College will discuss production control as it applies to milk and cream and Tom G. Stitts of the Federal Farm Board, Washington, D. C., will handle the same question in relation to butter, cheese and other manufactured dairy products.

In the afternoon of November 7 the convention will take up the relationship of market control to stabilization. Commodity aspects of the problem will be treated by veteran co-operative leaders. Milk and cream markets will be discussed by I. W. Heaps of Baltimore, Md., secretary-treasurer of the Maryland State Dairymen's Association; butter by

John Brandt of Minneapolis, Minn., president of the Land O' Lakes Creameries, Inc., and cheese by F. A. Cornica of Plymouth, Wis., general manager of the National Cheese Producers' Federation.

For November 6 three interesting special conferences are scheduled on problems connected with (1) trucking of milk, (2) membership relations and (3) publicity.

The conference on milk trucking will be led by C. E. Hough of Hartford, Conn., general manager of the Connecticut Milk Producers' Association. These subjects have been assigned: The Influence of the Tank Truck, B. F. Beach, Detroit, Mich., secretary of the Michigan Milk Producers' Association; Trucking Charges and Methods of Contracting with Truckers, H. R. Leonard, St. Paul, Minn., general manager of the Twin City Milk Producers' Association; The Extent to Which an Association Should Control Trucking, a representative of the Dairymen's Co-operative Sales Company of Pittsburgh, Pa.; Truckers' Organizations, D. N. Geyer, Chicago, general manager the Pure Milk Association of that city. This conference will also deal with public utility phases of the trucking problem.

Henry H. Rathbun of the executive committee of the Dairymen's League Co-operative Association, Inc., New York City, will lead the conference on Membership Relations and Education. This conference will occupy the morning hours of November 6. These subjects have been assigned: Flexibility of Organization, A. J. McGuire, Minneapolis, Minn., general manager, Land O' Lakes Creameries, Inc.; Co-ordination of Agricultural Agencies, F. C. Warren of Boston, Mass., assistant manager, the New England Milk Producers' Association; Training Schools for Co-operatives, Henry H. Rathbun; Preparing Programs for Local Meetings, I. Ralph Zollers, Philadelphia, Pa., secretary, the Inter-State Milk Producers' Association; Contacts With Members and the Public, A. M. Krahl, Chicago, Ill., publicity director, the Pure Milk Association.

The conference on publicity problems will be led by Charles W. Holman of Washington, D. C., secretary of the National Co-operative Milk Producers' Federation and the American Institute of Co-operation. It will be held in the afternoon of the sixth. These subjects have been assigned: How to Use the Radio, W. I. Griffith, Ames, Ia., director of

Combine Dairying with Melon, Vegetable and Berry Growing on this 120 Acre General Purpose farm, near a city, carline, lake. \$3,500 down.

FREE FARM CIRCULARS

**ZANDER BROTHERS**

413 Juneau Avenue

Milwaukee : Wisconsin

**UNIVERSAL**  
a low vacuum



**THE suction of a milking machine is determined by the amount of its vacuum.**

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



**Universal**  
natural milker

Station WOI, Iowa State College; How to Prepare Copy for Different Types of Publications, F. W. Beckman, St. Paul, Minn., managing editor of the Farmer's Wife, and former publicity director of the Iowa State Agricultural College; How to Run an Association Official Organ, by a noted authority.

Other features of the convention will be a dinner and entertainment on the night of November 7. The convention headquarters will be the Hotel Savery, Des Moines.

The afternoon of November 8 has been reserved for the annual business meeting of the delegates who will elect a board of directors. The directors elect the officers of the federation.

### TRADING IN BUTTER FUTURES AT RECORD

Chicago—A record for volume of trading in butter futures during September was established on the Chicago Mercantile exchange. There were 3,881 cars sold, a total of 74,515,200 pounds, valued at \$29,017,560. Egg trading was considerably greater than during the summer months, 3,367 cars, or 40,404,000 dozen, being traded in. The value was \$10,240,800.

### FEDERATION IS MADE BY MEN IN RANKS, OFFICERS SHOW

That men in the ranks, and not officers, make up the National Cheese Producers' Federation was stressed by F. A. Corniea and William Hutter in addresses given before a meeting of the federation held August 19 at Monroe, Wis.

Turner Hall, where the meeting was held, was packed with cheesemakers and farmers who gathered to hear the discussion of the Swiss cheese situation by officers and directors of the federation. Representing the official department of the federation were F. A. Corniea, general manager; William Hutter, vice-president; Emerson Ela, counsel; and B. E. Billington, field representative. Henry Knipfel and Charles Hill represented the state department of agriculture and markets. Talks were given revealing all information concerning the federation and general conditions of the Swiss cheese industry.

"Fifty years of happy married life; how have you managed it?"

"Well, for one thing, son, I've always admitted I was wrong."—Wall Street Journal.

### GOOD RAW PRODUCT ESSENTIAL

(Continued from page 1)

way for the first time in the history of any farmer-owned butter manufacturing and distributing organization."

If the delivery of good cream will increase the use of butter, it's logical to presume that furnishing good milk to a city market will increase the sales of bottled milk. Almost all of our members are sending in good milk but there are a few shippers to this market who could use better methods. When surplus milk cuts down our average price it is up to all of us to try to increase the sale of bottled milk, and one way to do it is by always sending in good milk, properly cooled, in clean cans without open seams or corroded spots.

### LOCKING UP THE MATCHES

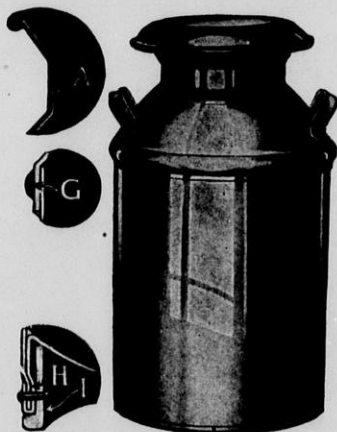
"I never could understand why a fellow should not be allowed to have more than one wife."

"Well, after you are married you'll realize that the law protects those who are incapable of protecting themselves."—Pathfinder.

# Follansbee Forge Milk Cans

## Important Details of Construction

### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# Why Milk Tests Vary

Oftentimes the question arises as to why there may be a variation in milk tests. Some reasons for such variations are given in a circular prepared by G. Malcolm Trout, Michigan State College, as follows:

1. The breed. We expect Jerseys and Guernseys to test higher than Holsteins.

2. Individuality of animals. Milk from individual cows within a breed varies more in its fat percentage than the average milk from the different breeds. A large number of high or low testing cows in a herd will affect the average test.

3. Condition of cow at time of calving. The fatter the cow at time of calving, the richer will be the milk for a short time. Excess body fat will be milked off.

4. Stage of lactation. May make a variation of one-tenth to more that a whole per cent. The test is apt to be lower at the middle period than at the beginning or end of lactation.

5. Season of year. Warm weather tends to lower the test.

6. Completeness of milking. The strippings contains a high percentage of fat and exert a marked influence upon the fat test of the entire milking.

7. Manner of milking. Careless and hurried milking may have an irritating effect on the cow. This may cause a decreased yield which is lower in fat test.

8. Intervals between milkings. The shorter the intervals between milking the richer will be the milk. Evening's milk tests higher than morn-

ing's milk, even when time between milking is the same.

9. Feeds and feeding. Any change in feed or feeding practice causes the fat test to vary. This will not be permanent, however. Underfeeding cows in good condition will increase the test temporarily; overfeeding does not appreciably affect the fat test.

10. Weather. Warm weather tends to lower the test; cold weather to raise it. Where cows are well sheltered, storms have no effect upon test.

11. Excitement. Ill treatment or fright will lower both quantity and test of milk.

12. Exercise. Moderate exercise seems to be favorable for higher test.

13. Health. Poor health and udder trouble, such as garget, will result in lower test.

14. "Heat" period. Tests of some cows are not affected while others will seem to increase in percentage of fat.

15. Variation due to unknown cause. Some individual cows may vary considerably from day to day. This is also true of some herds. These variations may be caused by one or by a combination of factors mentioned.

16. Condition of milk. If milk is slightly sour or slightly churned when sampled, an accurate test will be hard to get. Milk should be thoroughly stirred before being sampled.

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

## DAIRYMEN'S CO-OPERATIVE SALES COMPANY REORGANIZES.

The Advisory Council of the Dairymen's Co-operative Sales Company, in its session at Youngstown, Ohio, on September 5, 1930, authorized the reorganization and recapitalization of that body, at once.

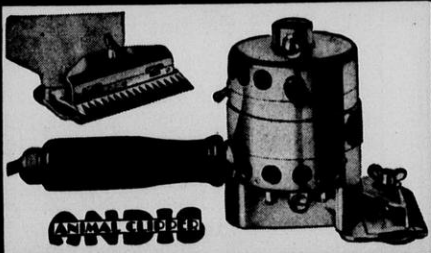
The Dairymen's Co-operative Sales Company, with headquarters at Pittsburgh, Pa., is the farmers' milk bargaining association serving the producers in western Pennsylvania, eastern Ohio and northern West Virginia.

With all but \$3,500 of its capital stock of \$60,000 already issued to its 20,963 members it was essential that the capital stock be raised or close down the membership rolls—and in view of the fact that the Dairymen's Co-operative Sales Company is now attempting organizing the Cleveland milkshed the directors deemed it advisable to increase the capital stock to permit the organization work to continue—and their recommendation was confirmed by the Advisory Council.

The Advisory Council also instructed the directors to proceed with the reincorporation and reorganization plan, so as to give the producers the protection and benefits of the co-operative legislation now existing in the three states the association serves.

"When we were first organized, there were no co-operative laws and we had to incorporate under the old Ohio corporate act," explained P. S. Brenneman, president of the organization, "and now that we are expanding our operations into the Cleveland milkshed and need to raise

Complete 3 INCH  
ELECTRIC CLIPPER



Only \$**28.**

## Clip Dairy Cows—Show Animals Easier—Faster—With New Andis Clipper

APPROVED BY LEADING PRODUCERS OF CERTIFIED MILK

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

Differs from others in having motor, shear plate and handle all in one well balanced unit. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket, on 32, 115, or 250 volt A. C. or D. C.

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

ANDIS CLIPPER CO. 1640 Layard Ave. RACINE, WIS.  
MAKERS OF HIGH GRADE ELECTRIC CLIPPER

our capitalization, we deem it good business to reincorporate under the provisions of one of the state co-operative laws, either Ohio, Pennsylvania or West Virginia. We shall choose the state which will permit us to build the strongest and best organization."

New contracts, new by-laws, and a new constitution are being constructed by the directors, in co-operation with a committee of five members of the Advisory Council, B. W. Henderson, Jefferson, O.; W. H. VanSeyoc, Barnesville, O.; C. E. Cross, Andover, O.; M. D. O'Hara, Butler, Pa., and Ray McCandless, Montour, Pa.

The meeting of the Advisory Council is a quarterly affair, and the September meeting, because of its grave importance to the furtherance of the organization, was the most heavily attended in years, as practically all the 143 local units had their delegates in attendance—nearly 350 of them—and there were also about 100 visitors.

"Our record for the past three months period is very satisfactory," reported H. B. Steele, secretary, "our income was \$36,273.94 and our operating expense for the same period was \$26,375.95, leaving a balance of \$9,897.99."

The assets of the organization are \$37,767.00 in excess of the liabilities, reported J. A. Matchett, Bulger, Pa., treasurer.

"We have been operating as an organization since 1917, and have sold millions of dollars in milk, without the loss of a single cent to any of our members," stated President P. S. Brennehan, in rendering his report. "We are now working in the Cleveland milkshed, to help stabilize marketing conditions there and at the same time protect our price to our members.

"Cleveland has been in a chaotic condition for a long time, and we can no longer afford to sit back and see our markets jeopardized by this milk which lies midway between

Cleveland and Pittsburgh," he continued, "and last winter when a Pittsburgh dealer sold to a Cleveland dealer, a string of country receiving stations in this marginal territory, taking with them some 1,500 of our members, we had no alternative but contract with that Cleveland dealer for the sale of this milk. Since then we have been besieged by requests from producers and dealers to come in and organize the Cleveland market—which we are now in the progress of doing."

The officers of the Dairymen's Co-operative Sales Company are: P. S. Brennehan, Jefferson, O., president; W. W. Bullard, Andover, O., vice-president; J. A. Matchett, Bulger, Pa., treasurer, and H. B. Steele, Pittsburgh, secretary. The remaining directors are W. S. Wise, Meadville, Pa., and James L. Paxton, Canonsburg, Pa.

#### SOFT BOILED

"Where did you get those big, tender, sympathetic eyes?" she cooed.

"Oh," replied the sailor, "they came with my face."—The Navy.

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

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

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

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

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 1st day of October, 1930.

J. A. WALT, Notary Public, Milwaukee Co., Wis.  
(My commission expires June 28, 1931.)

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

**NOTE—This statement is made in duplicate, both copies to be delivered to the postmaster, who will send one copy to the third Assistant Postmaster General (Division of Classification), Washington, D. C., and retain the other in the files of the post office. The publisher must publish a copy of this statement in the second issue printed next after its filing.**

#### NEW SUPPORTERS

A. C. Muehl, Muskego, R. 1.  
Chas. Nuchell, Burlington, R. 1.  
Nathan Bartholomew, Honey Creek.  
Nick Kertz, Port Washington.  
Joseph M. Ansay, Port Washington.  
Frank Hengen, North Prairie.  
Frank Samstag, Mukwonago, Wis.  
Mrs. Emma Ledicker, Eagle, R. 1.  
Phillipp Hartling, Pewaukee.  
J. Sobczak, Waterford, R. 1.  
Frank S. Johnson, Burlington, R. 1.  
Louis Philipps, Cedarburg, R. 2.  
Frank Zicker, Waukesha, R. 6, Box 148.  
Mamie Fox, Sta. F, R. 11, Milwaukee.  
Theodore Schanen, Port Washington, Wis.  
Max Resnick, 187 Second St., City Bank Building, Milwaukee, Wis.

Fortunately for the members of the Farm Board, their salaries are not paid by the farmers.—Dallas News.

## The J-L Self-Stir

is a new milk cooling and time saving device that agitates and stirs the milk in the can and keeps it cool and sweet.

Included with each machine are complete instructions showing proper watertank arrangement.

Milk tests, wherever used, prove its very high efficiency. The Self-Stir is undoubtedly the best, the handiest and the most sanitary device known for cooling milk or cream quickly and eliminating animal heat and "off" odors. It soon pays for itself.

The J-L Self-Stir agitates and stirs the milk in the can and keeps it cool and sweet.

The J-L Self-Stir is just as useful to the producers in winter as in the hot summer days.

Manufactured by

**Losse Motor Products Co.**

Hebron, Ill.

Lloyd W. Bloor  
State Distributor,  
Okauchee, Wis.

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

**BADGER STATE BANK**

Fond du Lac and North Avenues at 21st Street

**DAIRYMEN LAUNCH CO-OPERATIVE ADVERTISING CAMPAIGN**

A co-operative advertising campaign of all dairy products has been entered into by 60,000 producers and manufacturers in the state of Washington, under the direction of the Washington Dairy Products Bureau. Farmers, manufacturers, jobbers, wholesalers and retailers all have joined in the campaign in an effort to create more sales for milk, butter, cheese, concentrated milk and ice cream.

One of the leading advertising agencies in the state has been engaged to handle copy and details of the campaign. Funds for the advertising will be secured by an assessment system levying a charge of one-tenth of a cent on every pound of butterfat produced. Half of this, or one-twentieth of a cent, will be charged against the producer, and the other half against the manufacturer or broker.

The campaign is a novel one in that it involves all branches of the dairy industry and is supported by all persons in the industry.

Dr. Robert Prior is head of the Washington Dairy Products Bureau. Other officers are first vice-president, L. E. Perry; second vice-president, A. Kristoferson; secretary, L. W. Hanson; treasurer, J. A. Hall.

B. N. Hutchinson, head of the advertising agency selected to conduct the campaign, comments on it: "In the past all milk and milk product campaigns have carried on one thought—that of the healthful qualities of milk and milk products. While milk and milk products are among the most healthful products in the world, and too much cannot be said regarding this quality, it is also an established fact that milk and milk products are not fattening. So much has been said about their healthfulness that practically everyone believes dairy products to be extremely fattening. This is not true in any sense of the word, and we intend to educate the women of the state to the fact that they may use as much milk, butter, cream, ice cream, cheese and concentrated milks as they desire and still retain their figures, for these products furnish a new measuring stick for food values.

"Newspapers being generally recognized as the greatest advertising medium available," Mr. Hutchinson continued, "the bulk of the campaign will naturally be carried on in this medium, although a certain sum will be expended on radio, high-

way bulletins, direct mail and the like."

In addition to the bureau, other organizations and persons assisting in organization of the campaign are Washington State Agricultural College, the state development committee of the Seattle Chamber of Commerce, the state department of agriculture, and Roland H. Hartley, governor of Washington.

**For the Best in Home Heating**

*Install a*

**Droegkamp Furnace**

**50 Years in Business....**

**DROEGKAMP FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

**REMITTANCE MUST ACCOMPANY ORDER.**

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**FARM WIVES**—I want to buy some home made jams, jellies or preserves, berries or fruit. Write, telling what you have, size, quantity and cost. Address: Box MX, Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee, Wis.

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

**JOHN W. LUDWIG**

**Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners**

HALES CORNERS, WIS.

*Be Sure to Ask For or Write to*

**E. M. KELLS**

*When in the Market for*

**Chris. Schroeder & Son Co.**

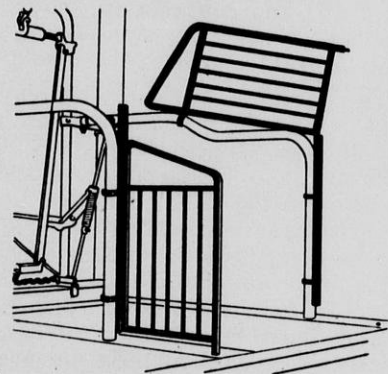
First Mortgage Investments  
6½% Interest 6½%

*We Also Carry Insurance of All Kinds*

86 E. Michigan Street  
MILWAUKEE

Phone Daly 1951

**SAFETY GATE**



**Protects Cows Against Injured Udders**

A dairy cow loses more than half her value when she loses a quarter. Protect her against injury with the Safety Gate. Safety Gate is a vital part of your dairy equipment. Made of long-wearing metal and protected against rust. Easy to install and simple to operate. Order one for each of your stalls today.

*Agents Wanted*

**Donahue Manufacturing Co.**

705 Broadway

MILWAUKEE

WISCONSIN



### ECONOMIC IMPORTANCE OF CLEAN MILK

No greater field of usefulness exists than the production of milk for human food. Milk is a good food for growing children—it helps make them strong, useful citizens. Adults, too, especially invalids and those weakened by improper nourishment, need milk in the diet to repair waste and build up strong new tissues. Investigations in nutrition have shown that milk contains certain dietary factors called vitamins which are essential for the proper growth and health of the human body.

Milk productions also carry responsibilities. When carelessly produced and improperly handled, milk may be the means of spreading disease. Every owner of a dairy herd should consider it his duty to himself and to the community to keep only healthy cows, supply them with wholesome feed and **KEEP THEM CLEAN** in clean, comfortable quarters.

All milk, unless collected under very exceptional circumstances, contains some bacteria. The number of bacteria in milk depends, first, on the number of bacteria in the udder of the cow, secondly, on the amount of contamination from outside sources, and, thirdly, on the rapidity of the bacterial growth. For ordinary purposes we may understand that "clean milk" is milk of good flavor from healthy cows, that is free from dirt and contains only a small number of bacteria, none of which are harmful.

The body of the cow, especially that part of the belly, flanks and udder that is immediately above the milk pail, may be the source of many bacteria in the milk. Manure, loose hair, bedding and other foreign matter carrying great numbers of bacteria drop into the pail during milking. In fact, samples of fresh cow manure have been known to contain nearly 50,000,000 bacteria per gram. It follows, therefore, that the best method of prevention is to have cows clean at milking time. Far more reason exists for daily grooming of a cow that produces human food than of a horse.

When cows are kept in stables, they should be thoroughly groomed at least once a day. Before milking, the udders, flanks and bellies of all cows should be carefully wiped with a clean, damp cloth to remove any dust or loose hair. It is well to clip the body of the cow, especially that part of the belly, flanks, tail and udder immediately above the milk pail. Frequent clipping of these

parts of the cow keeps that part of the body free from long, loose hair to which dirt, manure and other sources of bacteria easily cling and find their way into the milk pail.

Clipping the cows frequently adds to their appearance, makes grooming easier, helps keep them cooler, more contented and increases milk production. Two hours spent on the average herd once a month, clipping udders, flanks and bellies will save many hours' labor, grooming, and help greatly to produce clean milk with a low bacteria count.

### DROUGHT HITS WISCONSIN'S CANNING CROPS

#### Corn and Beans Suffer; Pickle Yield Higher.

The dry hot weather of August, succeeding the relatively dry month of July, further reduced the prospects of a number of canning crops, although some stood up very well, according to the crop reporting service of the Wisconsin Department of Agriculture and Markets and the United States Department of Agriculture.

Wisconsin is the second state in the production of cucumbers for pickles, with a prospective production of 17 per cent of the nation's total this year.

#### Pickle Yield Better.

The estimated average yield per acre of pickles for the season is placed at 50 bushels from the condition as of September 1, which is an increase of 19 per cent over last year. Dry weather was beneficial and an increase of 15 per cent in acreage, combined with the increase in yield has given Wisconsin a prospective total production of 848,000 bushels, compared to 475,000 in 1929, an increase of 79 per cent. United States production shows an increase of 51 per cent.

Prospects for canning beans have been reduced considerably by the hot dry weather. September 1 estimates are for a production of 8,580 tons in Wisconsin, compared to 9,620 last year. Acreage is estimated at 8,580, as compared to 7,400. Present indications are that the yield per acre will be about 15 per cent less and production of canning beans in the United States about 13 per cent less than that of 1929.

#### Corn Prospects Poorer.

Sweet corn for canning also suffered greatly from adverse weather conditions during August, and pros-

pects were reduced materially. Wisconsin's production of canning corn is estimated at 20,000 tons, compared to 24,400 in 1929. Although there has been a material increase in acreage of canning corn as compared to last year, unfavorable conditions of the season have combined to lower total production.

The sweet corn crop of the United States is estimated at 589,500 tons, or a decrease of 16 per cent.

### PAGING BIRTH CONTROL.

Miss Golf Course was a rustic lass  
With lovers by the score;  
She went to town and wed Tom  
Thumb  
And now they've kids galore.

The "Thumbs" in time should all  
mature  
And seek old Nature's spree.  
They, too, may wed some cross-bred  
hopes—  
What will the harvest be?

—C. E. S.

Doctor: "If this doesn't cure you,  
come back and I'll give you some-  
thing that will."

Patient: "Couldn't you give it to  
me now, doctor?"

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

6% Interest 6%

Send for Circular.

*Do You Want to Sell Your Farm?*

Write to

**WM. STEWART**

Office of

**STEWART INVESTMENT CO.**

601-603 First Wis. Nat. Bank Bldg.

**MILWAUKEE**

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

NOVEMBER, 1930

Number 8

## No Change in Fluid Milk Prices

It was agreed, at the price conference held on October 27, that the fluid price remain at \$2.85 for the month of November.

The dealers report little if any improvement in sales and farmers who are selling potatoes and other farm products on the street in this city understand the reason. No money in the consumers' pocket.

Butter averaged slightly lower than in September.

The manufactured price is \$1.52.

Gridley Dairy Company reports fluid sales as 66.08% of total purchases and will pay \$2.40.

