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## **Milwaukee milk producer. Volume 2 April 1929/March 1930**

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1929/March 1930

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
**Milwaukee Co-operative Milk Producers**

Volume 2 APRIL, 1929 Number 1

## March Fluid Milk \$2.95

### MARCH FLUID MILK \$2.95.

In our last issue we stated that we