Luick Dairy Company reports fluid sales as 63.27% of total purchases and will pay \$2.36.

Blochowiak Dairy Company reports fluid sales as 68.28% of total purchases and will pay \$2.42.

Layton Park Dairy Company reports fluid sales as 62% of total purchases and will pay \$2.34.

Sunshine Dairy Company will pay \$2.38.

## Milk Co-op. Elects, Asks No Dumping

**Tom O'Connor, Clintonville, New President; Chicago Aid Sought in Stopping Competition**

A plea to the Chicago Pure Milk Association to refrain from dumping surplus milk on the ice cream, sweet cream and condensery milk markets, a resolution favoring agricultural organizations, and election of officers marked the second annual meeting Tuesday of the Wisconsin Pure Milk Co-operative. More than 100 delegates, representing 1,699 members, attended.

Because of the dumping of the surplus in the Chicago markets, the producers pointed out, Wisconsin dairymen have suffered severe losses. A resolution was forwarded to the Chicago association. A second resolution endorsed the organizing activities of the state department of agriculture and markets.

Tom O'Connor, Clintonville, was elected president and Alvin Johnson of Eland, secretary; J. V. Nichols, Walworth, treasurer, and L. Swan, Elkhorn, vice-president.

Eleven newly elected directors are Andrew Gates, Adell; Louis Nelson, Junction City; C. W. Miller, Merrill; Henry Lemke, Middleton; Herman Stiehman, New London; Tom Schultz, Nichols; A. M. Anderson, Whitewater.

The aim of the Pure Milk Products co-operative, according to R. P. Ames, state representative, is to organize farmers shipping milk to condenseries, ice cream and sweet cream plants, and other milk plants, to give them bargaining power, and to improve conditions in the condensed, evaporated and powdered milk field.

### CO-OPERATIVE MARKETING JOB

C. J. Clafin, county agent of Polk County, Wis., for two years has been selected as a dairy marketing specialist in the state's division of co-operative marketing, department of agriculture and markets. The new appointee will work in the co-operative marketing of cheese.

## Milk Price Comparisons

Average prices received per 100 pounds of milk on Wisconsin farms for the first nine months of 1930, as reported to the crop reporting service of the Wisconsin and United States departments of agriculture are given below in the first column and the average price for 3.5 per cent milk delivered in Milwaukee for the same months in the second column. The prices shown in the first column include milk sold in Chicago and all the cities of this state, together with creameries, cheese factories, and condenseries:

Month		
January	\$1.81	\$2.53
February	1.75	2.46
March	1.72	2.49
April	1.68	2.43
May	1.60	2.30
June	1.51	2.11
July	1.52	2.25
August	1.60	2.38
September	1.68	2.42

## No Improvement in Industrial Conditions

In spite of much newspaper talk about more work in Milwaukee and other large towns, it is quite evident that a great many people have no jobs and what is worse no money.

Many of them have themselves to blame for their impoverished condition for they did not save when they were earning. High pressure salesmen convinced these people that they should buy everything in sight and often on the installment plan at that.

This lack of buying power makes it very hard for the farmer who has produce to sell and also has much to do with the large surplus of milk for people are using much less milk since money became scarce.

Some day some smart member of the farm board may think it wise to loan money to consumers so that they may buy milk, butter, potatoes, etc., thus relieving the farmers in a practical way.

### CLIP THE COWS

If the flank and udders are clipped now it will be much easier to keep the cows clean. Fieldmen are reporting that many cows are rather dirty. Keep them clean from the start and the job won't be so hard.

Unfortunate man: By the time he gets so much property he doesn't envy anybody, he begins to fear everybody, unless his investments are fear-proof.

# MILWAUKEE MILK PRODUCER

Owned and Published by  
**Milwaukee Co-operative Milk Producers**  
 Chas. F. Dineen, Managing Editor  
 1511 FOND DU LAC AVENUE  
 Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 3 NOV., 1930 Number 8

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 Wm. Kerler, Treasurer, R. 5, West Allis.  
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 Milwaukee.  
 Arthur Christman, Menomonee Falls.

Entered as second-class matter at the  
 Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

## OUR ADVERTISING VENTURE

On another page we tell something about the way we are spending the money which comes into the advertising fund through the deduction of one-half cent from the farmers' account and a like amount from the distributors.

The new football poster is now on the billboards and is said, by many people who know the advertising game, to be the finest poster in Milwaukee or any other town.

We do not hope to get any great increase in sales immediately for in these hard times it's hard to sell anything but if we keep at it good results should come. The great value of milk as a food must be emphasized until people feel that they cannot do without it even though other things not so necessary to their health must be given up.

## FLAVORS AND ODORS IN MILK

Beet tops, cabbage and other feeds are probably causing a little trouble that some producers are having with milk just now. If these feeds must be fed it is better to feed them to the cows right after milking. If fed just before or at milking time trouble may be expected.

Probably some milk tanks may have water left in them too long and as a result develop bad odors which are taken up by the milk.

No one, city man or farmer, wants to use bad odor or bad flavor milk, so a little extra care even though we

are very busy getting fall work done will pay.

We are holding our market against cheap milk from the outside because we have a good product. Let's keep up the high standard every day in the year.

## PREPARE FOR COLD WEATHER

Cold weather is apt to be with us soon and it is wise to keep the milk from freezing. Every year we have some milk coming in quite badly frozen from some shippers when the first real cold weather strikes us. Many shippers never have frozen milk unless the temperature is away below zero and the truck delayed on the road.

Frozen milk is a loss to the shipper in that a correct sample cannot be taken for fat tests and also because, if badly frozen, some milk will adhere to the can and go into the can-washer.

Some people mix the warm morning's milk with the cold milk from the night before hoping to prevent freezing in that way. It's not the thing to do for odor is almost sure to develop.

## CO-OP. LOYALTY

Leaders of three or more Wisconsin co-operative groups gave talks during the Pure Milk Co-operative conference Tuesday afternoon in the agricultural hall, Madison, and every one of them stressed the importance of loyalty.

They were not just trying to be good fellows, either.

They knew very well that their very existence is dependent upon the accomplishment of certain goals which can not be obtained unless the membership of each of the various co-operative groups recognizes the rights of others to hold their market through the exercising of bargaining power which could not be as strong if a competitive struggle took place.

"United we stand and divided we fall" applies to farm co-operatives as well as to nations.

## INVESTIGATE PLYMOUTH BOARD

Madison, Wis. — An investigation of the activities of the Plymouth cheese board "to determine whether or not cheese prices have been in accord with actual supply and demand or have been manipulated by the board," was ordered by the state department of agriculture and markets.

## THE WORLD SITUATION

Throughout September the domestic butter market has shown less weakness than the principal foreign markets. Up to the middle of August the decline in domestic production and the relatively high domestic prices had continued to dominate the international dairy situation. In the dairy regions of the United States, the summer drought was broken by rains in late August. The output subsequently has been approaching more nearly normal, according to all available indexes, and the extent to which this recovery may be carried and its effect on the United States as a world market are now of interest to domestic and foreign producers. Farm prices of dairy products in the United States during August were well above the average of all farm products, the indexes, based on 1909-1913 prices, standing at 117 to 108, respectively.

European markets for dairy products changed little during September either in actual prices prevailing or in the relation of prices to those in the United States. The New York-Copenhagen butter price margin continued during September at about 10 cents as during August, and 5 cents as the average for both June and July. Since the latter part of June the Copenhagen quotation has fluctuated little more than a cent either way from the equivalent of 30 cents a pound with changes in the margin in favor of domestic prices resulting almost entirely from seasonal and abnormal advances in domestic markets. Butter prices in the principal European markets averaged fully 25 per cent lower during September than a year earlier, while domestic prices, insofar as these are represented by 92 score, in New York, are not more than 15 per cent lower.

Margins in favor of domestic market prices, while wider than at this time last year, are still insufficient to attract any considerable importation due to higher tariff rates put into effect June 18. Imports of cream and milk from Canada are now rather definitely on a new low level, continuing through August at less than one-half the volume imported during August of the two preceding years and much farther still below the earlier peak of such importation. Cheese imports were unusually low for August, the second full month following the tariff change, although as pointed out in recent reviews, the importation during May and June was abnormally heavy in anticipation of the change.

—U. S. Dept. of Agriculture.

# Consistent Advertising Only Way to Reduce Farm Surplus

If you take a page out of the history of some of the most successful farm co-operatives in the country, you will find that somewhere or other, consistent advertising has been a big factor in their success in creating a steady market and keeping a firm price. Artificial restrictions on production have invariably become weakened and eventually destroyed by the merciless law of supply and demand.

Advertising goes farther into the situation by extending the limits of demand to keep pace with the always growing boundaries of supply. This is particularly true of food products that are perishable. They **must** be sold each and every day or they will go to waste. If you don't use a quart of milk today, you certainly will not use two quarts the next day. It is a physical impossibility. Once the stomach of the consuming public has been filled for the day, what is left over from that daily average need, may be considered as surplus and tends to lower the price of the needed amount.

That thought is the dominating sales idea behind the advertising campaign of the MILWAUKEE DAIRY COUNCIL in their Refuel with Milk campaign. While being primarily directed to adults the idea is all-inclusive to make and keep milk as a part of the daily diet. Children, young people, old people, everybody should be educated to use their daily share of milk. And the only way that can be done today . . . is to tell them each and every day in some possible way.

Keeping everlastingly at it is the secret of success in advertising. Besides the many beautiful colored poster billboards all over the city of Milwaukee, besides the advertisements that appear constantly in every Milwaukee newspaper, there are other forces that are being used. The leading cooks and dietary experts in the city have been enlisted in the campaign. The Housewives' Institute of The Milwaukee Journal

serves milk in some form or other at their daily luncheons to about sixty women each day or a monthly total of about fifteen hundred. Besides being told how to use more milk in feeding their families these women, Milwaukee mothers and some of your best customers, are told all about the health and food value of milk.

News stories are being published in the various papers telling helpful little incidents to bring home the idea of milk, milk, milk . . . each and every day. The Medical Society of Milwaukee County has agreed to do

the lowly peanut put up a daily clamor to get their share of the daily consumption. That daily competition has to be met and it can be met in only one way . . . through consistent advertising. It isn't enough that you occasionally tell Mr. Consuming Public and Mrs. Housewife about your Milk, you must of necessity to meet the competition of other food products, shout your story from the housetops each and every day, all the time, or some of the people will forget to use milk. And a sale of foodstuffs once lost can never be made up.



whatever it can to get the people of Milwaukee to use more milk. Their monthly bulletin carries the story of the Farmer and Milk to the doctors who are a tremendous influence in reaching the mother who determines what the family eats.

The Health Department of the city is publishing stories to further the use of milk. In fact, a reprint from their monthly magazine appeared in one of our advertisements to show the people of Milwaukee the actual scientific value of milk in relation to health.

These are some of the little things that are being done each day, quietly and smoothly, without much fuss but nevertheless they are very important. If you have an advertising appropriation that runs up into the millions you can impress your story through sheer weight and amount of advertising. And it is the competition of other foodstuffs with their millions of dollars that we have to compete against.

Breakfast foods, meats, oranges, bananas, pears, prunes, raisins, apricots, head lettuce, walnuts, and even

That is why the MILWAUKEE DAIRY COUNCIL campaign is planned to be a consistent campaign. Watch the newspapers. You will see some of our advertisements in some paper every day. If the appropriation were sufficient we would be in every paper every day. Which would be wonderful. As it is we have to do the best we can with the limited amount of money we have to meet the competition of outside millions of dollars for food products raised in other parts of the country.

It is too early at this stage of the campaign to be able to place a finger on positive results. We know however indirectly that your campaign, your story to get the people of Milwaukee to use more milk is beginning to tell. People are starting to talk and when they start to talk the campaign has done its work. The effects will begin to be felt soon.

In the meantime, we will keep right on hammering away, telling the story of milk from a new and different angle. Milk for the grown-ups. Milk for strength and energy. Milk as a source of power and pep. Milk to be used in the daily diet, even reducing diets. Milk to get back to where it rightly belongs, one of the first and one of the finest of foodstuffs.

Here is a picture showing your poster now on display all over the city of Milwaukee. Look for it the

(Continued on page 8)

### MINNEAPOLIS AND ST. PAUL MARKET

We are paying \$2.13 for 3.5% milk delivered Twin Cities for the month of September.

The decrease of four cents per hundred pounds from our August price is due to the unsatisfactory market for manufactured products. The figures given below show that we manufactured 40% of all the milk delivered during the month. The amount sold for market use was 60% of the total. The amount of milk handled and the use made of it was as follows:

	Pounds
Sold to distributors .....	13,346,281
Separated for sweet cream and butter .....	7,004,996
Made into condensed milk and ice cream .....	1,918,657
	<hr/>
	22,269,934

The price to distributors for the month of October will continue at \$2.35 per hundred.

—Twin Cities Bulletin.

No wonder Switzerland is credited with the most inventions per capita. A little chap surrounded by big fellows has to think fast.

### BUTTER PRODUCTION INCREASES

The government has recently issued final figures on the amount of creamery butter produced in 1929. Production for that year was 1,597,027,000 pounds, which was 60,000,000 pounds greater than the production for 1928.

These figures may be partly responsible for a statement recently put out from Washington saying that the long time outlook for dairying is not encouraging. They report that the business depression and the drouth tend to obscure the underlying conditions in the dairy industry but that there is a widespread tendency to increase the number of milk cows kept on the farms.

Dairy farmers, according to this report, are saving more than the usual number of calves and are not selling their old cows until forced to do so. The government recommends culling all low-producing cows to prevent over-expansion of the dairy industry.

A great man is one who has been dead long enough for people to forget how they knocked him.

### ICE CREAM CONSUMPTION

Britons are far behind Americans in the consumption of ice cream. The average consumption of Britons is placed at less than a quart yearly, according to figures given by the American Commercial Attache, following a two months' survey. The average American consumes 40 to 50 times the amount of ice cream that the Briton does.

### ARBITER OF STYLE

Wife (trying on hats)—“Do you like this turned down, dear?”

Husband—“How much is it?”

“Eleven dollars.”

“Yes, turn it down.” — Capper's Weekly.

### THREE'S A CROWD

“Porter!”

“Yes, madam, what is it you wish?”

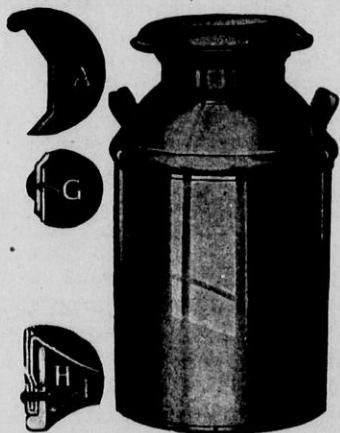
“I just found two strange men in my compartment, and I want you to put one of them out.”—Lyre.

Correct this sentence: “Yes, Bill and I are equal partners,” said the man, “but I know he's the brains of the business.”

# Follansbee Forge Milk Cans

## Important Details of Construction

### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

# How I Fought Tuberculosis

*From Journal of the Outdoor Life, Published by the National Tuberculosis Association*

There is one animal for which I have developed a respect bordering on veneration, and that is the dumb beast called a cow. I hope my readers will not think that I have become affected in any way by the religions of India. At the outset, I want it clearly understood that I am not paid by any co-operative dairies throughout the country to write down the following lines concerning milk. I have had a wonderful and strange experience with it. It was milk, I believe, that contributed a great share in saving my life, rescuing me from the grave, and giving me my first great encouragement.

I imagine many others have been benefited by milk, but I have gained so much from its wonderful effects that I hope my experience will benefit others. I desire all my scrawny readers to tune in. There was a time, not very long ago either, when it seemed a physical impossibility for me to put on much needed weight, or gain any strength for that matter. The germs were kicking their legs high in the air, splashing their poison all over my system, and bursting their sides laughing at my emaciated appearance. I had reached the stage when I thought that the Angel of Death was beckoning to me.

Accidentally one day I was reading an advertisement in a magazine given me by some insurance company. It related the wonders of milk, that it contained all the ingredients to build up a healthy body, etc. But what struck me most was the phrase: "Drinking milk is like drinking blood." That was just what I badly needed—blood, good rich blood flowing through my veins, to improve my vitality, and make me better able to fight the hungry germs, who had at that time almost drunk the last drop.

I proposed to give milk a chance as a last resort. Previous to this I could scarcely stand the sight of anyone drinking it. Whenever I did taste it, bilious headaches were the result. But that old advertisement—"drinking milk is like drinking blood"—got me. Notwithstanding my repugnance to it, I took off my coat, and determined to stick to it, sink or swim.

When I first began to drink milk

my weight was 114 pounds. Picture the writer then for yourself, a young man, 32, five feet eight inches, and weighing only 114 pounds. For the first three weeks, with about four glasses a day, there was no improvement, but plenty of headaches instead. About the fourth week the race started. I look back with childish enthusiasm at that fourth week when I gained that one pound. The fifth week, the old engine began to assimilate it, and I gained on an average of three pounds a week after that. There was one never-to-be-forgotten week, when I even gained five pounds, and I wish you scrawny folks could imagine my joy. Everything began to look bright, life seemed worth living once more, the color and glow of health was coming to my cheeks, which began to swell out. After four months, some of my friends who had known me in my scrawny days, inquired if I had a toothache. Believe it or not, friends, in twelve months I gained fifty pounds, bringing my weight up to 164 pounds, which I still retain, with six or more thrown in for good measure, thanks to my old friend—the cow. I drank on an average of six glasses of milk per day for the first six months, and four glasses per day the remaining six months. Now my system is so favorable to the assimilation of it, that I can put on or lose weight just as I wish. In fact I can guess the number of pounds put on in a single week by the number of glasses of milk taken.

Oftentimes when you advise people who are emaciated or run-down to drink this beverage, they laugh at your simplicity, or tell you they cannot assimilate it.

Even though it may take some time for your disordered organism to be able to assimilate it, I hope you will profit by my experience and give it a fair trial. Drink it with your meals; in the morning at nine; afternoon at three; at supper; before bed-time, and sleep like a log after it all.

When I looked at the mirror and saw the old cheeks swell out like a balloon, with a healthy glow in them, with a bright light in the eyes, with the trousers getting too small, the muscles large and hard, and the legs

and arms plump, I put it mildly when I say, I sang a hymn of thanksgiving. I felt I really had been drinking blood.

Editor's Note:—The above article, which was written by a minister of the gospel signing himself E. A. W., is being sent to over four thousand people who are suffering from tuberculosis, by the Wisconsin Anti Tuberculosis Association, and is certainly a great boost for milk.

## DROUGHT DISCOURAGES NEW DAIRYMEN

From several sections of the South and West come reports of discouragement on account of the drought, to farmers who recently started in the dairy business. This seems to be especially true in the state of Mississippi, where considerable promotion work was done last year urging cotton farmers and others to go into the dairy business.

In a recent report the State Commissioner of Agriculture of Mississippi says that from all over the state drought conditions have discouraged new dairymen to the extent that they are selling their cows at meat prices. Pastures have been short during the whole summer, milk production is at a minimum and butterfat has been selling below the cost of production since early spring.

It is unfortunate that many individual farmers in the cotton and grain sections of the country have to meet with discouragement just as they are starting in a new line of business. On the other hand, from the standpoint of the whole industry it may be a blessing in disguise. In many of these sections dairying was being over-promoted and there was danger of over-expansion. It takes preparation, experience and suitable conditions for production and marketing to make successful dairymen. They cannot be made overnight.

League dairymen and many others in this old standby dairying section of the country, could give some good advice to some of these Western and Southern farmers who have recently become so enthusiastic over the "glowing" prospects in the milk business.—Dairymen's League News.

## OCTOBER CROP AND DAIRY SUMMARY

### Federal-State Crop Reporting Service

In spite of much dry weather during the last few months Wisconsin crops have turned out a little above average. Wisconsin is the only state in the Middle West with crop prospects above the ten-year average this year.

Very satisfactory production was made on all of the early harvested crops, such as small grains and some of the hay crops. Materially reduced production has occurred in the late harvested crops, such as potatoes, corn, buckwheat, beans, late hay crops, and apples. The month of September was drier and warmer than usual, but the condition of corn improved considerably, as compared with the prospects at the beginning of September. Potatoes, on the other hand, declined sharply and the Wisconsin potato production appears now to be the smallest since 1916.

**Corn.**—The condition of corn improved during September. A good rain on September 1 in the southern part of the state, where most of the corn is produced, helped this crop considerably and the dry and practically frost-free month which followed caused it to ripen out unusually well. An average yield of 37 bushels per acre is indicated by reports on October 1, and a silage yield of 6.6 tons per acre as compared with 7.5 tons a year ago. Stalk growth was reduced by dry weather in many counties. The total corn production in terms of ear corn for Wisconsin is now estimated at 76,849,000 bushels, as compared with 81,440,000 last year. The United States production is now estimated at 150,600 tons, as compared with 2,614,307,000 a year ago.

**Small Grains.**—Production of small grains has been reported earlier in the season and no important changes are likely to occur in these estimates. Both oats and barley, our leading

grain crops, have made very satisfactory yields, the average for oats being 44 bushels per acre and for barley, 37. The total oats production for the state is estimated at 108,680,000 bushels, which is the third largest crop on record. Barley production is estimated at 26,270,000 bushels and is the second largest crop in the history of Wisconsin, it being exceeded only by the record production of 1928.

**Hay.**—Late reports indicate that the hay production in the state is slightly larger than was indicated earlier. The total tame hay is now estimated at 5,931,000 tons, which is about 20 per cent below last year's record production, but slightly above the five-year average. For the first time our alfalfa crop exceeds a million tons. The United States tame hay production is about 16 per cent under a year ago.

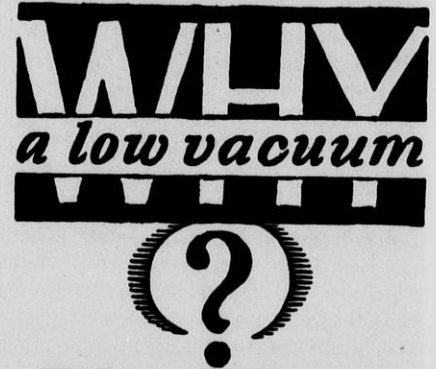
**Potatoes.**—The potato is Wisconsin's most important cash crop. It has suffered more from dry weather than any other important crop grown in the state this year. Very little rain fell in the important potato counties during the early part of September, with the result that the expected September development of the crop did not materialize. When the drought in the potato sections was finally broken during the last week in September, it was too late to make much additional growth. As a result the average yield of potatoes for Wisconsin is now estimated at only 74 bushels per acre, and the crop at 18,204,000 bushels, which is even smaller than the light crop of last year and the lowest produced in Wisconsin since 1916. Many of the potatoes are running to small sizes, though the quality is reported to be fairly satisfactory. The United States production is now estimated to be a little over 352,000,000 bushels, which is about seven and a half million bushels below the crop of last year and over forty million bushels under the five-year average.

**Clover Seed.**—Since clover seed is

Combine Dairying with Melon, Vegetable and Berry Growing on this 120 Acre General Purpose farm, near a city, carline, lake. \$3,500 down.

FREE FARM CIRCULARS

**ZANDER BROTHERS**  
413 Juneau Avenue  
Milwaukee : Wisconsin



**THE** suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



alternates-like milking by hand . . .

**Universal**  
natural milker

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

**BADGER STATE BANK**

Fond du Lac and North Avenues at 21st Street

an important source of farm income in Wisconsin, much interest is displayed in it. Apparently the United States production of clover seed will be very low this year, and in addition the carry-over of old seed is also small. Wisconsin's production in the eastern counties, which usually lead in clover seed, was somewhat reduced by dry weather, but this loss was in part offset by materially increased production in the southern and southwestern counties where rainfall was more plentiful. Crop reporters on October 1 indicated that the acreage of clover seed this year was about 15 per cent below a year ago, and that the condition of the crop was about 84 per cent of normal. The condition of timothy seed was 87 per cent of normal, and a little more than the usual quantity is available in Wisconsin this year. Likewise, considerable alfalfa seed production is reported in certain counties of eastern Wisconsin, notably the region east and northeast of Lake Winnebago, the dry weather having been favorable to this crop.

**Cabbage and Onions.**—Cabbage yields are reported to be about normal for Wisconsin this year, an average of 8.2 tons per acre being indicated on October 1. The early crop suffered somewhat from dry weather and its quality was also reduced by worm damage. The late portion of the crop was considerably better. Kraut factories are reported to have bought much of the early crop at prices ranging from \$5.00 to \$8.00 per ton. Late cabbage for market is reported to be bringing \$10.00 to \$11.00 per ton to growers. Because of a larger acreage Wisconsin's cabbage production this year is considerably above a year ago. It is now estimated it 150,600 tons, as compared with 129,300 harvested a year ago, an increase of about 16 per cent.

Wisconsin's onion acreage this year made medium yields of rather good quality onions. Because of the large production in other areas the onion market has been quite unsatisfactory and prices have been extremely low.

**Minor Crops.**—Dry peas, which are extensively grown in some of the northeastern counties, made good yields this year, the average being estimated at 19 bushels per acre, which makes the production for Wisconsin 570,000 bushels, as compared with 461,000 bushels harvested a year ago. Dry beans are making a smaller production than usual because of the dry weather.

### SUNSHINE IN THE REAR

"It is the duty of every one to make at least one person happy during the week," said a Sunday school teacher. "Have you done so, Freddy?"

"Yes," said Freddy promptly.

"That's right. What did you do?"

"I went to see my aunt, and she was happy when I went home."—Exchange.

For the Best in  
Home Heating

Install a

**Droegkamp  
Furnace**

**50 Years in  
Business....**

**DROEGKAMP  
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

### WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**FARM WIVES**—I want to buy some home made jams, jellies or preserves, berries or fruit. Write, telling what you have, size, quantity and cost. Address: Box MX, Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee, Wis.

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

**JOHN W. LUDWIG**

**Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners**

HALES CORNERS, WIS.

Be Sure to Ask For or Write to

**E. M. KELLS**

When in the Market for

Chris. Schroeder & Son Co.

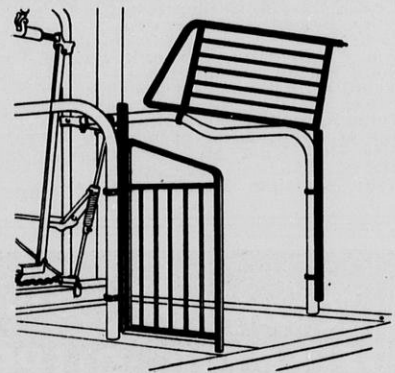
First Mortgage Investments  
6½% Interest 6½%

We Also Carry Insurance of All Kinds

86 E. Michigan Street  
MILWAUKEE

Phone Daly 1951

## SAFETY GATE



**Protects Cows Against  
Injured Udders**

A dairy cow loses more than half her value when she loses a quarter. Protect her against injury with the Safety Gate. Safety Gate is a vital part of your dairy equipment. Made of long-wearing metal and protected against rust. Easy to install and simple to operate. Order one for each of your stalls today.

Agents Wanted

**Donahue Manufacturing Co.**

705 Broadway

MILWAUKEE

WISCONSIN



**CLOTHES AND THE FARMER**

Nothing escapes the Department of Agriculture. It concerns itself not only with crops and how to raise them but with life and how to live it.

Just recently, according to the Washington Star, Miss Ruth O'Brien, textile expert of its bureau of home economics, told men how to dress.

"Off with coats and collars and ties! Unbutton the shirt at the neck! Cut off trouser legs and shirt sleeves! Sandals instead of shoes!"

But what of that gospel of farm relief with which the department is so concerned? The farmer we are told needs wider markets. But what becomes of the cotton grower if we cut off our shirt sleeves? Of the cattle grower if we use less leather for shoes? Of the sheep raiser when man goes without trouser legs?

**PREHISTORIC GRIME**

Visitor (looking over fraternity house)—"Don't you know roller towels are against the law?"

Brother—"Oh, yes, but that one was put up before the law was passed."—Northwestern Purple Parrot.

**NEW SUPPORTERS**

John Cleary, Hartford, Wis.  
A. A. Kellips, R. 3, E. 41, Waukesha.  
Mrs. M. Rheingans, R. 1, Rockfield.  
Walter Elmermann, R. 2, Rockfield.  
John Beuscher, Rockfield, Wis.  
John Pehlman, R. 1, Rockfield.  
Andrew Wetterau, Rockfield.  
Edward Klumb, Rockfield.  
C. J. Bezold, Germantown.  
Frank Bezold, Germantown.  
Alois Bezold, Germantown.  
Mrs. John Baertlein, Rockfield.  
Jos. Fleischman, Germantown.  
John Mittag, Germantown.  
Theo. Kollenbach, Rockfield.  
Frank Zander, Germantown.  
John A. Braun, Germantown.  
Hayes Bros., Germantown.  
Mrs. Geo. Knetzger, Germantown.  
Harry P. Klumb, Rockfield.  
John Kissling, Menomonee Falls.

**Consistent Advertising Only Way to Reduce Farm Surplus.**

(Continued from page 3)

next time you come into town. Here is a list of the locations. Count how many you pass on your way into town.

\*SE 6th St. Viad. & Fowler  
\*Wisconsin E. of 14th St.  
\*16th St. Viaduct East  
\*Green Bay S. of Cap. Drive, No. 26  
\*22nd Avenue Viaduct, No. 1 South  
\*Kilbourn bet. 5th and 6th  
\*Prospect at R. R. Crossing  
Muskego South of Bow No. 1  
SW Greenfield & 16th Avenue  
National bet. 34th & 35th  
Mitchell & Greenbush  
NE State & 17th Street  
Clybourn & 9th St.  
NW Walnut & 25th Street  
SW Lisbon & 50th St.  
NE North & 14th St.  
SW Fond du Lac & 29th St.  
Center bet. 33rd & 34th  
Bureigh & 48th St.  
NE Keefe & 27th St.  
NW Teutonia & Cap. Drive, No. 4  
1184 3rd bet. Locust & Chambers  
Atkinson West of 11th St.  
SE Capital Drive & Holton  
SW 16th & McKinley Avenue  
NE Bluemound & 61st No. 18  
Murray & Bradford Avenue  
N. Water & Brady St., No. 5  
199 E. Water Street  
NE Reed & Scott St.  
SW South Bay and Conway  
E. Oklahoma E. of Ellen  
NE Lincoln & 2nd Avenue  
1st Avenue South of Rogers St.  
Forest Home South of Grant

\*These posters are illuminated.

**COMPLICATED AFFAIR**

Mother—"Mary, come upstairs immediately."

Mary—"But I'm all wrapped up in my problem."

Mother—"Tell him to go home."—Widow.

**BLESSED EVENT**

A friend came to call on a well-known poet. The poet's wife met him at the door, with her finger to her lips.

"Hush!" she said. "Don't make any noise. He's up-stairs, having a poem."—Purple Parrot.

**NOTICE!**

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

Send for Circular.

**Do You Want to Sell Your Farm?**

Write to

**WM. STEWART**

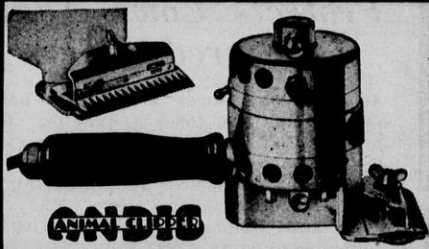
Office of

**STEWART INVESTMENT CO.**

601-603 First Wis. Nat. Bank Bldg.

**MILWAUKEE**

**Complete 3 INCH  
ELECTRIC CLIPPER**



**Only \$28.**

**Clip Dairy Cows-Show Animals**

**Eaiser—Faster—With New Andis Clipper**

APPROVED BY LEADING PRODUCERS OF CERTIFIED MILK

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

Differs from others in having motor, shear plate and handle all in one well balanced unit. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket, on 32, 115, or 250 volt A. C. or D. C.

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

**ANDIS CLIPPER CO. 1640 Layard Ave. RACINE, WIS.  
MAKERS OF HIGH GRADE ELECTRIC CLIPPER**

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 3

DECEMBER, 1930

Number 9

## December Price Not Agreed On

The Directors met with the dealers at our office on November 26 to bargain for the price of December fluid milk. The dealers seemed to be set on paying a lower price and advanced many arguments in favor of a reduction. Low price of butter, cheese, and condensed milk were mentioned. Diminished purchasing power of the consumer, due to unemployment, was stressed. The dealers also said that in the suburbs milk is being offered cheaper by dealers who do not operate in Milwaukee, and therefore are not under the supervision of the Milwaukee Health Department.

The point was also made that some dealers who are operating outside of the city do not buy on our plan and are getting their supply that goes into fluid milk at a much lower price than \$2.85 per hundred.

The Directors opposed a lower price on the grounds that the farmer needs considerably more money for market milk than is paid at creameries or condenseries. It is true that we are getting a higher price compared with manufactured milk price than we had some years ago, but we contend that the larger differential make for better milk, which should mean heavier consumption, other things being equal. It was then decided to adjourn to December 10th at which time another effort would be made to agree on a price for December fluid milk.

The butter market is in a demoralized condition and casein and other skim products are almost worthless. This has resulted in a drop in manufactured price of 19 cents per hundred, as compared to October.

Luick Dairy reports fluid sales as 58.6% of total purchases and will pay \$2.22.

Gridley Dairy reports fluid sales as 62.7% of total purchases and will pay \$2.28.

Layton Park Dairy reports fluid sales as 59% of total purchases and will pay \$2.23.

Blochowiak Dairy reports fluid sales as 60.57% of total purchases and will pay \$2.25.

Sunshine Dairy will pay \$2.25.

## Milk Campaign Strengthens Sales

It is a significant index of the effectiveness of the Milk Campaign being conducted by the Milwaukee Dairy Council that milk sales are holding up better in Milwaukee than in the majority of large cities. The

remember that milk has a lower advertising budget than any other commodity of similar value. So in considering the effectiveness of the campaign and the value of the work, a comparison of advertising budgets.



proof of this fact can be seen in a study of milk sales for the past year.

The constant spreading of the message of "Refuel with Milk" is beginning to bear fruit. The full value of the work being done now cannot be determined. Time alone can tell just how good a job is being put over. But even today we are beginning to feel the effects of the campaign in the few short months it has been in operation.

In considering the Milwaukee Dairy Council campaign it is well to

sales, and value of the product will show that this milk campaign is being both efficiently and effectively promoted.

The second week in December will see this poster reproduced in the brilliant colors of summer and spread on over sixty boards all over the city of Milwaukee. Look for some of these boards when you come into town. No matter which road you use, you will see your message somewhere, selling the consuming public your product.

## The Agricultural Situation

Nothing has developed during recent weeks to indicate improvement in the general agricultural situation. Markets have continued sluggish, irregular and unsatisfactory. Price trends, with few exceptions, have been downward.

According to the United States Department of Agriculture, the general level of farm prices declined five points from September 15th to October 15th. With the index at 106 on the latter date, the level was 34 points lower than a year ago and at the lowest point reached since 1915. The October 15th level represents a decline of 4½ per cent for the month and 24.3 per cent for the year.

During the past month the general trend has continued irregularly toward a still lower level. Butter, cheese, all the grains, potatoes, hogs and veal calves have all sold at a lower level of prices since mid-October than during the previous month. Poultry has held about even. Eggs have sold higher. Sheep also have sold somewhat higher, but the bulk of cattle sales in spite of somewhat higher tops, have been at slightly lower prices. At this moment wheat is selling at its lowest since 1906, oats at its lowest since 1905, and rye at the lowest point it has reached since 1898.

# MILWAUKEE MILK PRODUCER

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1511 FOND DU LAC AVENUE  
Phone Kilb. 2950 MILWAUKEE, WIS.

Volume 3 December, 1930 Number 9

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### TO SELL MORE CHEESE

In a recent article in Hoard's Dairyman, Mr. F. A. Cornica, Manager of the National Cheese Producers' Federation, is quoted as saying that the cheese consumption of the United States has dropped nearly forty million pounds the last three years. He explains this loss in sales by saying that the consumer is not getting the type of cheese he wants. He suggest furthermore that the cheese producers make the kind of cheese the public likes and will buy.

The suggestion is very good. Any product to meet with the approval of the consuming public must satisfy all the demands the public may make. Cheese should be made in many varieties and as good as it can be made. That may be taken for granted.

From a merchandising standpoint it is far more important that any product as widely distributed and sold as cheese is, should have and maintain a constant and never-changing uniformity. There must be no variation in a product that is sold nationally or the sales will suffer.

A simple suggestion occurs at the same time. Why not advertise and try to sell the consuming public some of the cheese we have now? We know from present day sales that a very large percentage of people like the cheese we make now. Why not try to sell that same idea to more people through advertising?

It is a very peculiar coincidence that the loss in sales of Wisconsin

Swiss cheese should be about equal to the gain made in the sales of imported Swiss cheese. It is still more strange that the loss of one and the gain of the other should date from the time the Swiss Cheese Producers organized and started an advertising campaign in this country to sell their cheese.

Imported Swiss cheese sells at a margin over the domestic cheese . . . yet only an expert can tell the difference between the two. Surely the quality is there. Then why not do what the Swiss producers did?

You can draw your own conclusions from these significant facts. No matter what you have to sell today, no matter how good it is, no matter how cheap it is . . . the sales of your product will suffer unless you meet the competition of advertisers in other products and other commodities.

If the daily consumption of cheese is not sold each day . . . the unsold portion becomes surplus because no one will eat twice as much the next day to make up for it.

This is our solution to the problem of decreasing cheese sales. It is a solution that other commodities have used . . . successfully.

### FROZEN MILK

Once again we are confronted with winter and the many problems that go with it. An important one which may mean great losses to you is that of frozen milk.

Each year about this time we print an article dealing with frozen milk because we feel that it is of utmost importance to you.

We have had our first touch of zero weather and with it came the usual amount of frozen milk. In some plants here in the city sampling had to be discontinued for the day. A farmer cannot expect correct weights and tests when the milk is frozen.

If we are to have frozen milk this early when the thermometer has just barely gone below zero, what is it going to be like when the 10 and 12 below cold comes?

Let us begin to use those little additional precautions necessary in winter. It will mean milk in perfect condition free from ice.

A helpful hint in zero weather to the man who puts his milk on the roadside for the hauler is this: "Don't set it out too soon, the hauler will probably be a little late anyway."

Proper care and a few little precautions will mean money in your pocket.

### MILK PRICES FOR OCTOBER

We are paying \$2.10 for 3.5 per cent milk delivered Twin Cities for the month of October.

We had an increase of 2,359,436 pounds over the September production, which increase went into manufactured products as the amount sold to dealers was about the same.

Competition in the sale of manufactured products is constantly getting more severe. One of the principal outlets has been candy, and many candy manufacturers are shut down and are producing less than their usual run. In addition to this, milk and cream is backing up on the Eastern producers and this surplus is being manufactured. Naturally Western producers cannot sell any cream and very little powder in the Eastern markets under these conditions.

Production and use of milk is shown in the following table:

	Pounds
Sold to distributors.....	13,995,433
Separated for sweet cream and butter .....	8,783,092
Made into cheese.....	23,711
Made into condensed milk and ice cream.....	1,827,134
Total.....	24,629,370

You will see that the distributors took 57 per cent of the total amount sold. Of the remainder, 36 per cent was separated and sold as sweet cream, butter and skim milk powder. Practically no milk was made into cheese during the month, as cheese brings less return than butter and powder. Condensed milk accounted for seven and one-half per cent of our production.—Twin City Milk Producers' Bulletin.

### POULTRY CHAMPION

The Sunday paper tells about a 16 year old boy who made a profit of \$446.91 from 196 hens in twelve months. This news should encourage many city people to acquire a few acres and get rich quickly with hens. Many farmers, too, might think their kids as smart as the one in the story and furnish each of them with a few hundred hens.

Egg prices are now the lowest since 1915 but if all the bright boys and girls, to say nothing of the grown-ups, get into the game perhaps the price can be brought down to ten cents a dozen and then the consumer and the club leader should be happy.

# McInnerney, Milburn and Hartke Discuss Farmer-Dealer Relations at Des Moines

Great interest was evidenced at the fourteenth annual meeting of the National Co-operative Milk Producers' Federation, held at Des Moines, Iowa, Nov. 6th, 7th and 8th. Representatives of milk producers' co-operative organizations were present from all sections of the country. Not only were co-operative officials there, but on the closing day T. H. McInnerney, president of National Dairy Products Corporation, and A. W. Milburn, president of The Borden Company, made addresses on the relationships and policies of their corporations toward the co-operatives. Interest in the meeting was intense, but the session Saturday morning, at which these two industrial leaders spoke, became of national importance since it was the first time that leaders of three such large organizations met on common ground to discuss the vital problems that confront the industry. After the speeches by McInnerney and Milburn, Harry Hartke, president of the National Co-operative Milk Producers' Federation, stated the position and policies of his organization on the subject of dealer-co-operative relationship.

A few excerpts from the speech of T. H. McInnerney are as follows:

"The farmer is entitled to a fair price for his milk. The public must have this food at a fair price, which must include not only a fair cost of milk but fair cost of plant handling and efficient service."

"It is apparent that for any co-operative distributing organization to serve the public in the distribution of milk and dairy products as efficiently and economically as does the established private business, such co-operative organizations must successfully duplicate the facilities, ability, talent, executive capacity and experience and trained organizations which private capital has developed through many years of experience and effort.

"It is clear to anyone, it would appear to me, that this can not be done overnight. It is my judgment that, until the millenium arrives, private enterprise and self-interest will do a better job in distribution in the interest of the consumer and the farmer than will co-operative effort. The farmer is a better farmer than mer-

chant and the merchant is a better merchant than farmer."

"Co-operative dairy associations have their field of efficiency in bargaining activities of producers and private enterprise has its field of efficiency in manufacture and distribution. This, I am inclined to believe, will ultimately prove to be the fact. Regardless of any difference of opinion we may have, the final outcome of the situation will be determined through the inexorable laws of competition."

Mr. McInnerney said that the National Dairy Products Corporation was eager to co-operate in developing the output of the dairy farmers of the United States, which "would not only increase the wealth of the country enormously but would tend to relieve and solve agricultural depression and rural problems which so vitally threaten the well being of our people."

A. W. Milburn in his address stated: "Several other lessons were learned from the difficulties of these years. First, milk distributors learned that the producers' welfare was as important as that of the consumers'. Second, co-operatives learned that a successful fight increased membership as nothing else had done. Neither lesson has been forgotten, but they should not be permitted to dominate the policies of either party. If dealers should give too much weight to producers' views, and too little to the consumers', especially in periods of depression, they would be just as shortsighted as they were prior to 1916. Likewise, it would be equally shortsighted for co-operatives to precipitate a fight solely for the purpose of increasing membership. Although such instances are rare, there have been occasions when this was tried by dying organizations, with a consequent hastening of their demise.

"The Borden Company's published audited reports are public property, and their contents are undoubtedly known to many in this gathering. For the year 1929 you have observed that of every dollar of sales there remained for the company but 6.21 cents—93.79 cents of every dollar having been expended for cost of

raw materials, supplies, labor, expense, etc.

"Since any claim of altruism would receive very little credence at this time, I shall present the policy of The Borden Company from a strictly business standpoint. We believe that the interests of the company and the industry will best be served by honestly, sincerely and whole-heartedly working with the co-operatives. This assumes, of course, that the co-operatives are economically sound, but obviously does not mean the ruthless abandonment of satisfactory sources of supply not yet identified with co-operatives.

"The Borden Company believes so thoroughly in the fundamental soundness of dealing with co-operative associations that it is willing to make material temporary sacrifices if they will lead to permanent benefits to both the company and the co-operatives. It must be reasonably sure, however, that these sacrifices will not be in vain. That each of the existing co-operatives, as well as any others that may follow, will be permanently successful is earnestly to be desired, but investments, commitments and contractual relations must necessarily be entered into with usual business caution by both parties."

Following Mr. Milburn, Mr. Hartke of the Federation closed the morning session with an address from which may be quoted: "If the distributors will refrain from any effort to prevent producers, through their co-operative associations, from controlling their products to the doors of the market, if they will recognize that producers share in the good will of the consumer and are vitally interested in the consumer paying a price that will assure maximum consumption, if the distributors will recognize that producers also have a real concern in efficient distribution and labor charges and if producers know that they will not be compelled to pay dividends on over-capitalization, then distributors need not fear that any producers' organization will attempt to duplicate the operation or enter the field of urban distribution.

"We do not agree with the opinion sometimes expressed that the organized farmers are not able to acquire

competent business management. It is true that some co-operatives have failed; it is equally true that many privately owned concerns have failed. Our confidence in the intelligence of the American farmer is such that we believe that in associations sufficiently large, they are just as able to obtain competent management as can the same number of individuals who are shareholders of privately owned corporations.

"Producers have no desire to take on unnecessarily the responsibilities of carrying their product to the ultimate consumer now that they recognize the services rendered by efficiently managed and soundly financed distributors and manufacturers."—Dairy Produce.

### PRESIDENT DAVITZ RECOVERING

Members of the Association who are acquainted with our President, Mr. John A. Davitz, will be interested to know that Mr. Davitz underwent a very serious operation at Mount Sinai Hospital about two weeks ago.

We are very happy, however, to report that he is coming along nicely and he expects to be removed to his home in the very near future.

### MILK SUPPLY TO BE DISCONTINUED

The Bowman Dairy Company of Chicago has notified the shippers at Slinger, Wisconsin, that no milk will be accepted after December 1, 1930.

Some of the shippers have been here requesting a Milwaukee market which, of course, we cannot give them, because of a great surplus which now exists in this market.

It is rather rough on shippers who have had the Chicago market to accept the condensery or cheese factory market when the great difference in price is considered.

### DON'T HIBERNATE SAYS HEALTH BODY

People who desire to continue to live a healthy life must not hibernate for the next six months, but should follow simple health rules, according to the educational committee of the state board of health.

The health which summer sunshine has given can be preserved by the continued use of summer vegetables, by more exercise and by plenty of fresh air, the committee says.

"There is no health in hibernation," declares the medical bulletin issued recently. "Construct your dairy diet around the so-called pro-

tective foods—pure milk, fruits and especially, green leafy vegetables.

"If these necessary, desirable and comparatively inexpensive foods form the basis of the diet, indulgence of one's appetite to a reasonable degree will take care of the remainder of the body's needs. Remember that a quart of **pure milk** in some form ought to be consumed by every growing child every day and that adults should have at least a **pint** of this most **nearly perfect of all foods.**"

Every day someone not directly interested in the dairy business is saying a good word for milk in newspaper articles such as the above.

Are all of the producers doing as much as possible by word of mouth and example?—(Editor.)

Our Treasurer, Wm. Kerler, has returned from a two months' trip to Europe where he visited in Germany, Italy, France and Switzerland.

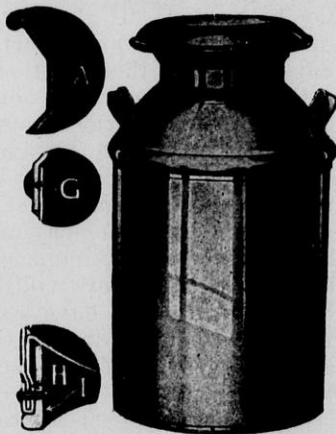
Mr. Kerler says that while he had a very interesting trip and saw many interesting places and things the most enjoyable part of the trip was getting back to Wisconsin.

No other country and no other people compare in any way with this country and the people who live here in Mr. Kerler's opinion.

# Follansbee Forge Milk Cans

## Important Details of Construction

### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

## NATIONAL CO-OPERATIVE COUNCIL

During the past twelve months the National Co-operative Council, the central conference body or trade association of farm co-operatives, reached maturity. It has been slowly and carefully forming its structure and general policies over a period of two or three years, but not until this year did it open an office and employ personnel to handle its affairs. Its preparations to serve the movement constitute one of the important developments of 1930. It has been created in order that the co-operatives might have an agency controlled by themselves to deal with national issues affecting the co-operative movement—both economic and legislative. More specifically, the Council's members expect it to represent them in the city of Washington in matters of legislative service, departmental contacts, and national co-operative policies generally. The office serves as "eyes and ears" for the member organizations. By way of distinction the American Institute of Co-operation is the non-resolving, open forum, educational agency of the co-operatives, while the National Co-operative Council is the policy-making, resolution-adopting, fighting agency of the movement.

The representative calibre of the council is indicated by its membership: all three citrus co-operatives of California and Florida; all the cotton co-operatives; the wool associations comprising the national marketing agency; the dairy co-operatives comprising the National Co-operative Milk Producers' Federation, all the large poultry co-operatives of the country, the farm supplies groups of New England, New York, Ohio, Indiana, Michigan and other Eastern states; the great deciduous fruit, walnut and livestock co-operatives of California; the American Cranberry Exchange, and other co-operatives handling pecans, grain and potatoes. In addition its membership roster includes a number of active state co-operative councils. All told, today it represents in general co-operative affairs more than a million co-operative memberships and more than a billion dollars annual co-operative business.

Theoretically the Council is a federation of national co-operative federations and its by-laws are so drawn that integration and combination of commodity groups generally takes place before membership in the Council is granted. It is financed by the member organizations approxi-

## Buy Christmas Seals

"Nine countries have a lower death rate than the United States."

So reads heavy face type on the cover of a recent publication of the



*"Santa, did you put Christmas Seals on every gift? We did!"*

### BUY CHRISTMAS SEALS

Get plenty of them. Their cost is trifling. Their good far-reaching. The fund from the sale of Christmas Seals will help to fight tuberculosis all year round in every community.

Let your joyous Christmas spirit reach out to help the thousands who are bravely and hopefully fighting against tuberculosis. Protect the children. Get your share of Christmas Seals today.

THE NATIONAL, STATE AND LOCAL TUBERCULOSIS ASSOCIATIONS OF THE UNITED STATES

### FIGHT TUBERCULOSIS

Association of Life Insurance Presidents, entitled, "A World's War Against Disease." That's something to remember when we're inclined to get cocky about our own country having it all over every other country in everything. We've got a few things to learn and to do, too.

But it's certainly good to know that between the four-year period, 1901-05, and the four-year period, 1921-25, the United States cut its death rate faster than any other nation for peoples between the ages of 20 and 45. Other nations have a better record when it comes to saving their babies, others have a better record in saving middle and old age. But the United States sets the mark for improving its record in saving young people of parenthood age.

How did it happen, do you suppose? Well, if we read a little farther, we see this: that while other nations cut their diphtheria death rates faster, or their scarlet fever death rates, or their typhoid fever rates, or those for any number of other diseases, the U. S. A. cut its **tuberculosis** death rate faster than any other important country in the world. And tuberculosis, you know, is the **great killer of young people**. See now why the U. S. leads in cutting its death rates for young people?

"TB" is on the run. And the best way to keep it running, and help keep our United States in a high place in the field of public health, is to help those organizations like the Wisconsin Anti-Tuberculosis Association that are fighting "TB". Buy Christmas Seals and use them. One Tuberculosis Christmas Seal is rather tiny, by itself. Put a few million of them together, and they've got a lot of strength.

mately in proportion to their annual businesses.

The structure of the Council for control purposes is unique. Instead of voting being on the basis of one-organization-one-vote, or on the basis of the number of farmers or volume of business represented, the member co-operatives are classified into divisions in accordance with common commodity or other interest. A two-thirds vote of the associations within each division determines the division's vote and then the unanimous vote of all divisions is necessary for the adoption of a legislative policy. Actually, the policy of the Council is

that there is so much to be done that it can afford to confine its national activities to those things upon which its members are unanimously agreed.

Perhaps the most significant thing about the Council is the fact that in this day of more or less government aid and supervision the co-operatives have established their own agency for self-expression and policy formulating. It stands for a free and independent co-operative movement and will vigorously fight any or all substantial efforts to curtail the effective and efficient operations of co-operatives, but it has no intention of jumping into the arena to decide

each issue that may arise. Some of the members take the attitude that it is worth their while to maintain and develop the Council year in and year out chiefly in order that an organization may be available on rare emergencies when the safety and effectiveness of the co-operative movement as a whole demands instant mobilization of all its forces.

A few months ago the Council acquired as its own the Co-operative Marketing Journal, a self-sustaining publication of four years standing. It supplements other services of the Council by furnishing regular reviews of co-operative developments, mentioning new co-operative literature, printing papers by co-operative thinkers treating of the policies and problems of the movement, and generally serving as a means of gaining wider attention to the Council's activities. The publication shows promise of becoming an important phase of the Council's work.

### PROFESSIONS TO MEET

Convention holding organizations, representing business and professional groups of vital interest to Milwaukee business men, will hold conventions here during the month of December. The list is as follows:

Wisconsin County Judges Association, Associated Wisconsin Contractors, Wisconsin Cheesemakers' Association, State Superintendents of Public Instruction, National Association of State Vocational Directors, Wisconsin Implements Dealers Association, American Vocational Association, Wisconsin Association of Ice Cream Manufacturers, Line Material Company (sales meeting), Alpha Epsilon Pi Fraternity, Wisconsin Shoe Travelers Association, Wisconsin Board of Circuit Judges.

Eighty per cent of the concrete roads of the world are built by Milwaukee made machinery and equipment.

### POTATO PRICES STAY LOW IN SPITE OF CUT

The 1930 potato crop is one of the smallest crops in 16 years in proportion to population; the average supply for the past five years has been 193 pounds of potatoes for each person but for 1930 only 171 pounds are available, according to Professor M. P. Rasmussen of the New York state college of agriculture.

With the small crop, which is 29 million bushels less than the five-year average, prices should be higher than last year. But prices in western New York are 80 cents a bushel in October, compared with \$1.15 last October; 65 cents a bushel in Maine, compared with \$1.05 last year; and 78 cents a bushel in Idaho, compared with \$1.18 last October. This is due, according to Prof. Rasmussen, to the current business depression, with accompanying unemployment, and the world-wide decline in all commodities.

### NEW SUPPORTERS

Chas. L. Birkhauser, Menomonee Falls, Wis.  
 Jos. Kreuzer, Hubertus.  
 Peter Bauer, Hubertus, Route 1.  
 Jos. Radermacher, Hubertus.  
 Schumacher Bros., Hubertus.  
 Chas. H. Westphal, Hubertus.  
 Hubert Schuster, Hubertus.  
 William Boulton, Colgate.  
 Wm. Henn, Colgate.  
 Fred VanRhielen, Colgate.  
 Mike Kohl, Germantown.  
 Julius Fredricksen, Colgate.  
 John A. Youngbauer, Colgate.  
 Stanley Stasinski, Colgate.  
 Henry B. Esser, Menomonee Falls, Route 2.  
 Karl Kohn, Hartland, Route 1.  
 Wm. Zunker, Route 1, Box 41, Caledonia.  
 Henry P. Harm, Route 2, Lake Beulah.  
 Jos. J. Schuster, Hubertus.  
 Jacob Lutz, Colgate.  
 Adam Ebling, Richfield.  
 John Schuldt, Colgate.  
 Clarence Geske, Colgate.  
 Andrew Steger, Germantown.  
 William Fleischmann, Hubertus.  
 John Maurer, Richfield.  
 Jos. Banaszynski, Caledonia, R. 2, Box 59.  
 Harvey Hangen, Waukesha, R. 5, Box 74.

### THE WOMAN OF IT

"So you asked Geraldine to marry you?"

"Yes, but I didn't have any luck."

"Why didn't you tell her about your rich uncle?"

"I did. Geraldine's my aunt now."

—Humorist (London).

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

### BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

# WHLV

a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked—why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
 Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



## Universal

natural milker

Combine Dairying with Melon, Vegetable and Berry Growing on this 120 Acre General Purpose farm, near a city, carline, lake. \$3,500 down.

FREE FARM CIRCULARS

### ZANDER BROTHERS

413 Juneau Avenue  
 Milwaukee : Wisconsin

## Producers' Federation Holds Most Successful Meeting in History

The fourteenth annual convention of the National Co-operative Milk Producers' Federation, held at Des Moines, Ia., November 6, 7 and 8, was the most successful in its history. Out of the 53 groups now affiliated with the Federation, 40 were represented by delegates in attendance. This representation included organizations from coast to coast. Representatives from a number of agricultural organizations, universities, agricultural periodicals and distributors and manufacturers of milk and its products also attended the open sessions.

The Federation is now composed of 53 member groups which in turn represent hundreds of local associations operating in almost every county of the commercial dairy belt of the United States. The member associations of the Federation market annually from 325 to 350 million dollars worth of milk and its products for approximately 345,000 dairy farmers. The Federation is the largest commodity organization in the world and is the oldest trade association of co-operatives in the United States. It was organized in 1916 at a national meeting in Chicago and incorporated in 1917. Since 1920 it has maintained national headquarters at Washington, D. C., for service work and representation in national affairs.

### Trucking Problems

On the morning of November 6 delegates to the convention divided into two conferences; one dealt with problems connected with the trucking of milk; the other with the relations of members to their respective organizations.

The discussion of trucking problems was led by Clifford E. Hough of Hartford, Connecticut, general manager of the Connecticut Milk Producers' Association.

Harry R. Leonard of St. Paul, Minnesota, general manager of the Twin City Milk Producers' Association, which supplies the milk and cream needs of St. Paul and Minneapolis, told the conference that the Twin City Association had never made a practice of contracting with haulers to haul milk from farms. "Our members," he said, "on each route have made the contract with the truck driver or trucking firm, but we have made a deduction for hauling from the milk checks of members."

Mr. Leonard stated that approximately 240 trucks are now engaged in moving milk from farms to the association's plants, and that competition of service had been very

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keen. "Most of the trucks give 'yard service'," said the speaker. This means they drive into the farm-

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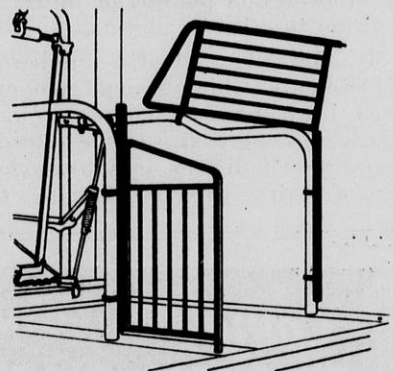
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er's yard and take the milk from his cooling tank. Charges for this service vary more according to competition than mileage. Charges have been decreased in most cases during the past year and many of the trucks are now hauling 25 miles for a charge of 18 cents per hundred. The maximum charge is 25 cents per hundred pounds and the minimum, regardless of distance, 15 cents.

E. J. Tracy of Covington, Kentucky, counsel for the Co-operative Pure Milk Association of Cincinnati, gave an exhaustive review of the question. "The extent to which the public utilities commission in the various states should regulate the operation of trucks is a matter of serious concern to our milk producers and milk co-operatives," he declared. "It is the function of these commissions ordinarily to regulate common carriers. As many truck haulers are actually common carriers and compete with the railroads and traction lines, these come under the control of such commissions.

Every co-operative was advised to keep both its program and its structure flexible enough to change or develop as its code may require by A. J. McGuire of Minneapolis, Minnesota, general manager of the Land O' Lakes Creameries, Inc. This great co-operative sales agency, only a few years old, now comprises in its membership approximately 500 co-operative creameries and markets annually 100 million pounds of butter in addition to other activities.

Mr. McGuire told of a number of adjustments which dairy co-operatives have had to make to keep themselves abreast of the rapidly changing conditions in the marketing of dairy products during the

past ten years. He emphasized the necessity of maintaining flexibility to cope with the host of new conditions which the present and future hold in store for them. Illustrating this theme he added: "There is an old saying that has been going the rounds of the dairy world for many years to the effect that high quality of dairy products sell themselves," said the speaker. "The statement is by no means true. While it is true that consumers prefer high quality products, farmers who produce them fail to get adequate returns when they do not have a voice in their merchandising."

#### Problems of Membership

Under the leadership of H. H. Rathbun of New York City, member of the executive committee of the Dairymen's League Co-operative Association, Inc., the conference on membership relations and education developed a multitude of questions keenly interesting the leadership. This conference took the form of listening to and discussing reports by members of a committee of the National Federation which for the past year has been studying these questions.

#### WHO IS RIGHT?

A Milwaukee paper carries a story to the effect that the Railroad Brotherhood will make a stand for a six hour day with the same returns they now get for eight hours. The workers argue that work will be provided for more men and that all of the men will be happier because of the extra time they may spend with their families, etc. In other words, enjoy life as they go along instead of working like a truck horse.

The same paper takes a full col-

umn to tell the story of the boy who won the title of "Future Farmer." How he raised peaches and chickens and marketed fruit, meat and eggs and went to school at the same time.

Work, Work, Work, long hours, heavy production, the program of the future farmer, just as we have at present.

The Railroad Brotherhood, fewer working hours, better living. Who is Right?

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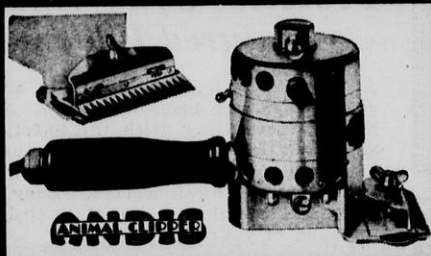
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# Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

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JANUARY, 1931

Number 10

## The New Price for Milk

Milwaukee has a new low price for milk, the lowest in the country with the possible exception of Minneapolis. From the standpoint of making more widely available the most nourishing of foods, that ought to be good. But whether it is good, economically, for the city and its trade area will depend entirely on what the new rates for production do to the dairy farmer.

The city's milk bill is being reduced about \$2,000 a day or \$60,000 a month. The consumer is to pay \$720,000 less a year—a very considerable item. Now let's see how this reduction is spread around to those who are on the receiving end of the lessened returns. The change for the consumer is in the quart bottle trade, from 11 to 10 cents for standard milk and from 14 to 13 cents for grade A. But the price of pints remains the same—7 cents for standard and 8 cents for the higher quality. The dealer is taking a very considerable reduction on quarts but none on pints. For the farmer, however, the reduction is 35 cents a hundred pounds straight, whether the milk is finally bottled in quarts or pints.

The announced aim is to encourage a larger consumption by leading people to buy quarts instead of pints. If it does work out that way, then the reduction for farmer and dealer will run pretty much on an even basis. And the farmer will be able to sell more of his milk for the bottled trade and less at the much lower price which prevails for surplus fluid. If it does not, if people buy about the same quantity as is left on their doorsteps now and at about the same ratio of pints and quarts which now prevails, then the farmers will have taken a very large cut and the dealers a much smaller one.

From this standpoint, the change will need to be watched closely, and closely checked. The farmer should be made to bear more than his share of reduction costs.

In the meantime, it is well to reflect on another angle. Figuring the new rates on a yearly basis, there

## Fluid Milk Price Reduced to \$2.50

The conference held in this office on December 26 regarding price of fluid milk for January, 1931, adjourned to December 29, because the directors and distributors could not agree.

The directors believed that no change should be made in the price of fluid milk. The distributors offered \$2.45 and intimated that they expected to sell milk cheaper to the city people.

A large delegation of producers attended both meetings and took part in the discussion. After about four hours of argument, and after various prices, from \$2.45 to \$2.85, had been proposed and rejected by either one side or the other a motion for \$2.50 for January fluid milk prevailed.

Too much milk from our producers, as well as a great deal of milk offered by condensery, cheese factory and creamery patrons who want to get more money than they are now getting has much to do with the situation.

If we could, and were so disposed, shut out a group of shippers, thereby reducing our surplus and had some way of keeping new dealers and producers out of the market perhaps we could maintain a higher price. Shutting out producers would probably mean that the milk would come in through another dealer at a cut price.

It is the earnest hope of the board of directors that each shipper cut down his shipment. Old cows that would have to be disposed of soon

would be nearly three-quarters of a million dollars less going into the trade area around Milwaukee. That would mean three-quarters of a million less in volume buying in the city, for most of what the city pays for milk eventually returns. This is no small item from the trade standpoint.

Also, some dairymen sound a warning that at the new price high standards of production cannot be kept up. Anything less than pure milk cannot be cheap at any price. So standards must be taken into con-

sideration along with the economic factors. anyway might be sold, hard milkers, cows that are very hard to keep clean, or that are undesirable for one reason or another, might well go to the block. It may seem tough to sell cows at the low price of beef, but suppose that beef prices do not get any better. You have kept the cow, produced some unprofitable surplus milk, and your feed is gone.

Many people could use more milk at home instead of buying some other food. A quart a day for every person is about right. Let's try that for awhile. Is there any cheaper food we can get than milk at less than one dollar per hundred? Surplus milk won't bring \$1.00 for December at the farm. We can also urge our city relations to use more milk. Do so. It's money in our pockets.

The manufactured price for December is \$1.17 per hundred.

Gridley Dairy Company reports fluid sales of 57.29% of total purchases and will pay \$2.13 per hundred.

Luick Dairy Company reports fluid sales of 51.81% of total purchases and will pay \$2.02 per hundred.

Blochowiak Dairy Company reports fluid sales of 56.71% of total purchases and will pay \$2.12 per hundred.

Layton Park Dairy Company reports fluid sales of 54% of total purchases and will pay \$2.08 per hundred.

Sunshine Dairy Company will pay \$2.08 per hundred.

sideration along with the economic factors.

All told, this reduction must be viewed as an experiment, with a determination that in the light of studied developments, exact justice must prevail for all—the producer, the dealer and the consumer. The dairy industry is too important to Milwaukee to allow any other course. It is of vital concern to every business in the city that the milk basin surrounding Milwaukee shall not deteriorate. — Editorial in Milwaukee Journal.

# MILWAUKEE MILK PRODUCER

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Subscription.....\$1.00 Per Year

## LOOK FOR THE MILK BILLBOARDS!

There will be over seventy-five poster billboards advertising milk in the city of Milwaukee during the month of January . . . as part of the campaign being conducted by the Milwaukee Dairy Council. These warm, colorful posters bringing out the idea that there is "MORE SMILEAGE TO THE QUART" of Milk help to bring home the message of the daily story, Refuel with Milk, the slogan around which the campaign has been built.

It may be considered as a very significant fact that in the midst of the greatest business depression the country has known, milk sales have been maintained better than the sale of any other commodity of equally wide use. The importance of this statement lies in the fact that practically all industries are putting on tremendous drives, sales and advertising campaigns, to get their share of the consumer's dollar.

Milk producers and distributors throughout the country are beginning to co-operate to promote the sale and use of more fluid milk. Milwaukee has the unique distinction of being one of the first to recognize and make proper sales plans to meet the changing conditions. And it is with pardonable pride that we can say that the advertising campaign of the Milwaukee Dairy Council and the Milwaukee Co-operative Milk Producers' Association is setting a

high standard for the dairy industry to follow.

The newspaper campaign continues with unabated vigor and ties in with the poster campaign very closely. The cooking demonstrations will continue in the Housewives' Institute. Stories of the food value and the use of milk are being constantly told in the news columns and in the women's pages of the newspapers. Not a single means or method of approach is being overlooked in reaching the consuming public with the story of MILK.

## THE NEW PRICE

The lowering of the price of fluid milk from \$2.85 to \$2.50 must be quite a disappointment to the producers for it will mean about twenty cents per hundred less on the average price, depending somewhat on whether production goes higher as it always has at this period of the year or if less is shipped in due to lower production and more milk being used at home.

In looking over prices paid in the last five years we find that in January, February and March, 1925, the price for fluid milk was \$2.45 and the price of butter for those months was January, 39 cents; February, 40 cents, and March, 47½ cents. With butter from 13 to 20 cents a pound higher than it is now our price of fluid milk looks good by comparison. In April of that year fluid milk went to \$2.50 and has never dropped below that price.

Yes, the price is low but we are still getting more of the consumer's dollar than are the producers in other markets.

Fluid price in the Twin Cities is \$2.15 and milk sells at ten cents.

Chicago about the same as ours and the consumer pays thirteen cents and so it goes in most of the cities of the country.

## SHUTTING SHIPPERS OUT FROM THE MARKET

Some of our shippers say that we should follow Chicago's example and shut out some shippers, thereby lowering the surplus of milk in this market. They argue that since farmers who do not support our organization have done nothing to improve this market those shippers might as well be denied a chance to sell here. Good logic to such an argument, we think. What do you say, Mr. Shipper? Shall we bar the man who does not support the marketing organization?

## NEW U. W. DEAN

Chris L. Christensen of Nebraska, secretary of the federal farm board and former chief of the division of co-operative marketing, United States Department of Agriculture, a recognized authority on co-operative marketing in the United States, Canada and abroad, has been selected to succeed H. L. Russell as dean of the University of Wisconsin College of Agriculture.

On another page we print an editorial that appeared in the Milwaukee Journal on January 2, after the reduction of milk prices was announced. There is food for thought in every paragraph of that article, but we think that the last one is the most important one. Read it over again.

## STANDARDS

There is a high standard of living which involves large outlays. There is also a standard of high living which costs but little. Henry Thoreau is the most distinguished example of the latter kind. For two years he lived upon the shores of Walden Pond. He was sheltered in a house builded by his own hands. He lived largely upon the products of the few arid acres surrounding him. His farm equipment consisted of a hoe and spade. He was entirely without any of the modern labor-saving machinery of the farms. And yet he found that by working only six weeks of the year he was able to produce all that he found essential for a satisfying life. He thus had leisure to write a great book which he called "Walden," and that book has become one of the classics of American literature. It has been translated into many foreign tongues and has been a source of inspiration to the prophets and seers of far off lands. I am not recommending Thoreau's mode of life to others. Indeed, Thoreau was careful to say as much while he wrote. I do, however, urge all to read it who would learn how little the material things for which we struggle contribute to a satisfying life.—Frank O. Lowden.

## TWO GOOD SLEEPERS

"Der's jess two folks dat kin sleep sound.

"Dem wif a clear conscience, and de folks wif none at all."

"We are now passing the most famous brewery in London," explained the guide.

"We are not," replied the American tourist, as he hopped off the bus.

## Prices Lower

The price of butterfat has been going lower and lower all this month until it has gotten down to 30 cents for New York extras, which is the market price on which we sell the sweet cream we skim from your milk. This would give \$1.05 for 100 pounds of 3.5 milk.

The price of milk powder and of sweetened condensed is working lower. In fact, it is really hard to find out what the market is or will be on these products. As it looks at the present time it is going to be a hard job to really get enough out of the skim milk to pay for the manufacture unless things take a turn for the better.

At the present time we are storing practically all of the skim milk products we make, but this part of the business is not unusual, as we have to do this every year as nobody seems to require skim milk products at this time of the year, but we are all hoping that when business opens up in the spring that things will be a better price and look brighter.

A month or so ago, when things were not as bad as they are now, our manager attended a meeting in Chicago of managers of other co-operatives and learned of three or four condenseries in Illinois and Wisconsin which had shut down entirely because it was impossible for them to find an outlet for their products.

We were also told that part of the Chicago milk producers who live near Milwaukee, and formerly sold their products in Chicago, were cut off entirely and had no place to market their milk and were having to separate at that time.

It rather appears to us that part

of our difficulty in the sale of our products in the state of Iowa can be attributed to the publicity given to the state as being in splendid condition, and this has attracted or induced other concerns to look for business in our state.

This has brought about a large number of salesmen being sent to this state to sell milk products, most of them coming from the east trying to ship their products west, which is just the reverse of what we have always been accustomed to doing.

They do not all come from the east, as we have had salesmen from Minnesota and Missouri. One of our men talked with a salesman from Kansas City who was here trying to sell extracts. He stated that his company had understood that Iowa was in a prosperous condition and asked our man, "How do you sell these fellows? I have not made enough to pay my expenses since I have been here. I will be glad when I get back to Kansas City where I can really sell something."

I do not think that we will have to shut down or anything of that kind, but will probably have to work a little harder to sell our products and believe we can do it in good shape.

We are writing this article to let you know what other farmers in other states are up against and what other milk plants and milk associations have to contend with; also, to impress upon you that above all things we do not want any more milk than we are getting at the present time. In fact, believe the association should take some definite steps to reduce the number of cows being milked within its ranks.—Iowa Dairy Marketing News.

## The Annual Meeting

The annual meeting of stockholders of the Milwaukee Co-operative Milk Producers' Association will be held at the Milwaukee Auditorium Tuesday, January 27, at 10:30 A. M.

While this is a meeting at which only stockholders may vote, other dairymen shipping to this market may come and express their views on matters pertaining to milk production and co-operative marketing.

At this meeting plans will be formulated whereby supporters may become stockholders through a percentage of the commission to be applied on the purchase of stock.

### CORNELL DEVISES NEW CALF STARTER

Eliminating entirely the troublesome task of heating water to mix with calf feeds, the new "calf starter" devised at the New York State College of Agriculture has proved successful in tests at the college, according to Charles H. Crawford of the department of animal husbandry. Calves have been grown to six months of age at a total cost of \$36 by using the new dry mixture, and but 325 pounds of whole milk was fed during the first seventeen weeks.

The mixture contains: 320 pounds of ground yellow corn, 320 pounds of rolled oats, 320 pounds of winter wheat bran, 160 pounds of linseed meal, and 880 pounds of dry skim milk. The calves were fed the calf starter for the first sixteen weeks when they were changed to a cheaper, concentrated mixture called the heifer ration. The heifer ration has 300 pounds each of ground yellow corn, ground oats, and wheat bran, and 100 pounds of linseed oil meal.

Both of these feeds gave good growth and are cheap, Mr. Crawford says. The calf starter was limited to five pounds and the heifer ration to four pounds daily. Hay was fed liberally.

### ICE CREAM IN COLORADO

The food value of ice cream is being stressed in Colorado. A recent bulletin on the subject, prepared by the International Association of Ice Cream Manufacturers is being distributed in quantities throughout the state by the Colorado association. The publication is being placed in the hands of home demonstration agents, nutrition specialists, visiting nurses, women's clubs and all similar individuals and agencies interested in the subject of nutrition or health.

### BUTTER CHEAP—USE IT FREELY

The relative cheapness of butter at the present time is being blazoned throughout Colorado by the state association of dairy products manufacturers. Thousands of placards bearing the legend "BUTTER IS CHEAP. USE IT FREELY" are being prominently displayed in all places where butter is sold. The placards are being furnished by the association and the distribution affected through the sales organizations of the creameries of the state. The idea for the slogan and its timely promulgation originated with Charlie Clark of the Central Creamery Association of Nebraska and neighboring state.

Hey, Papa; there's a fly in my soup.  
Well, Ikey, eat the soup until you get to the fly. Then tell the waiter and he'll give you another plate.

### BUTTER'S UNKNOWN PROPERTIES

We pride ourselves on what we have learned about butter—how to make high scoring quality and do it consistently day after day.

We have gained much knowledge of the nutritive value of butter and the important place it holds as a food for mankind. Quality is our watchword in butter manufacture and quality is a reason for improvements in machinery and methods. We haven't arrived at perfection in quality and probably never will, but our progress in quality production has led us into a wide field of investigation by which we have some realization of the importance and necessity of butter as a food.

We have learned also that butter contains properties that have not been revealed to us except in their effects. We haven't learned to define these properties, or to imitate them and we are fast arriving at the conclusion that some of these properties in butter and, of course, in milk and other milk products, do not appear in any other food. We can so far tell only by effects that these properties exist.

They offer us a new field for in-

vestigation and it will be a most interesting field. In the next few years we will hear a great deal about these at present unknown properties of butter.

### CO-OPERATIVE MARKETING GROUP

Omaha, Neb.—A movement to organize milk producers as a co-operative marketing group with headquarters here, will be launched by Jess Palmer, attorney, who is making plans.

### ANOTHER NEW CO-OP. PAPER

Another new co-operative paper begins publication this month. It is the Kansas City Co-operative Dairyman, and will be published semi-monthly by the Pure Milk Producers' Association, Inc., of Kansas City, Missouri.

The Kansas City association heretofore has used space in a trade paper, but the board of directors recently decided to have a publication of their own. The new paper will begin with four pages and will be issued on the fifth and twentieth of each month.

### PRESIDENT DAVITZ RECOVERING RAPIDLY

President John A. Davitz writes that he is gaining strength very fast following a very serious operation, and expects to be with the board of directors at the next meeting.

### CHEESE AND BUTTER LOWER

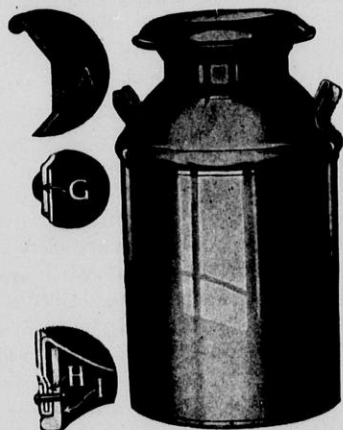
The Plymouth cheese market reports price declines of 1¼ cents over the previous week, twins selling at 13⅞ cents, and Longhorns at 14¼ cents. Last year 19 and 19¾ cents were the respective ruling prices. Chicago 92-score butter is quoted at 26½ cents as compared to 35 cents for January 5, 1930, 46¾ cents for that date in 1929, and 50½ cents in 1928.

Storage figures as reported by the federal government show eight and a quarter million pounds less butter that last year and two and a half million pounds less cheese but many condenseries are making cheese and butter and the large amount of surplus milk in the cities is being made into the same products thus bringing more butter and cheese from new sources into the market.

## Follansbee Forge Milk Cans

### Important Details of Construction

#### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

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Milwaukee, Wis.

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

## CHICAGO CONSUMERS BUY MILK ONE CENT LESS—PRODUCERS TAKE OUT OF THIRTY-FIVE CENTS

Chicago dealers announced a reduction in price of milk of one cent per quart on January 1 which means that milk will retail at thirteen cents in that town.

The producers and dealers could not agree on the price the farmer should get for fluid milk and Dr. Clyde King of Philadelphia was called in to act as arbitrator. Dr. King decided, after hearing all sides of the case, that the farmers should take a cut of thirty-five cents per hundred or a reduction from \$2.67 to \$2.32, according to the papers. This agreement makes the basic or fluid milk price of milk deliveries at country bottling plants about the same for Chicago shippers as we get in Milwaukee as the average cartage to Milwaukee is twenty-five cents.

The why and the wherefore of the cut in the price is the same in Chicago as in Milwaukee, Minneapolis, St. Paul, Detroit, New York, Boston and many other towns. Too much milk. Under consumption and over-production. Lack of co-operation and lack of advertising.

Chicago has tried to cure its surplus situation by various means.

When it was evident that farmers were ready to make more basic milk in 1930 than in 1929 it was decided that a new base could not be established for 1931. Then it was found that the 1929 base would furnish too much fluid milk. In December the agreement was made with the dealers that only 90 per cent of the base milk would be paid for at fluid prices. Still there was too much fluid milk. Shippers at various places in Wisconsin including Slinger, where over 200 farmers produced milk, were told that the plants would be closed on January 1.

In order to further discourage the production of surplus milk a new method of paying for that milk was announced. Eighty per cent of the surplus would be paid for at flat Chicago 92-score butter times  $3\frac{1}{2}$  which at today's, January 5, quotations of  $26\frac{1}{2}$  cents would mean 93 cents per hundred for 3.5 per cent milk at country stations.

After all these remedies were applied a cut in price was decided on for Chicago just as in other towns.

Uncle Abe says he can't see how spending money he hasn't got for things he really doesn't need is going to help much; because that's what started his present money troubles.

## Good Health Calendars

Even a calendar can be an exciting thing, sometimes. If you don't believe it, go into almost any one of 8,000 odd schools of Wisconsin some day this winter and watch the school children eagerly coloring in the outlines of the Indian scenes on the "Good Health Calendars" which the Wisconsin Anti-Tuberculosis Association furnishes free to the schools of Wisconsin. Or listen to the programs they make up around the drawings and descriptions of the farmer, the sanitary milkman, the public health nurse, and the other "Good Health Friends" of Wisconsin school children described on the reverse side of each monthly calendar.

These "Good Health Calendars" of the W. A. T. A., used generally in Wisconsin schools and to a lesser extent in the schools of two-score other states, are a unique method of teaching the principles of good health to boys and girls. Thus, the January, 1931, calendar has a 16 by 22 inch drawing of the sanitary milkman and description of the importance of pure milk in building up strong bodies. This, like the others, can be used as a permanent educational poster in the school room.

"If the sanitary milkman isn't on your list of good health friends, it is your fault and not his," the W. A. T. A. tells the school children of Wisconsin. "If you aren't drinking your share of pure milk each day you are turning your back on one of your best friends. There isn't any other food that contains as many of the building materials as milk does and there isn't any other food that is as cheap."

Drinking milk is an easy way of making sure that your body is getting the necessary minerals and proteins and vitamins for building up bone and muscle, the W. A. T. A. declares. But milk to be valuable must be pure, and therefore in order to be a "Good Health Friend" the milkman must be a "sanitary milkman."

"The sanitary milkman is something more than a mere peddler of milk. He represents the modern dairy and all the precautions which the modern dairy takes to provide its customers with pure milk free from dangerous disease germs. The dairy herds that furnish the milk have been tuberculin tested and the barns are clean, light and airy. The milking is done with clean hands, the milkers and other dairy employees have had health examina-

tions and all the utensils used in the dairy are sterilized and kept very, very clean. In order to make doubly sure that it is safe, the milk is either certified or pasteurized, it is bottled immediately in capped bottles, cooled and kept cool until it reaches the customer. The dairy will not buy milk from farmers unless they have tuberculin tested herds and care for them in a sanitary way."

The Good Health Calendars developed around a different health motif every year, have been planned since their inception eight years ago, and their text written by Mrs. Louise F. Brand, director of the Health Drama Department of the W. A. T. A. They are, however, only one of the educational media of the W. A. T. A. for stressing the importance of milk products in building up strong minds and bodies. Through its free chest clinics more than sixteen thousand persons are examined free every year for tuberculosis and heart disease, and most of these patients, whether or not they are found to be afflicted with tuberculosis, are advised to drink from one pint to one quart of milk every day. Follow-up nurses are sent out into communities frequently after clinics, and they, too, help to persuade patients of the importance of milk in the proper diet. Courses are given by a W. A. T. A. representative in the teachers' training schools of the state to "Teach Teachers to Teach Health," and through this method young prospective teachers are enabled to carry on the gospel of good health to their students. So, too, with thousands of school-room inspections every year, hundreds of school-room talks and the circulation of thousands of pieces of special literature every year. The value of milk products is stressed, too, in almost every issue of The Crusader, official monthly publication of the W. A. T. A., which has a circulation of over 30,000.

Proper food is, of course, only one of the things emphasized by the W. A. T. A. in its campaign for good health in Wisconsin. Sufficient sleep, moderate hours, periodic physical examinations, correction of physical defects, and early sanatorium treatment for tuberculosis, are emphasized every day in the year through free chest clinics, public health nursing, public talks, and other educational publicity. All of these activities are made possible by the yearly sale of penny Christmas seals.

## SURPLUS CONTROL

Discussing the prevention of surpluses of any agricultural commodity, Mr. Denman of the Farm Board recently said: "I do not believe that any industry can determine a profit from its operations unless it does control both the production and the marketing of its product. We cannot know what consumptive demand is, where it is located, nor when it wants our products until we do control our marketing, and when we do know this we can use that information to tell our farmers what sort of an intelligent production program they should embark upon. Certainly there is something wrong with our production program when we have such an experience as we had in 1928, when we sold 49 million hogs for \$140,000,000 less than we received for 41 million hogs in 1926. We have too often believed that abundance of production was efficient production, but in the market place we come to a full realization that that theory is wrong. Yet I believe that through control of marketing machinery and in possession of all the facts we can base our production upon consumptive needs in our domestic market and effectually meet that demand with what it wants, and no more, at a price that will be profitable enough to keep the average farmer in business." — C. B. Denman, member of Federal Farm Board.

## TURNING THE TABLES

The Scot, goat of many an anecdote, occasionally turns the tables.

Lord Alnes, in his autobiography, tells about an English political meeting. One of the candidates patriotically orated, "I have been born an Englishman, I have lived an Englishman, and I hope I shall die an Englishman."

From the back of the hall, in an unmistakable accent, came the question, "Man, hae ye no ambeetion?"

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street

## NEW SUPPORTERS

Louis Krueger, Colgate.  
Chas. Manke, Colgate.  
Ray Graves, Oconomowoc.  
Wm. Cramer, Burlington, Route 6.  
John Schmidt, Germantown.  
Fred W. Ganong, Hartland, Route 1.  
David Ehlers, Templeton, Route 1.  
Walter R. Reyer, Templeton, Route 1.  
John S. Sauer, Templeton.  
Ernest A. Fryda, Templeton.  
John Giese, Oakwood, Route 1.  
George Hansen, Hubertus.  
Geo. W. Stuetgen, Hubertus.  
Henry Yanke, Sta. F. R. 11, Milwaukee.  
Henry F. Last, Germantown.  
J. E. Schuster, Germantown.  
Jos. Tesar, West Bend, Route 6.  
M. Ryan, Colgate.  
Emil Grade, Colgate.  
Henry Feil, Colgate.  
Paul Beilfuss, Colgate, Route 1.  
Peter Becker, Richfield.  
Henry Marks, Hubertus.  
Zemke Bros., Germantown.  
Conrad Schmidt, Hubertus.  
Wm. F. Reinkie, Hubertus.  
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Klein Bros., Menomonee Falls.  
Alois Michels, Menomonee Falls.  
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Mrs. John Kosteman, Germantown.  
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A. Ruelh, Germantown.  
William G. New, Colgate.  
Jos. E. Limbach, Hubertus, R. 1, Box 37.  
Math. Newreuther, Colgate.  
Charles W. Kurtz, Hubertus.  
Lande J. Baumgartner, Hubertus.  
Jacob Schmidt, Colgate.  
Henry Bock, Colgate.  
Wm. Klumb, Hubertus.  
Hubert Rinzel, Germantown.  
Henry Kraetsch, Rockfield.  
Henry Maschman, Colgate.  
John Potrykus, Colgate.

## LIVE STOCK SHIPPERS ATTENTION

The Milwaukee Co-operative Milk Producers, recognizing the fact that many of their members truck their live stock to the Milwaukee stock yards, has made an investigation of the commission firms operating at the yards.

As a result of this study we recommend that our members consign their live stock to the Equity Live Stock Sales Co., a farmer owned and farmer controlled concern.

The Equity Live Stock Sales Co. has been operating at the yards for a number of years and has a large volume of business. Give it a trial when you take your stock in.

Four cents a day was considered good pay for a farm hand six hundred years ago.

# UMLV

a low vacuum



**T**HE suction of a milking machine is determined by the amount of its vacuum.

The Universal Natural Milker employs low vacuum (suction) because it's easy on the cow — it duplicates as nearly as mechanically possible, the actual sucking action of the calf. It combines, with this low-vacuum suction, a gentle massaging action (just like that of the calf's tongue on the teat). That's why cows respond to it so readily and completely.

Low vacuum is one of the reasons why leading purebred herds throughout the country are Universal-milked — why dairymen everywhere are more and more equipping their dairies with Universal Milkers.

Write for free catalog that describes and illustrates Universal Milkers in detail.

The UNIVERSAL MILKING MACHINE CO.  
Dept. 00 Waukesha, Wis. or Syracuse, N. Y.



MILKS LIKE — THE CALF

Two Types  
Double and  
single units.

alternates-  
like milking  
by hand . . .

## Universal

natural milker

## 1931 RESOLUTION

If I want to buy, sell,  
or exchange a farm,  
acreage or lakefront  
property to see

## ZANDER BROTHERS

Wisconsin Leading Farm Agency

417 W. Juneau Avenue

Milwaukee : Wisconsin

## CO-OPS SELL 95% OF MILK USED IN ILLINOIS CITIES

32,282 Farmers Belong to Associations

By Paul Potter.

A number of business like, farmer owned sales agencies have developed in Illinois in the last eight years, until today nearly 95 per cent of all fluid milk consumed in cities of the state is bought by milk dealers from co-operative marketing associations with a total membership of 32,282 dairymen. The co-operative groups' total annual business is in excess of \$60,000,000.

Fostered by the Illinois Agricultural association, the state farm bureau organization, which reaches into every county, and the University of Illinois, dairy marketing groups have reached the point of stabilization in this industry. They point to improved quality of the milk they serve daily, at little if any increase in cost, as their paramount contribution to city consumers of Illinois.

### Chicago the Key Market.

Chicago, the scene of many "milk wars" and "strikes" in years past, is the key market for these dairymen. With 16 nearby cities in its milk market area, this metropolitan population now gets 100 per cent of its milk through a farmer owned organization, the Pure Milk Association. Illinois dairymen supply 60 per cent of this daily demand, the remainder coming from southern Wisconsin and northern Indiana.

St. Louis, the next largest user of Illinois milk, is just completing the organization of farmers, milk dealers, and civic interests, based largely on the methods proved successful in Chicago. A. D. Lynch, who has spent eight years with the Illinois Agricultural association developing the state's dairy co-operatives, this week was made manager of the Sanitary Milk Association, composed of dairymen supplying the St. Louis market.

### New Co-op Takes Field.

In recent weeks, a similar organization has taken over the selling for dairymen whose milk is consumed in Moline, East Moline, Rock Island, and Davenport. Farmers' organizations have been supplying milk for some time in Bloomington, Peoria, Canton, and Pekin, Springfield, Decatur, Champaign, and Urbana, Mattoon, Quincy, De Kalb and Pontiac.

Sixteen smaller cities in southern

Illinois have not yet been brought within the scope of the co-operative milk sales agencies. Galesburg and Danville milk marketing is unorganized, but no demand exists at present for bringing nearby farmers into an association.

"We have taken time to develop this organization slowly, and on a strictly business basis," declares Mr. Lynch.

### A NEW OLEO LAW

Whatever the outcome of the palm oil ruling by the commissioner of internal revenue, the dairy industry of the country will unite for a new oleo-margarine law.

The need of a new law was recognized long before the recent palm oil ruling. In fact, the matter was discussed at the 1929 annual meeting of the National Dairy Union, and in the previous session of congress, when the amendment to the oleo law to cover cooking fats was up for consideration, it was a question then whether it would not be the wiser policy to try for an entirely new law.

Such a bill has been in preparation for some time, but it was only a question of whether the time was right. Recent developments have settled all doubts in that matter and will hasten the proposed action on the part of dairy interests.

### FOREIGN LANDS

Patron: "The eggs aren't fresh."

Waiter: "They aren't? Why they arrived from the country this morning."

Patron: "What country?"

## WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

FOR SALE—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

FARM WIVES—I want to buy some home made jams, jellies or preserves, berries or fruit. Write, telling what you have, size, quantity and cost. Address: Box MX, Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee, Wis.

Don't be a fault-finder unless you are a fault-mender.

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

## JOHN W. LUDWIG

Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,  
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For the Best in  
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Install a

# Droegkamp Furnace

50 Years in  
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1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950



**MISLEADING METAPHOR.**

On the occasion of a special service at a village church, the vicar of a large London parish was persuaded to preach. The congregation was naturally an agricultural one.

After the service the clergyman from London stopped to speak to a very old shepherd, in the churchyard, and asked him how many sheep he had in his flock.

"Three hundred, zur," replied the old man proudly.

"That's nothing," retorted the minister, "my flock is over 5,000 strong."

"My word!" gasped the old shepherd, his eyes dilating at the thought. "You must 'ave 'ad a terrible busy time last lambin' season."

Pat was very busy putting barrels of gunpowder into the store, when an inquisitive old gentleman accosted him.

"What's in them barrels, Pat?"

"Gunpowder, sor!"

"What! And you smoking? Don't you know that 40 men were blown to smithereens through that last week?"

"Ah! But there's no danger of that here, sor."

"Why not?"

"'Cos there's only two av us."

**ALL FORGIVEN**

Magistrate: "But if you were doing nothing wrong, why did you run when the officer approached you?"

Prisoner: "I thought that he wanted to sell me a ticket for the policemen's annual concert."—Humorist (London).

**THE COW AND THE HEN.**

O the cow and the hen of these modern days,  
With their lacteal flood and their merry lays,  
Are holding the menacing mortgage down,  
And sending the boys to school in town  
To learn bond salesmanship, and how  
To keep their hands from the plodding plow,  
And be consumers, urbane, and thus  
Reduce the sinister crop surplus.

So here's to the cow and here's to the hen—

May their shadows never grow less again!

May they scratch and cackle and chew and moo

As loud as contented congressmen do—

Louder and longer, indeed, for they,  
With their milk of kindness and cheerful lay—

To make this record concise and brief—

Are bringing the farmer real relief.  
—"Line o'Type or Two," in Chicago Tribune.

**SPECIALISTS.**

A motor in a factory broke down. The operator, the foreman and the plant engineer couldn't start it.

The expert took one quick look at the machine, tapped it several times with a hammer, and told the operator to start it.

His bill was \$50. When the superintendent asked for an itemized statement, he got this:

Tapping with hammer... \$ 1.00  
Knowing where to tap... 49.00

**BUDDING HISTORIAN**

Teacher—"Johnny, what's the difference between a battle and a massacre?"

Johnny—"A battle is where a whole lot of whites kill a few Indians, and a massacre is where a whole lot of Indians kill a few whites."—Brooks Field Weekly.

**NOTICE!**

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

Send for Circular.

**Do You Want to Sell Your Farm?**

Write to

**WM. STEWART**

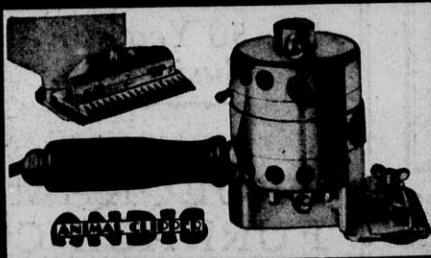
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**MILWAUKEE**

Complete 3 INCH  
**ELECTRIC CLIPPER**



Only \$ **28.**

**Clip Dairy Cows-Show Animals**

**Eaiser—Faster—With New Andis Clipper**

APPROVED BY LEADING PRODUCERS OF CERTIFIED MILK

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

Differs from others in having motor, shear plate and handle all in one well balanced unit. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket, on 32, 115, or 250 volt A. C. or D. C.

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

**ANDIS CLIPPER CO.** 1640 Layard Ave. RACINE, WIS.  
MAKERS OF HIGH GRADE ELECTRIC CLIPPER

# Milwaukee Milk Producer

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UNIVERSITY OF WISCONSIN

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 3

FEBRUARY, 1931

Number 11

## The Annual Meeting

Our annual meeting, held at the Milwaukee Auditorium on January 27, was well attended. Members listened with a great deal of interest to the reading of the minutes of the meetings held by the board of directors during 1930.

Discussion of various phases of the affairs of the association by many of those present proved that we have a live and up-and-coming group of farmers producing milk for this market.

The marketing problems and advertising program brought many men to their feet and some constructive suggestions were made.

An attempt was made to get the sentiment of the producers on whether or not the tolerance of 45%, which is now allowed over base quantity, should be changed. Someone interjected a remark regarding the value of surplus milk and the discussion that ensued had nothing to do with percentage of tolerance over base.

A motion instructing the board of directors to make recommendation for a change in the by-laws whereby men who are paying commissions may become stockholders through a percentage of such commissions being set up to their credit until a sum equal to ten dollars is accumulated was seconded and declared carried by the chair. These recommendations to be presented for action at the next annual meeting.

The following men were elected directors for the ensuing three years: John A. Davtiz, Oakwood; Wm. Keller, West Allis; Edwin Schmidt, Brookfield, and Paul Bartelt, Jackson. Mr. Bartelt is the first man to serve on our board from Washington County.

Considerable time was given to a discussion on advertising.

A motion was made by Chester Fletcher that one-half cent per hundred weight be deducted from each producer's shipments throughout the year, the money to be used by the Milwaukee Dairy Council to promote the use of milk, providing that the dealers contribute a like amount. Motion was seconded by Mr. Baden and declared carried by the chair.

## February Fluid Price \$2.50

Fluid milk price for February remains at \$2.50 as a result of the meeting of the board and the distributors held at this office on Jan. 26.

The dealers tell about milk being sold in some instances in the homes for nine cents per quart and in some stores as low as eight cents.

Considerable price cutting going on and in the end the producers will probably foot the bill.

The average price for 92 score butter at Chicago was 27+ cents, the lowest in many years. Skim milk products have practically no value, and as a result the manufactured milk has taken another drop.

Manufactured price for January is \$1.02.

Luick Dairy Co. reports fluid sales of 51.3% of total sales and will pay \$1.77.

Gridley Dairy Co. reports fluid sales of 57.94% of total sales and will pay \$1.87.

Layton Park Dairy Co. reports fluid sales of 58.6% of total sales and will pay \$1.89. Surplus 41.4%.

Blochowiak Dairy Co. reports fluid sales of 59.03% of total sales and will pay \$1.89.

Sunshine Dairy Co. will pay \$1.82.

### THE MARKET FOR THE MAN WHO SUPPORTS IT

In our January issue we suggested that we might do as Chicago has done to relieve the surplus situation, bar shippers from the market. Our case would be somewhat different, for we have some men in this market who do not support and, of course, they are the ones who should go.

Such shippers are no good in the market and no dealer can consistently say anything to the contrary when it is recognized that our organization works for a more stable market, for a high quality product in sufficient volume to supply the city with milk at all times. We have also worked hard to increase the consumption of fluid milk by the people of the city. The producers who do not support our organization are parasites, getting the benefit of a market that is attractive because of the efforts of the association. Many supporters have told us that the thing to do is crowd out the man who will not support the marketing organization.

### NOTICE TO STOCKHOLDERS

Our officers will be in the office to meet stockholders who wish to turn in shares on February 10, 14, 16, 17, 19, and 21. Stock may be mailed in, properly endorsed, and if the officers find that the holders should be paid, checks will be mailed.

JOHN A. DAVITZ, Pres.

### COLORED OLEO TAX APPROVED

The senate agricultural committee Wednesday approved a bill to subject all colored oleomargarine to a tax of 10 cents a pound, whether the coloring is artificial or not.

The proposal also has the approval of the house agricultural committee.

Heretofore the 10 cent tax has applied only to oleomargarine which was artificially colored, but manufacturers have begun to use palm oil as an ingredient which colors it naturally.

The house agricultural committee also approved Wednesday the Christopherson bill to prohibit the expenditure of any money appropriated by congress for the purchase of oleomargarine for table use.

### DAIRY OUTLOOK FOR 1931

While the number of milk cows on farms is 2.4 per cent larger than the number a year ago, milk production per cow during 1930 averaged about two per cent lower than in 1929, due chiefly to the drought and poor pastures in many sections of the United States. The nation's milk production in January, 1931, however, is about two per cent above January, 1930.

With more cows and increased production per cow, an increased production during 1930 is expected.

# MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor  
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Post Office at Milwaukee, Wis., May 1, 1928.

Subscription.....\$1.00 Per Year

## SELLING THE SURPLUS

Some of the significant facts and figures as quoted at the annual meeting of the Milwaukee Co-operative Milk Producers' Association brought out that if the daily consumption of fluid milk were increased by one teaspoonful per person each day . . . there would be no such thing as a surplus. If the consumption of butter were increased one-half pound per person EACH YEAR, we would not only use up all the butter now being produced . . . but we would create a shortage of about forty million pounds.

It is rather surprising when you stop to consider that such little changes in the daily diet of the individual person can make such a tremendous difference to the entire dairy industry. That little bit of the daily diet makes all the difference between a healthy profitable industry and a farm problem. It is just a question of selling a little bit more.

The large manufacturers and distributors of food recognized the truth of those facts some time ago. It is only a matter of a few years since oranges, bananas and pineapples have been universally sold. Yet the increased use of a single orange per year, one banana, a single slice

of pineapple means all the difference between success and failure.

While other industries and other commodities have been fighting for their share of the consumer's dollar and their place on the dining room table, the dairy industry has been sitting back and twiddling its thumbs. The consuming power of the country may be compared to a single large stomach . . . that is filled three times a day. Whatever goes into that stomach is off the market. Whatever stays out and is left over becomes an unmarketable surplus and tends to lower the value of the entire crop. A basic commodity such as a dairy product **must** be properly represented at each meal every day. Failure to procure proper consumption means failure to get a sale and a profit.

Cutting production when the daily personal consumption is below the average is a peculiar solution to the problem. Instead of legislation to **decrease** production, why not legislation to **increase** consumption. It is a much more logical solution. When you stop to consider that the farmer has a considerable investment in land, buildings, cattle and equipment . . . and that taxes, interest charges and depreciation are going right ahead, it can easily be seen that greater sales are the only way out of the situation.

The advertising campaign which the Milwaukee Dairy Council is putting across to make the people of Milwaukee "REFUEL WITH MILK" is slowly but surely beginning to make itself felt. Even headlines on news items in the paper refer to general eating as "refueling." It means only a small daily increase in the diet of each person to make a tremendous increase in the fluid milk market in Milwaukee.

It is well to remember that commodity advertising campaigns, such as this one for milk, are slow in making themselves felt. It is no easy thing to change the eating habits of the average person. But once that is accomplished, it is just as hard to make him stop . . . provided nobody else comes along to make him eat something else.

Commodity advertising must be continuous because if a single meal goes by without part of that product being consumed, that unconsumed part becomes part of a loss. That is why the message of "REFUELING WITH MILK" should be, and is being, carried to everyone in Milwaukee constantly.

## FIGHT ON OLEO CONTINUES

Leaders of the dairy industry representing both producers and distributors are vigorously continuing their fight against the recent ruling of the Federal Internal Revenue Bureau, which would allow palm oil to be used in margarines exempt from the regular 10 cent tax.

Among the representatives of organizations active in this struggle to protect the dairy interests are L. J. Taber, master of the National Grange; A. M. Loomis, secretary of the National Dairy Union; C. W. Holman, secretary National Co-operative Milk Producers' Federation, and several others.

The struggle now centers on the effort which has the support of all the national farm and dairy organizations, to secure enactment of the so-called Brigham Bill, which definitely provides a tax of 10 cents on all yellow oleomargarine.

House Committee hearings on this bill are being held. Much fresh activity has been injected into the situation by the formation of a new dairy bloc in Congress consisting mainly of congressmen representing dairy states. This new bloc is preparing for aggressive action in behalf of legislation to protect the dairy industry from the competition of cheap butter substitutes. The purpose of this group is outlined as follows:

1. To make a combined effort to secure prompt action on a proposal to amend the oleomargarine act so that all oleomargarine which is yellow in color, regardless of the source of color, shall be subject to 10 cents tax.
2. To secure action by Congress, to prohibit the use of any butter substitutes for table use of the army, navy and all government institutions.
3. To urge upon the Commissioner of Internal Revenue the necessity and importance of amending the Bureau's recent regulations permitting oleomargarine manufacturers to use palm oil in the manufacture of oleomargarine to be considered free from artificial coloration and therefore not subject to the 10 cent tax per pound.
4. To secure action by state legislatures to restrict the sale of yellow oleomargarine.

Representatives of dairy organizations are convinced that the recent Internal Revenue ruling on palm oil was a factor in the heavy price declines in fluid milk markets which have taken place in some markets since this rule was announced.

*In the Struggle for Existence*

# The Link of Life is Milk the World Over

**O**NE of the beautiful marvels of milk, to me, is the great variety of things that may be converted into milk and the wide range of animals which, on occasion, regularly yield milk for the human young.

Cows do not create anything, when they build milk. They only change the form of what they get to eat into a form more useful to their own young and, incidentally, extremely useful to mankind.

A cow is a transformer or a converter of coarse to fine, of inedible to edible. They are small but very complete chemical laboratories. The heat and energy yielding fat and sugar of milk, the muscle and blood building protein, the teeth and bone building minerals and the vital vitamins are all transmuted from some vegetable or animal form into milk.

The early Swiss lived on the rugged Alps by means of cows and goats as transformers of grass and glacial waters. The people of early Flanders lived on marshes and built mounds on which to build houses, but lived because cows converted the coarse swamp grass for them. The early Norse, back in many a moun-

tain valley, likewise depended largely on cows and goats for their very life. Thus, on and on throughout the ages and throughout all the world, those countries that made most progress used milk freely.

From mountainside to swamps, from the frigid to the torrid, from Arctic Lapland to equatorial Nubia-land, the milk of domestic animals has saved man from starvation. And what did the animals have to eat?

Cows, in various seasons and places, have produced and still do produce milk from corn, grass, twigs of trees, upland alfalfa, swamp moss, wheat bran, dry fish scrap, oatmeal, molasses, straw, potatoes, beets, cabbage, sugar cane, stale bread, apple pomace, cottonseed meal, flax seed meal, hay, acorns, wild apples, and a multitude of other things, including even chemically treated sawdust.

These things our patient food-machines eat, digest, reduce to some sort of common denominator, and then reconstruct into pure and nourishing milk for man's use. We know so little of the basic nature of life's processes and products that we wonder, when we see her at work, how the cow or other mammal does her work.

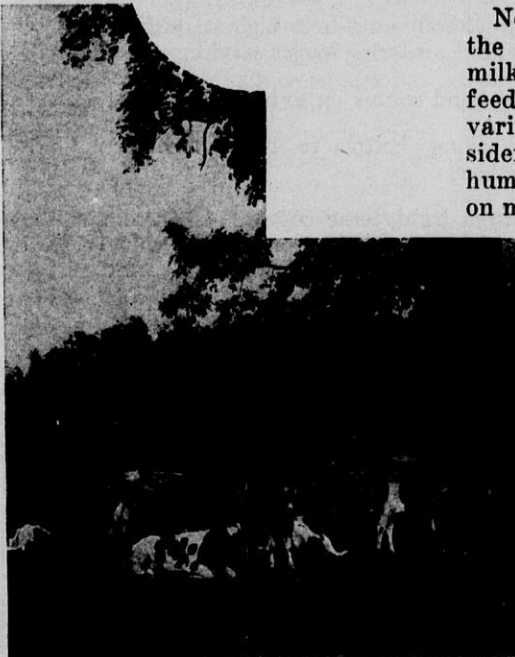
Now we are confronted further by the numerous kinds of animals, the milk of which is regularly used to feed the human young and the great variety of foods eaten by them. Consider the wide range of food of the human mother—some live entirely on meats, others solely on vegetables,

and yet others on fruits and nuts, yet all are able to create life's fluid—milk—and rear their young. Moreover, the human babe, when he must, lives on the milk of the cow, goat, sheep, mare, donkey, camel, reindeer, llama, yak, water buffalo, and even lady dogs and lady pigs. Now the kinds of food eaten to produce these milks are beyond counting. Yet, from all these various creatures, from vegetarian deer to carnivorous dog, "The stream of life" flows to man's child.

However, if it be true that all life is akin, why should we marvel that the digestive and lactating process are sufficiently alike to allow these things? Moreover, if we are all related to all life, why should not the cow and the sow, the mare and the monkey, produce milk basically similar to that of the human?

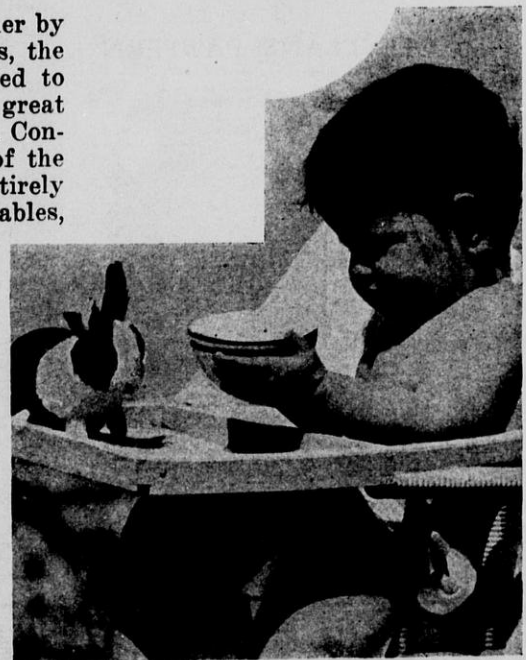
Anyway, their milk is used by humans and agrees well and the growth is good.

Verily, milk is the link of life in a marvelous manner between the multitude of food stuffs and man, with numerous animals serving as the intermediate instruments or transforming machines.



*Left: Just a herd of small but very complete chemical laboratories that transform or convert some vegetable or animal form into milk.*

*Right: The human babe, when he must, can thrive on the milk of most any kind of animal, from the cow or the vegetarian deer to carnivorous dogs and pigs.*



## CLOSING OF UNPROFITABLE FARMS PROPOSED BY GOV. ERNOR ROOSEVELT

### Recommends Adoption by State of a Land Policy in Address Before Agricultural Society

A state "land policy" that would provide for closing of unprofitable lands to agricultural use and improvement of good acreage by all modern methods was urged by Governor Franklin D. Roosevelt, in an address before the New York State Agricultural Society in Albany, January 20. The program he outlined provided also for reforestation of idle lands, elimination of needless roads and extension of electricity through rural sections.

#### Wants State to Lead Land Policy

"The time has come," said Governor Roosevelt, "when in my judgment the state can lay the cornerstone of a land policy—something that has been done by no other state; something which is needed by modern civilization and by the social and economic advances made by the present generation.

"The big question is what are we going to do with the land area of the state? No one has ever asked this

question before; no one has ever answered it."

The governor pointed out that of the 30,000,000 acres in the state, 3,000,000 are used for cities, villages, residential and industrial purposes; 5,000,000 are in mountains, forests and uncultivated lands; 18,000,000 are in farms, and about 4,000,000 acres have been abandoned or are no longer used for farm purposes.

Referring to a survey in Tompkins County made by the College of Agriculture under a \$20,000 appropriation passed last year, the governor said the outstanding result was that a "very high percentage of the land now in cultivation has no right to remain as farm land." Land of this sort ran as high as twenty-two per cent in some of the townships surveyed.

"The abandoned farms are today a blight upon our agriculture and a great state liability," he said. "If put to their proper use, the growing of trees and furnishing of recreational opportunities, they will again become a great state resource to our future New York."

#### WORDS OF WISDOM

Only the hen can make money by laying around.

## STATE PUSHES PLAN FOR DAIRYING CO-OP

### Shipment of Most of Chicago Market Cream is Held Inefficient

With Wisconsin dairymen leading in shipments of cream to Chicago—43,000 40-quart cans being sent each month—plans to unite producers in a state co-operative organization are being formulated here, it was announced to day by R. A. Peterson, chief of the co-operative marketing division of the department of agriculture and markets.

Wisconsin supplies Chicago with nearly 60 per cent of its total cream requirement, it was revealed.

Counties in the eastern half of the state, as far north as Marinette, are shipping the product to Chicago in an unorganized manner at present, Mr. Peterson reported.

Jack: "So your father demurred at first because he didn't want to lose you?"

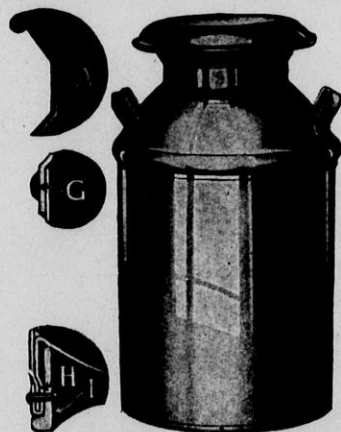
Ethel: "Yes, but I won his consent. I told him he need not lose me; we could live with him, so he would not only have me, but a son-in-law to boot."

Jack: "H'm I don't like the expression 'to boot.'"

# Follansbee Forge Milk Cans

## Important Details of Construction

### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

## HOUSE ELIMINATES OLEOMARGARINE FROM ARMY RATION

In an effort to give Uncle Sam's soldiers a protective diet, the U. S. House of Representatives on January 10 took steps to prevent the War Department from putting oleomargarine on the table for enlisted men to eat.

This action occurred during consideration of the Army Appropriation Bill. Representative Merlin Hull of Wisconsin offered an amendment to provide that none of the money appropriated in the act should go for butter substitutes. After some debate, Representative Olger B. Burtness of North Dakota offered a compromise amendment to this effect: "None of this appropriation shall be used for the purchase of oleomargarine or butter substitutes for table use."

With regard to both the health of the soldiers and the welfare of dairy farmers, irate members of the House of Representatives then proceeded to pay their compliments to the War Department for its practice of purchasing oleomargarine and feeding it to the soldiers. Following discussion, the amendment was agreed to without objection.

This outburst of the House followed a hearing which U. S. Commissioner of Internal Revenue David Burnet had staged that morning to hear protests from representatives of the National Co-operative Milk Producers' Federation, the American Farm Bureau Federation, the National Grange, the National Dairy Union, dairy manufacturers and distributors, and a large delegation of senators and representatives in the Congress. The protests were against a ruling by the Commissioner on November 12 of last year permitting oleomargarine manufacturers to use unbleached palm oil in oleomargarine in substantial quantities without paying the 10-cent tax heretofore levied against oleomargarine colored by palm oil. The use of this oil, which is made by a secret process in England and imported by this country, results in a yellow oleomargarine closely resembling butter.

At the hearing, representatives of the dairy industry and the agricultural organizations presented legal and economic arguments as to why the ruling based upon the old regulation should be modified. The law itself requires oleomargarine to be taxed 10 cents per pound except "when oleomargarine is free from artificial coloration that causes it to

look like butter of any shade of yellow," such oleomargarine being taxed one-quarter of one cent per pound. But the Treasury Department's regulation interpreting the intent of Congress as to color, says:

"Oleomargarine is not free from artificial coloration if it looks like butter of any shade of yellow, except when such yellow color results from naturally colored oils or other materials which are based in substantial quantities in relation to the other ingredients, and which serve some material function or functions in addition to imparting color to the finished product."

Those protesting against the regulation held that it is not only contrary to the intent of Congress but passes beyond the intent of Congress by requiring naturally colored oils to be used in substantial quantities. It was also shown at the time that palm oil has become one of the most important oils, having increased in imports from 54 million pounds in 1913 to approximately 290 million pounds in 1930. Protestants also showed that the price of butter dropped materially after the Commissioner's ruling of November 12, 1930, and the fall of the price of butter depressed the fluid milk and cream market throughout the United States. Estimates of the loss to the dairy farmers varies from one million to two million dollars per day. It was also pointed out that while Congress has been working to provide 45 million dollars as relief loans to farmers in the drought stricken districts, the net effect of the ruling of the Commissioner of Internal Revenue of November 12, 1930, will be to cost the dairy farmers from 300 to 600 million dollars in lowered prices during this year.

Notwithstanding the intense feeling of those attending the hearing, it proceeded without notable fireworks until the Commissioner made a statement that the regulation had been in effect about 20 years without being protested, and that the Department took the position that a regulation of such long standing was almost equivalent to being law. This brought congressmen to their feet and some of them challenged in very vigorous language the Commissioner's assertion, saying that the Congress and the courts only had the right to assert what was or was not law. They pointed out that the only reason why the regulation had not been challenged earlier was because of the recent changes of conditions

within the oleomargarine industry, which had placed the regulation into the class of antiquities.

At the close of the hearing the Commissioner was asked to give a decision, within 10 days if possible, on the question of modifying the regulation.

The House Committee on Agriculture began hearings January 21 on the oleomargarine bills before it. Bills introduced fall into two classes: (1) amendments to the oleomargarine act so as to provide a stricter color definition, such as is embodied in H-R 15934, a bill of Representative Elbert S. Brigham; and (2) bills to prohibit the federal establishment from using oleomargarine as a substitute for butter, such as is embodied in bills by Representative F. D. Culkin of New York, Representative C. A. Christopherson of South Dakota, Representative Edward E. Browne of Wisconsin and Representative C. G. Selvig of Minnesota. The National Co-operative Milk Producers' Federation is urging the adoption of both types of legislation.

## A TRUE STORY

League Member Rathbun of Wellsbridge in Otsego County, N. Y., also a member of the Farm Bureau, has a purebred herd of Ayrshire cattle. In looking over the herd recently he decided one of these cows was not coming up to the production standard he required. The largest bid he could get for this animal on the hoof was \$30.00. Rather than sell her for this or ship her he decided to butcher her.

He sold one hind quarter for \$39, 100 pounds for \$11 and had the rest of the carcass for his home meat supply.

A worthwhile procedure, because Mr. Rathbun realized probably around \$40 or \$50 more for the cow than he would have had he sold her outright. This is a true story and we are telling it because it is a practice which could be followed by many more dairymen in the territory in present efforts to reduce the milk surplus.

## DEVELOPING A COPY WRITER

A father purposely kept his son short of money at college because it caused him to write home more often and more charmingly.

"My girl got her nose broken in three places."

"That'll teach her to keep out of those places."

### FRED H. SEXAUER ON THE DAIRY SITUATION

Broadcasting through Station WGY while 800 local units of the Dairymen's League were holding meetings throughout the New York milk shed, Mr. Fred H. Sexauer, the League's president, has this to say:

"The dairy products marketing situation is critical. Butter prices this month have been lower than in a quarter century. No doubt a large portion of the decline is due to the decision permitting use of unbleached palm oil in butter substitute manufacturing without the payment of a colored butter substitute tax. From 1929 to 1931 the price of butter declined 26 cents. The price today is one-half what it was two years ago.

"During the last ten years there has been a distinct change in our governmental, social and public viewpoints as to the level of wages and earned income for all classes of people. Higher wages for labor has been the order of this period. This was demanded by organized labor. It was approved by economists and our government because it promised to, and seemingly did, raise the standard of living, and from the economic standpoint it increased the buying power of those classes and groups.

"If this rule is to apply in industry, it should apply as well to agriculture. Rather than have the prices of all agricultural products at uniformly low levels it must be better for society as a whole that some products because of the quality and service demanded be entitled to prices that compensate the producer for these extra costs. Milk produced for fluid markets stands out pre-eminent in this group.

"While dairy products prices have been and still are distressingly low they have not declined as much as they would have had it not been for the stabilization work of co-operative marketing organizations, which have

worked to protect producers, consumers and the public from violent fluctuations."

Present distress of the dairy industry, Mr. Sexauer pointed out, is due to the fact that unorganized producers have allowed their surplus production to be forced into the markets by dealers unable or unwilling to join in any stabilization program. How long the present depression will continue is unknown, he said, but history shows that depression always continues longer in agriculture than in business. This is attributed to the fact that business being better organized is able to more quickly pull itself out of depression.

Because of the work of the Dairymen's League, he said, effect of the depression in dairying was delayed. Recovery may be hastened, he concluded, by concerted effort on the part of all dairymen.

#### TIP TO HEADQUARTERS

"So, your son isn't going to marry that girl you objected to, eh? What did you do, tell him you'd disinherit him?"

"No; I told the girl."—Army and Navy Journal.

#### SLOW FREIGHT

Old Lady: "Where did those large rocks come from?"

Tired Guide: "The glaciers brought them down."

"But where are the glaciers?"

"They've gone back after more rocks."—Stray Stories.

"We all want you to come to ouah pahty tonight, Mandy."

"Can't Sambo, I'se going to stay at home 'cause I'se got a case of diabetes."

"Come along anyway, Mandy, and bring it wid you. Those niggahs will drink mos' anything."

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

### BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street



## TO STERILIZE YOUR MILKING EQUIPMENT

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

## Strauss ELECTRIC DAIRY WATER HEATER

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

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

**STRAUSS ELECTRIC APPLIANCE CO.**  
WAUKESHA WISCONSIN

## 1931 RESOLUTION

If I want to buy, sell, or exchange a farm, acreage or lakefront property to see

## ZANDER BROTHERS

Wisconsin Leading Farm Agency

417 W. Juneau Avenue

Milwaukee : Wisconsin

**YOU'RE NOT LOGICAL**

We'll admit you're individualistic and that to join a co-operative marketing association might be an abridgement of your personal liberty. But you don't take that attitude toward the public school in your district. You couldn't afford to hire a good teacher, pay him a good salary, and furnish him a modern building in which to teach your children alone. How, then, do you educate your children? Don't you throw in with your neighbors and bring educational advantages within reach of all?

You can't afford to hire a minister and build him a church in order that your family may have the privilege of religious worship. How do you manage that? Don't you co-operate with your neighbors in maintaining a religious center in your community? You can't afford to build a paved highway from your farm to the schoolhouse, to the church, to the town, to the county seat, or to the pleasure resort in the mountains. Yet, you travel over good roads to all these places. How did they come about? Weren't they made possible by co-operation?

What gave your farm its value? What brought the railroad to your town? What was it that made possible the growth of your community from an untamed wilderness to a garden spot? Wasn't it co-operation? You are a co-operator in a thousand worth-while enterprises, and you boast of it, but in marketing you're still an individualist, but you should not boast about it. You ought to be ashamed of it.

You'll admit you can't afford to go it alone in community enterprises; but, by staying out of the pool, you are saying in effect that you can afford to be an individualist in marketing when the world with which you do business is effectively organized. Is your reasoning logical? Is your position tenable? Why not co-operate 100 per cent for better rural conditions?—The Wheat Growers' Journal.

There are 63,000 men out of work in Minnesota. As this is written there are 1,800 men in the bread line in Minneapolis alone. Perhaps after all the old farm is not the worst place.

Happy says: "Drink creamy milk and rise to the top." "The day may be stormy, the night dark, but with the dawn comes the milkman." "Drink a quart of milk every day for 85 years and you certainly won't die young."

**SOUL OF INDUSTRY**

Applicant (for position of office boy): "I may say I'm pretty smart. I've won several prizes in cross-word and word-picture competitions lately."

Employer: "Yes, but I want some one who can be smart during office hours."

"This was during office hours."—Epworth Herald.

**GO-GETTERS**

Ever notice how good some people, who, after trying almost everything and failing every time, are at telling other people how to do things?

**UP AND COMING**

Policeman: "Miss, you were doing sixty miles an hour!"

She: "Oh, isn't that splendid! I only learnt to drive yesterday."—Hyde Reporter.

Caller: "Who's the responsible man here?"

Office Boy: "If you mean the fellow that always gets the blame, it's me."

The Artist: "I want a camel's hair brush."

Shop Girl: "Do camels use hair-brushes?"

Did you hear about the efficiency expert who could never enjoy an ocean voyage because he couldn't stand so much salt going to waste?

Blinks (waiting with friend): "Was your wife ever on time?"

Jinks: "Well, once she sat on my watch."

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

**REMITTANCE MUST ACCOMPANY ORDER.**

**FOR SALE**—I have good farm horses for sale at all times at reasonable prices. Every animal guaranteed as represented. Farm one mile north of Granville Town Hall on Wauwatosa Ave., or County Trunk P. Ed. Butler, North Milwaukee, Wis.

**FARM WIVES**—I want to buy some home made jams, jellies or preserves, berries or fruit. Write, telling what you have, size, quantity and cost. Address: Box MX, Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee, Wis.

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

**JOHN W. LUDWIG**

**Farm and Barn Equipment,  
I. H. C. & J. Deere Lines,  
New Idea Spreaders,**

**Tractors,  
Milking Machines,  
Electric Motors,  
Frigidaire Systems,  
Radios and Vacuum Cleaners**

**HALES CORNERS, WIS.**

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First Mortgage Investments

6½% Interest 6¼%

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MILWAUKEE

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*Install a*

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**50 Years in  
Business....**

**DROEGKAMP  
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950



**EAT A COW**

Beef is worth very little when it has a hide wrapped around it, but by some mysterious process it becomes extremely valuable when wrapped in a piece of brown paper. Every dairyman in New York State ought to eat home grown beef this winter.

A dairy cow or heifer that is not a high producer can be killed and kept frozen, or parts of it may be cooked in a pressure canner or otherwise preserved. By exchange two families might butcher one animal now and one later. Discarded dairy animals are so cheap that it is only necessary to eat the best portions in order to make a profit by home butchering. The poorer parts may be fed to the dog who will doubtless chase cows with more zest next summer, or may be fed to the chickens so that they will produce more cheap eggs.

—Home Butcherer.

**NEW SUPPORTERS**

Alvin Schmidt, West Bend, Route 1  
 Andrew Heindl, West Bend, Route 2  
 Wenzel Klinka, West Bend, Route 1  
 George P. Pfeiffer, West Bend, Route 6  
 Clarence Stern, Sullivan, Route 2  
 Chas. Messer, Hubertus  
 Oscar Hilgendorf, Thiensville, Wis.  
 Christ Hilgendorf, Thiensville, Wis.  
 Arthur Kurtz, Saukville, Wis.  
 P. C. Wolf, Colgate  
 Erich Hilgendorf, Thiensville  
 Edward A. Knop, West Bend, Route 6  
 Walter Kahnt, West Bend, Route 6  
 Frank Koetterhagen, Burlington, Route 1  
 Wm. Mehring, Burlington, Route 1  
 Walter Dobson, Burlington, Route 5  
 Harry E. Bauman, Burlington, Wis.  
 John H. Schmitt, Hubertus  
 Mrs. Geo. Barten, Muskego, Wis.  
 Ray Drydyk, Waukesha, Rt. 7, Box 234  
 Mike Rutonski, Caledonia, Route 2  
 Opitiz Bros., Saukville, Wis.  
 Walter Magritz, Fredonia, Route 2  
 Arthur Moths, West Bend, Route 6  
 William Kurtz, West Bend, Route 6  
 Robert Scholz, Fredonia, Route 3  
 Frank Topp, Waukesha, Route 1, Box 75  
 Roland Schroeter, Grafton, Wis.  
 Herbert J. Schultz, Fredonia  
 Chas. Schmidt, S. Milwaukee, Rt. 1, Box 130  
 R. A. Heaton, West Allis, Route 4, Box 397

**DOLLAR MILK**

Under this heading the Dairywomen's League News put out by the New York Dairywomen's League has a large type article on their front page. In this issue of their paper published on January 2nd, 1931, they say:

"Dollar milk came stalking into the New York milk shed last week threatening the prosperity and well-being of dairy farmers.

**Challenge to Producers**

"This dollar per 100 pounds return comes as a result of the surplus production situation, and the distressingly low levels to which prices of surplus products have declined.

"Production of members of the Dairywomen's League Co-operative Association, Inc., is running approximately 12,000 cans per day above fluid market requirements.

"Of this 5,000 cans a day has to go into butter. It brings a return of \$1 per 100 pounds, or possibly a few cents less.

"This situation presents a challenge to every league member to follow the most stringent methods of economical production. Every member can help meet this situation, and at the same time improve his own individual position."

Guide (to tourist): "Yes, this is a marvelous echo. The people here shout out of their windows as they go to bed, and the echo wakens them in the morning."

"I want some winter underwear."

"How long?"

"How long? I don't want to rent them; I want to buy 'em."

**LIKE A TALKIE ACTRESS**

The new stenographer looked like a million dollars. "Class" was written all over her. The office force in accord acclaimed her "Some dame." Then she opened her velvet lips and said to the office boy: "Say, Bozo, ain't there no carbon paper around this dump?"

**NOTICE!**

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

Send for Circular.

**Do You Want to Sell Your Farm?**

Write to

**WM. STEWART**

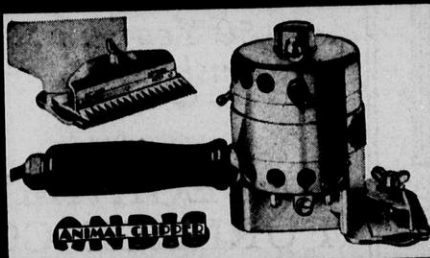
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Complete 3 INCH  
**ELECTRIC CLIPPER**



Only \$ **28.**

## Clip Dairy Cows - Show Animals

*Easier - Faster - With New Andis Clipper*

APPROVED BY LEADING PRODUCERS OF CERTIFIED MILK

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

Differs from others in having motor, shear plate and handle all in one well balanced unit. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket, on 32, 115, or 250 volt A. C. or D. C.

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

**ANDIS CLIPPER CO.** 1640 Layard Ave. RACINE, WIS.  
 MAKERS OF HIGH GRADE ELECTRIC CLIPPER

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
 Milwaukee Co-operative Milk Producers

Volume 3

MARCH, 1931

Number 12

## No Change in Fluid Milk Price

The Board of Directors met the Milwaukee Distributors on February 26 and after considerable discussion an agreement was reached that the price of fluid milk would be \$2.50 per hundred for the month of March.

There was much argument about the price for manufactured milk. Producers claiming that the dealers can pay more for the high quality milk that is used for manufacturing purposes. The dealers' argument against a higher price was that, while there has been a more constant supply for the past year, the surplus over fluid needs is too variable one year with another to make it a reliable supply for ice cream, fluid cream sales, or to supply any good outside market which they might procure.

Manufactured milk value figures out to \$1.01 for February. Checking our records for February, 1929, we find that manufactured milk had a value of \$2.09. This would look like a good price today, but the same methods were used at that time in figuring the value as we use today, the difference is caused by the fact that in February, 1929, butter averaged 22.01 cents higher than this year and manufactured skim milk products yielded 15 cents per hundred pounds more. If we could raise the price of butter and skim milk products or stabilize these prices as we do our fluid milk price we would be in a nice position.

Our fluid milk price is fair, considering the price of other things which we produce on the farm, and when we also consider that some crops, like potatoes and cabbage, have no price at all. It seems logical then that to get a higher average or composite price we must do two things, the first and most profitable one is to increase the demand for milk in the city. Tell our friends how good and how cheap bottled milk in Milwaukee really is. Every quart sold means two pounds less surplus for us or two pounds at two and one-half cents per pound, instead of one cent a pound if it is manufactured. The other thing to do is ship in less milk. Many farmers use less milk at home than the average city family. Why? Isn't it cheap enough at seventy-five cents a hundred pounds at the farm?

The Gridley Dairy Co. reports fluid sales of 56.60% of total purchases and will pay \$1.85.

Layton Park Dairy Co. reports fluid sales of 58% of total purchases and will pay \$1.87.

Luick Dairy Co. reports fluid sales of 51.57% of total purchases and will pay \$1.76.

Blochowiak Dairy Co. reports fluid sale of 57.51% of total purchases and will pay \$1.86.

Sunshine will pay \$1.82.

## "Making" A Market!

With the recent growth of many new co-operatives and with the constantly increasing strength of the old, attention is being turned to the subject of what may be termed a "guaranteed market." Strange and unusual as it may seem, it is nevertheless true, that the milk producer is the only farmer who knows, that irrespective of price conditions, his milk will be sold in a definitely established market.

Milk is the one and only true agricultural product which can be said to always reach a market. At the present time, and at regular intervals we have had the heart-breaking picture of many farm products either rotting in the fields, dumped heedlessly in an open market at a price that was below the cost of transportation, or if possible, stored away against the possibility of a market rising at some future date.

The milk producer is the only farmer who has been able to do away with the bugaboo of "no sale" at any price. The potato grower has fed his potatoes to the hogs, the apple grower has seen wonderful crops ripen and fall to the ground to rot because of a lack of demand, growers of many other commodities throughout the country have from time to time suffered through this lack of a market. Even the growers of staple items, such as wheat, cotton and sugar, have seen their markets vanish under the drive of foreign price competition.

The picture for the milk producer is not as rosy as it may seem at a casual glance. While it is true enough that co-operation has enabled the milk producer to establish and maintain a market that is always open to his product, that market has been subject to the attack and cutting down due to the pressure of other foods and liquids.

While the milk producer may feel, and it is true, that milk is an indispensable necessity for which there is no substitute, nevertheless the sales of other products may seriously cut down the size of his market. It is a foregone conclusion that cutting down the size of the market means cutting down the sum total of money received through the consequent increase in non-fluid sales.

(Continued on page 2)

## OLEO BILL BECOMES LAW.

After a long fight in the House and rather stubborn opposition in the Senate, the Townsend-Brigham Oleomargarine Bill was passed on March 3 and signed by the president.

The bill was an outcome of a ruling by the Commissioner of internal revenue whereby oleo which was made of materials having a yellow color might escape the tax of ten cents per pound.

All of the representatives from this state voted for the bill and Senator Blaine took a leading part in getting a vote on it before adjournment of the Senate. It is estimated that the sale of oleo since the colored product has been tax free

has materially reduced butter sales because of the very low price at which the tax free yellow oleo could be sold. The act goes into effect ninety days after passage.

## LARGE INCREASE IN MEMBERSHIP

As will be noted we have a very nice list of new signers. We congratulate these farmers on the good sense which prompts them to support their marketing organization.

Every shipper knows that the price would be much lower if we were not organized and the intelligent producer naturally wants to get as good a price as possible and keep his place in the market.

## MILWAUKEE MILK PRODUCER

Owned and Published by  
Milwaukee Co-operative Milk Producers  
Chas. F. Dineen, Managing Editor  
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Subscription.....\$1.00 Per Year

### SOME MORE COMPETITION

"Tobacco News," the official organ of the South Carolina Tobacco Growers' Marketing Association, prints a long article in its February issue about the good profits which its readers can make by keeping dairy cows.

With butter wholesaling at an average price of twenty-seven cents a pound for February.

Help! Help!

### MILKMEN WILL BE HEARD BY PROBERS

Officials of Dane County Milk Producers' Association will be invited to meet with the committee appointed by Mayor Schmedeman to investigate whether the retail price of milk in Madison is excessive.

At the organization meeting of the committee Thursday night it was decided to hold an open meeting some day next week for the purpose of hearing the producers. Later the distributors will be asked to appear. The mayor announced that Floyd C. Rath, city dairy and food inspector, who is familiar with the milk situation, will meet with the committee. Mrs. Harold M. Lampert, assistant city attorney, will serve the committee as secretary.

The investigation was launched at the instigation of Ald. H. J. Schmiege, who claims that in most

### MILK GREATEST CROP

Milk easily ranked first as the greatest source of income from all agricultural products in the United States last year. The milk "crop" amounted to \$2,045,017,000, which is 17.2 per cent of \$11,923,801,000, total agricultural products income for the nation in 1929, reports the Alexander Hamilton Institute.

Income from hogs took second place with a billion and a half dollars; cotton third and cattle fourth, each with over a billion; while eggs, fruits and nuts, and wheat brought up in the seven hundred millions. In order of income derived, other products ranked as follows: Chickens, potatoes, truck crops, corn, forest products, tobacco, farm gardens, sheep and wool, hay, oats and sweet potatoes.

### MILK: THE MOST NEARLY PERFECT FOOD

Every little while some European authority is quoted as saying that people live to extremely advanced ages in the Balkan countries of Europe because the people drink sour milk and use sour milk products. Therefore, enthusiasts tell us, never mind if the milk in the ice box does get sour,—it'll only help you to live longer.

Maybe. However, declare Crumbine and Tobey, American dietetic authorities, in their recent book, "The Most Nearly Perfect Food," it isn't so much the souring of the milk, as the milk itself, that helps people to attain to a ripe old age.

"From the evidence at hand today," declare these writers, "it would seem that the explanation of the long lives observed by Metchnikoff in the Balkans and elsewhere could be attributed not so much to the bacillus which sours milk as to the beneficial effects of the milk itself. Soured milk still retains the important vitamins, the necessary minerals, and the other elements which perform the physiological miracles resulting in improvement in the physical welfare of man. Milk has been called by its enthusiastic proponents the modern elixir of life. Without dealing in superlatives, it can indeed be said that milk is the most nearly perfect of human foods, for it is the only single article of diet which contains practically all of the elements necessary to sustain and nourish the human system."

cities of the state the retail milk price is below 11 cents a quart, the price charged here.

### "MAKING" A MARKET!

(Continued from page 1)

The strange peculiarity of milk lies in the fact that it is the one and only product which is worth less after being manufactured. Likewise the farmer whose milk cannot be sold in the fluid milk market suffers a loss in direct proportion to the amount of such milk sold.

It would seem at first glance that the way out would be reducing production. This would be the logical solution were it not for the fact that such a procedure would entail heavy losses and only result in a reduction of income in the face of constantly increasing taxes.

The logical and more satisfactory solution would be in merchandising the milk on the basis of consumption that is actually possible. Not until the market is actually absorbing a quart of fluid milk per person each day should it be said that the market has a surplus. As a matter of fact there is no actual surplus. There is an unmarketable fluid surplus which has been created by the variation between production and consumption in the fluid milk market.

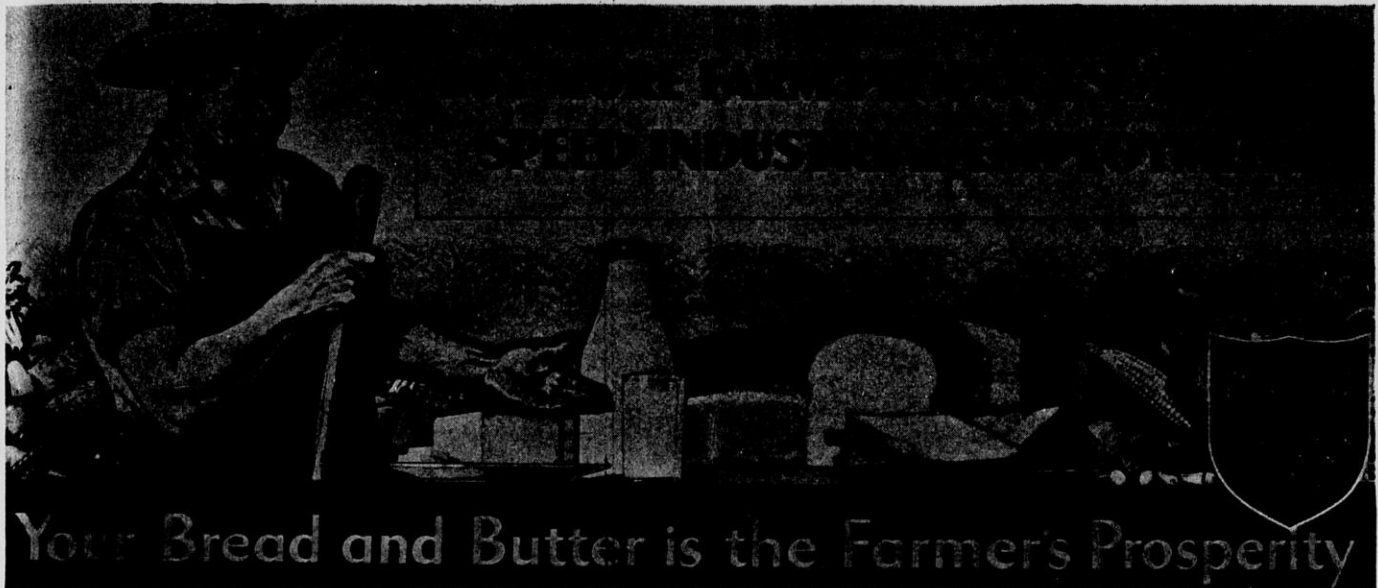
The solution lies in increasing the fluid milk market in the same manner that manufacturers and producers of other commodities have made and increased markets for their own products. The means to do this are identical with the means they have employed. Where advertising has served to increase and strengthen a market of any product now being sold, it can likewise do the same service for fluid milk.

This may be termed competition. It is! It is a competition for the producers' share of the consumers' income. For if that purchasing power is directed into other fields the producer suffers. And it is to direct and bring that share of the purchasers' dollar into the fluid milk market that the Milwaukee Dairy Council is trying to do with the advertising campaign now under way. Getting the people to "Refuel with Milk" means refilling the purse of the milk producer.

### MILK GOES WELL WITH ANY MEAL.

'Tis the voice of the lobster I heard it assert,  
You can eat me and follow with ice cream dessert;  
And a blueberry pie with sweet milk to boot,  
And cap the whole meal with some good acid fruit.

(By Public Health Service)



## Poster Companies Donate Space to Boost Bread and Butter

**B**UY more farm products and speed industrial employment. Your bread and butter is the farmer's prosperity." While statements of this kind, being broadcast throughout the country on bill posters by the Farmers Prosperity Poster Campaign, are chiefly of benefit to the farmer, butter is coming in for its share of free publicity.

The above illustration is poster number two of a series of four being run throughout December, January, February and March on poster panels donated by the Outdoor Advertising Association of America, Inc., to the Grain Stabilization Corporation. The posters, 180,000 in number, are appearing in 18,000 cities, villages and towns in the United States, and would cost a national ad-

vertiser for space alone, if paid for, over \$2,000,000, exclusive of posters, expressage, etc.

Cost of 250 tons of paper, 30,000 pounds of ink, lithographing (which in this case is being furnished at less than cost), the clerical and stenographic help required, the expressage of the posters to the different posting agencies throughout the country, postage, etc., will, however, have to be raised through subscriptions. An estimated budget of these expenses totals approximately \$200,000.

The financing of the first poster, which went on display on December 1, was underwritten by three members of the baking industry. However, the financing of the three additional posters which are appearing

in January, February and March remains to be taken care of.

The campaign is aimed to help the whole movement of bringing relief to the farmer—and anything which will help restore agriculture to a normal and healthy condition will help restore progress and prosperity to this nation, believes the committee. Whatever benefits may accrue from this advertising will, of course, be shared by the dairy interests.

The December poster stressed the importance of increasing consumption of wheat products and emphasized that one more slice of bread each meal will help solve the wheat problem. January, February and March copy and designs call to the public's attention that the Nation's bread and butter is the farmer's prosperity.—Nat. Butter Journal.

### SUNKIST TO SPEND \$2,400,000 FOR ADVERTISING IN 1931

Approximately \$2,400,000 will be spent for advertising Sunkist oranges, lemons and grapefruit in 1931 by the California Fruit Growers' Exchange, which ships 77 per cent of the California citrus crop, according to Editor and Publisher. Of this sum, \$1,700,000 will be spent in telling America of plentiful supplies and lower prices on Sunkist oranges.

Sunkist advertising, begun 23 years ago, now represents an investment of \$13,121,000. This amount,

however, has been only 88/100 of one per cent of the delivered value of the fruit sold. In return for this expenditure, the following "obvious benefits" are quoted:

1. Consumers gladly pay more for Sunkist citrus because they know it and have confidence in it.
2. Merchants prefer Sunkist, because it sells more rapidly than non-advertised fruit.
3. Ever-increasing California citrus crops have been marketed at steadily rising prices.
4. Sunkist advertising is one reason why Exchange growers, year after year, average the highest returns for their crops.

"Did that rabbit's foot you carry around in your pocket ever bring you any luck?"

"Sure thing, my wife got in my trousers pocket once to get something and thought it was a mouse."

Nurse (in an insane asylum): "There's a man outside who wants to know if one of our male inmates has escaped."

Superintendent: "Why does he ask?"

Nurse: "He says someone ran off with his wife."

### STANLEY BALDWIN'S WARNING

(This editorial is taken from the Fruit and Produce Guide, issue of February 7, 1931, in which paper it has, upon request, appeared a second time.)

Stanley Baldwin has never been a dyed-in-the-wool protectionist. He is no believer, and never has been, in high tariffs. Yet in his recent speech before the Constitutional Club, he urged that Britain fight back against the Hawley-Smoot Act with high duties of her own. Mr. Baldwin's advocacy of a protective tariff for Great Britain, he made clear, was not inspired by his belief in high tariffs for their own sake but that they should be used as a buckler and spear against the countries wielding similar weapons. He stated point blank, "There is probably not a thinking man who is listening to me in this room who does not agree with me that high tariffs interfere with business." But that hostile tariffs can be fought by turning the other cheek and proffering a tariff truce, as he charged the Labor Party with assuming, was to his mind all wrong and fire must be fought with fire.

The leader of the Conservative Party in Great Britain in effect summoned his party to mobilize against what he in effect designated as Great

Britain's economic enemies and his minority forefinger was pointed direct and with emphasis at the United States. With the rest of the world and their tariff walls he was not at all concerned. It was the Hawley-Smoot Act that formed the sum and substance of his call to arms. His argument was that the high tariff men in the United States can only be brought to reason in the matter of the tariff by watching similar walls raised against their goods by their best European customer, and by a system of imperial preference rates that will swing the door of the British Empire against goods from the United States. Then and not till then will the high tariff prophets of the United States begin to wonder. Mr. Baldwin asserted, whether their wall was not only calculated to keep goods out but to keep goods in.

Such a warning from the former Premier of Great Britain carries the utmost weight indicative as it is of that feeling of retaliation, that desire to give tit-for-tat that is becoming so widespread all over the Continent. To no industry is the warning more significant than it is to the apple and pear industry of the United States. This year's apple deal so far has been none so rosy; but what it would have been with-

out the export outlet to aid the growers and shippers of American apples and pears fairly staggers the imagination. It is really too awful to think about. That the apple, the pear, the citrus and the deciduous industries which, year by year are seeking, and in fact developing, larger and larger European outlets to serve as a safety valve for the pent-up energy of the tremendous crops for which the present domestic markets appear all too insufficient, should have their interests so gravely imperiled is tariff topsy-turvydom, for it would be hard to imagine possible benefits that would in any way compensate any such indubitably great losses.

A fraternity had sent its curtains to be laundered. It was the second day that the house stood unveiled. One morning the following note arrived from a sorority across the street:

"Dear Sirs: May we suggest that you procure curtains for windows? We do not care for a course in anatomy."

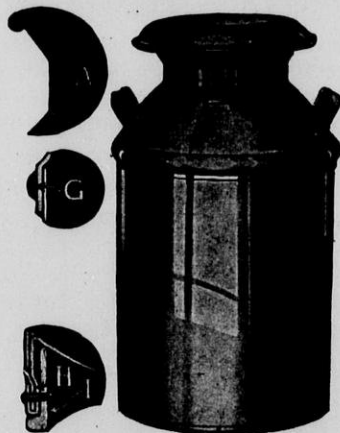
The chap who left his shaving to read the note answered:

"Dear Girls: The course is optional."

## Follansbee Forge Milk Cans

### Important Details of Construction

#### CLEVELAND PATTERN



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

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

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

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

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

## FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

## THE AGRICULTURAL SITUATION

During the past five-year period the sale of live stock and live stock products has accounted on the average for 51 per cent of the total gross income of the farmers of the United States. In Wisconsin it annually accounts for more than 80 per cent of such income.

The annual inventory of live stock numbers on the farms of this country is, therefore, an important factor in determining the agricultural situation and outlook in both this country and Wisconsin.

According to the last inventory, made by the U. S. Department of Agriculture, as of January 1, 1931, the total number of animal units in the country is about the same as a year ago. In making this determination the department regards one animal unit as the equivalent of one horse or mule, or one cow, 1.2 other cattle, seven hogs, or eight sheep.

### Trends in Live Stock Production

Analysis of the inventory, however, shows that the numbers of cattle and sheep increased during the past year, whereas the number of hogs, horses and mules decreased. These respective increases and decreases are in accord with the general trends that have featured the inventories of the past three years.

Cattle numbers increased during 1930 for the third successive year. The increase was about one million head. As in each of the past three years, this was due largely to increase of milking stock. Milk cow numbers increased in every state. There was, however, an increase of beef cattle in the country. In fact there has been an upward trend under way in the production of beef cattle since 1928. The same trend will probably go on for several years more. On the contrary, dairy cattle apparently are at the point of turning downward after a continued annual increase since 1927.

The number of sheep increased 2.7 per cent during 1930, or nearly a million and a half head. It is the ninth successive year in which sheep numbers in this country have increased.

The total number of hogs in the country declined about 900,000 head, but the number in the corn belt region on January 1, this year, is slightly larger than a year ago. This is the third successive year to show a decrease in the total number of hogs on the farms of this country.

The number of horses continues to decrease, as has been the case for about the last 12 years. The decline

is general all over the country. The number of mules has also continued to decline since 1926. This downward trend in pulling stock reflects the fundamental change in the sources of power and transportation that is taking place on our farms.

The following shows the number of farm animals in the United States according to the Department of Agriculture's January 1 estimate for each year of the last five-year period. Heifers in this table refers to one to two-year-olds kept for milk cows. All figures given are in terms of thousands, the last three ciphers for each figure being omitted.

	1927	1928	1929	1930	1931
All cattle,	56,832	55,675	56,389	57,978	58,955
Milk cows,	21,801	21,828	21,849	22,443	22,975
Heifers,	.....	4,184	4,416	4,675	4,688
Sheep,	41,881	44,795	47,704	50,503	51,911
Swine,	54,738	60,617	57,410	53,238	52,323
Horses,	15,133	14,495	13,897	13,364	12,803
Mules,	5,652	5,504	5,389	5,279	5,131

## CUT PROPERTY TAX, PLEA OF HIBBARD

### Professor Suggests Extension of Other Taxes to Lighten Burden

Extension of the income tax, the gas tax, establishment of a limited sales tax on cigarets and amusements, and a general lightening of the "present outrageous property tax" were suggested recently as a means of relief for the local taxes on farmers for schools and roads by Prof. B. H. Hibbard, chief of the department of agricultural economics in the University of Wisconsin.

Speaking before the annual meeting of the Central Co-operative Association, Prof. Hibbard declared that a reduction in taxes on farmers for road and school purposes could be brought about by transferring support of roads and schools to a general fund instead of local taxes.

Two-thirds of local taxes, he said, are for road and school support.

Farmers are also carrying the load of tariff protection to industry, Prof. Hibbard said.

Suggesting that a rearrangement of the tariff might lessen the farmer's burden, Prof. Hibbard declared that "there is no reason why agriculture should go on forever carrying this load which is not worth what it costs the people."

A lessening of the handicaps of the farmer might be effected, he said, by an improvement of marketing machinery. He pointed out the degree of ease with which livestock output can be gauged to demand whereas with wheat such adjustment is extremely difficult.

## CART BEFORE THE HORSE

Successful dairy inspection is based not so much on the enforcement of certain rather arbitrary regulations as on the exercise of sound common sense born of experience and judgment.

There is a tendency in some places to spend undue time and effort on certain phases of inspection at the expense of other features which cry more loudly for correction. This is shown in two ways: First, by insisting on the observance of many minor details, some only remotely connected with public health and some apparently not at all; and, second, the growing trend toward concentrating effort on the producers of "Grade A," "Special," or other already high-quality products.

Our cities need both sanitary and adequate milk supplies. This being the case, the logical procedure is to devote most of the inspection service to those dairies which are furnishing the least satisfactory product. By constant effort and educational work the majority of these border-line producers can be raised to a satisfactory plane, thus removing the greatest menace and at the same time maintaining a plentiful milk supply. Of course prosecution and debarment from the market will have to be used in some cases.

The dairyman producing high-quality milk has demonstrated that he has the knowledge and ability to provide a fine product. Therefore he needs less attention. The inspector should keep this in mind when planning his schedules. Some laws and regulations provide that each dairy must be inspected within a certain stated period. This sometimes leads an overworked inspector to make hasty visits in order to comply with the requirements. It is our experience that success in dairy inspection is not so much a matter of how many dairies are inspected as of how well the inspections are made and how helpful they are to the producer. We have been told that one man, making a sanitary inspection, made the statement that he visited eighty dairies in one day. If such a thing were physically possible, it is obvious that his inspections could not have been either complete or helpful.

The inspector must know his producers thoroughly—not only the actual condition of the dairy but also the state of mind of the dairyman. He can then spend his time and direct his energies more effectively.—The Dairy World.

## NEW SUPPORTERS

Wm. A. Baur, Richfield.  
 Math. Kollenbroich, Hubertus.  
 Herman A. Schlafer, Richfield.  
 John Ebeling, Hubertus.  
 Math. Stuetzgen, Hubertus.  
 Casper Schmitt, Hubertus.  
 Clemens Klink, Hartford, R. 5.  
 John Simon, Jr., Hubertus.  
 Wm. Wittenberger, Hubertus.  
 Aloys J. Schmitt, Jr., Hubertus.  
 Arthur J. Aulenbacher, Hubertus.  
 Milton G. Aulenbacher, Hubertus.  
 J. J. Aulenbacher, Hubertus.  
 Bertram Schwartz, Hubertus.  
 Thomas Smith, Hubertus, R. 1, Box 13.  
 Bertha and Louis Otte, Richfield.  
 Stanley Wagner, Hubertus, R. 1, Box 94.  
 Ernst Schlei, Menomonee Falls, R. 1, B. 88.  
 F. W. Linstadt, Colgate.  
 Ronald Roemer, Hartford.  
 Arthur Schmeling, Germantown.  
 H. C. Whitzlib, Germantown.  
 Earl W. Stewart, Germantown.  
 Sam Trinwith, Germantown.  
 Aug. Beerbaum, Rockfield.  
 Gerhard Groth, Rockfield, R. 1.  
 Ed. Foelske, Hartford, R. 5.  
 Joseph Jung, Richfield.  
 Al. Schmitt, Richfield.  
 Henry A. Hietz, Germantown.  
 Martin Groth, Richfield, R. 1.  
 Barney Lofy, Hubertus.  
 Jos. V. Stephan, Hubertus.  
 Charles Newreuther, Jr., Hubertus.  
 Wm. Graef, Richfield.  
 Fred Mueller, Oakwood, R. 1.  
 Art. Hilgendorf, Rockfield.  
 Herb. Clauer, Oakwood, R. 1.  
 John L. Zimdars, Racine, R. 2, Box 73B.  
 Adolph Milewski, Caledonia, R. 1, Box 118.  
 Tesch Bros., Caledonia, R. 1.  
 Walter Koltyn, Caledonia, R. 1, Box 113.  
 Mrs. Herman Kehe, Caledonia, R. 1.  
 Harvey Dopke, Pewaukee, R. 2.  
 Herman Lange, Menomonee Falls, R. 2.  
 F. C. Stecker, Menomonee Falls, P. O. Box 110.  
 John C. Winkenwerder, Menomonee Falls, R. 1, Box 17.  
 Jos. Kohl, Hubertus, R. 1.  
 Ewald W. Schwulst, Richfield, R. 1.  
 John Alcher, Richfield, R. 1, Box 39.  
 Jos. Petroviak, Hales Corners, R. 2.  
 A. H. Maurer, Brookfield, R. 1.  
 R. B. Salmon, Templeton.  
 Otto Voss, Templeton.  
 Henry Prah, Jackson.  
 Emil Hanke, Waukesha, R. 4, Box 53.  
 Martin A. Fechter, West Bend, R. 2.  
 Chas. Gerner, Saukville, Wis.  
 P. E. Lackey, Burlington, R. 1.  
 Warefield Farm, Nashotah, Wis.  
 Henry Falk, Waukesha, R. 1.  
 Chas. Falk, Waukesha, R. 1.  
 Howell Felix, Wales, Wis.  
 John Klug, Cedarburg.  
 Ruben Bublitz, Cedarburg.  
 John E. Bublitz, Cedarburg, R. 1, Box 122.  
 Louis Tischer, Cedarburg, R. 1, Box 129.  
 William Vogel, Jackson, R. 2.  
 Helmut Bartelt, Jackson, R. 2.  
 Alex Bublitz, Cedarburg, R. 1.  
 Adolph Bock, Jackson, R. 1.  
 John E. Woldt, Jackson, R. 1.  
 Fred Ph. Ziegler, Jackson, R. 1.  
 Fred Nicolaus, Jackson, R. 2.  
 Alfred Nicolaus, Jackson, R. 2.  
 Fred Nicolaus, Jr., Jackson, R. 2.  
 Ed. A. Kannenberg, Jackson.  
 John K. Kenninger, Hubertus.  
 Theo. Hennes, Sr., Hubertus.  
 Alvin Schowalter, Jackson.  
 Dan Wiedmeyer, Jackson, R. 2.  
 Bernard L. Smith, Brookfield.  
 H. G. Joeckel, Jackson, R. 1.  
 H. C. Kruepke, Jackson, R. 1.  
 Frank Jacklin, Jackson, R. 1.  
 Martin Thode, Hales Corners, R. 2.  
 Wm. Schultis, Richfield.  
 Wm. Harát, Jackson, R. 1.

Walter Weide, Pewaukee.  
 Edwin Bock, Richfield, R. 1.  
 E. J. Schowalter, Jackson.  
 Otto Gierach, Thiensville.  
 Carl Eckhart, Richfield.  
 John Oswald, Richfield.  
 Frank Oswald, Richfield.  
 Ben. Hafemeister, Thiensville.  
 August Fehlhauer, Thiensville.  
 Ed. F. Wiedmeyer, Richfield.  
 Albert Schultis, Richfield.  
 Reuben M. Schmidt, Richfield.  
 David Strack, Germantown.  
 Francis N. Laughran, Burlington, R. 1.  
 Edward H. Calkins, Palmyra.  
 Chas. Frank, Caledonia.  
 Barney Stuetzgen, Richfield.  
 Harry Umhoefer, Hubertus.  
 R. Heinlein, Rockfield.  
 Mrs. Frank Wagner, Hubertus, R. 1.  
 Elmer Schmidt, Richfield.  
 Robert Mantz, Richfield.  
 Paul Kannenberg, Rockfield.  
 A. W. Stark, Sta. F. R. 11, Milwaukee.  
 Val. Neumann, Oakwood, R. 1.  
 August Baumgart, Rochester.  
 Ray H. Frost, Burlington, R. 1.  
 Ray Schuerman, Burlington, R. 5.  
 Delbert Himebauch, Lake Beulah.  
 Paulsen & Kerkman, Burlington, R. 1.  
 Henry Peters, Waterford, Box 83.  
 James Enright, Burlington, R. 1.  
 Fred Koehn, Waterford, R. 1.  
 Gust Dalli, Thiensville, R. 2.  
 Stuesser & Friday, Richfield.  
 Jos. Petrie, Waukesha, R. 4.  
 John Baumgartner, Waukesha, R. 7, B. 69.  
 Fred Miller, Sta. F. R. 12, Milwaukee.  
 Paul Liesener, Jackson, R. 2.  
 George F. Senfieben, Pewaukee.  
 John Koskubar, Franksville, R. 1, Box 128.  
 Roy A. Dibble, Pewaukee, R. 1.  
 August Puestow, Rockfield.  
 John B. Limbach, Hubertus, R. 1, Box 108.  
 Geo. E. Stuetzgen, Hubertus.  
 Mrs. Aug. Dross, Rockfield, R. 1, Box 6.  
 Al. H. Thierfelder, Rockfield.  
 Albert Christopherson, Nashotah, R. 2.  
 E. C. Plucker, Burlington, R. 1.  
 John Graef, Hubertus.  
 Hattie & Frank Wilke, Richfield, R. 1.  
 George Sauer, Richfield.  
 Albert Uitz, Menomonee Falls, R. 2.  
 Frank Pfeil, Templeton.  
 Peter Poos, Menomonee Falls, R. 2, Box 72.  
 John A. Wolf, Richfield.  
 Leo Goetz, Hubertus.  
 J. A. Dalton, Oconomowoc.  
 R. C. Roswell, Oconomowoc, R. 2.  
 Chas. A. Solveson, Oconomowoc, R. 2.  
 George F. Solveson, Oconomowoc, R. 2.  
 Ralph G. Owen, Oconomowoc.  
 George C. Elsinger, Oconomowoc.  
 Edwin Becker, Oconomowoc, R. 1.

The only reason some families don't own a green elephant is because they have never been offered one for a dollar down and fifty cents a week.

Bride (bitterly): "Anyone would think I was just a charwoman around this house."

Groom (caustically): "Especially if they saw you make the toast."

## "Where Do You Bank?"

—a Question You Are Apt to be Asked many Times.

Again and again you'll find it a great advantage to be able to name a well-known bank as a reference.

Have a strong account at this bank, build up your credit here, and your connection with us will be an important point in your favor when anyone asks you for credit reference.

## BADGER STATE BANK

Fond du Lac and North Avenues at 21st Street



## TO STERILIZE YOUR MILKING EQUIPMENT

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

## Strauss ELECTRIC DAIRY WATER HEATER

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

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

## STRAUSS ELECTRIC APPLIANCE CO.

WAUKESHA

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## FOR SALE OR RENT

130A 1/2 mile West of Silver Lake, so. of Oconomowoc, Waukesha Co. \$2000 down if you have own machinery and stock.

Many bargains in large or small farms.

## ZANDER BROTHERS

417 W. Juneau Avenue  
 Milwaukee : Wisconsin

**BABIES BREAK HEIGHT AND WEIGHT RECORDS**

Nine babies which promise to be future Byrds, Lindberghs and Ruths, have set new standards for height and weight in an experiment performed by Martha Van Kirk Nelson at the University of Iowa. The research was undertaken to demonstrate that growth of infants depends on the amount and kind of food eaten.

Nine two-week-old boys were fed undiluted cows milk along with the usual food supplements until they reached the ages of six to ten months. At two weeks of age each hungry baby received four ounces of milk six times daily (a total of about three cups). By the time the babies reached seven months the amount of milk was increased to a quart a day.

"According to the usual feeding methods of today a quart of milk is given at one year of age rather than seven months. The remarkable showing made by the infants in the experiments may influence current practices," says Miss Frances Hoag, nutritionist for the National Dairy Council. At one month of age the babies were of average weight. After two months of age the undiluted milk "fans" exceeded normally fed babies in weight. At four months, instead of the usual six months' period, the birth rate of this group was doubled. After the fourth month mark was passed the undiluted milk-fed babies weighed from eight to 18 per cent more than the average babies.

Not only did these children tip the scales with a greater weight, an equally remarkable gain in length was observed. Their increase in length during the first six months of life was practically equivalent to the longitudinal increase made by the average ten-month-old baby.

"Increase in weight and length are of little significance," continues Miss Hoag, "unless we have proof that this additional body tissue is superior in kind. Nitrogen retention tests proved that better muscular development resulted from the undiluted milk diet."

**ANOTHER ONE OF THOSE SCOTCH JOKES**

There was once a Scotchman who didn't go to a banquet because he didn't know what the word "gratis" on the invitation meant.

The next day he was found dead before an open dictionary.

Late Wednesday night a man, not badly dressed but with the evident air of the wanderer, found his way into the editorial rooms of the Journal and approached the only worker there.

"Could I get six old newspapers?" he asked politely.

"I guess so," answered the Journal worker, "what dates did you want?"

"Oh, any date will do—any date—just give me six old papers."

The Journal man looked around the office and found six papers for the stranger, and then his curiosity got the better of him.

"You're perfectly welcome to the papers," said he, "but I wonder if you'd mind telling me what you want them for?"

"Oh, sure," answered the stranger, "I'm going to make a 'Hoover' bed of them," and he wandered out into the chill bleak night.

**WANT DEPARTMENT**

**RATE—3 CENTS PER WORD**

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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### BUTTER BEST SANDWICH SPREAD

Statistics from T. R. Pirtle, marketing specialist for the U. S. Department of Agriculture, say that consumption of bread has decreased 12 per cent—more sandwiches being consumed—but less butter is being used on them.

Mayonnaise and a product called "sandwich spread" with lettuce make a popular sandwich. The mayonnaise industry has increased its volume from \$90,000 to \$14,000,000 during ten years. Sales of "sandwich spread" amount to \$3,000,000 a year—a volume sufficient to displace 1,500,000 pounds of butter. The principal ingredients of these dressings is vegetable oil.

One firm manufacturing a vegetable spread is spending \$1,500,000 for advertising this year, about equal to the advertising budget of the entire butter industry.

Tastes are surely changed and created by advertising. What could be accomplished by the butter industry in nation-wide advertising?

Butter has the advantage of nutrition value and delicious natural flavor.

The public can be taught to use the valuable butterfat and add their own condiments as desired.

### PUT CRAPE ON THE DOOR

Solicitor—"Is your boss in?"

Office Boy—"Yes."

Solicitor—"May I see him?"

O. B.—"No, he's in for sixty days."

—Frivol.

### CAL MAY HEAD DAIRYMEN AT \$200,000 EACH YEAR

Springfield, Mass.—Calvin Coolidge may be offered a position as head of the New England dairy industry at a salary nearly three times as large as that which he received as president of the United States. Such a proposal was made at a conference of some 800 dairymen Thursday by Edward Shattuck, Amherst dairyman, who suggested that the former chief executive be offered the post under a five-year contract. Thus Coolidge's salary, should he accept, would be \$200,000 a year.

### SENATE GROUP REPORT WILL RAP FOOD PRICES

Washington—A report stating, in effect, that retail prices for bread, milk and meats have not reflected fully the decline in prices paid producers, will be submitted to the senate before the end of the present short session, it was indicated today. The report is being prepared by the Capper agriculture subcommittee, which Thursday concluded its food price investigation with presentation of a mass of statistics.

### PLATTEVILLE MILK PLANT WILL INSIST ON QUALITY

Platteville.—With the completion of the new milk plant here early in March comes a demand for milk and many anxious to get into the new market have filed for recognition. The Platteville Milk Products Company, Inc., is going to establish a

quality products program from the start.

All farms from which milk will be purchased must undergo inspection. Barns and milk houses must be in a clean and sanitary condition before the Platteville plant will accept milk and the product must also be well kept before delivery.

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

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Only \$28.

## Clip Dairy Cows—Show Animals Easier—Faster—With New Andis Clipper

APPROVED BY LEADING PRODUCERS OF CERTIFIED MILK

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

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

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

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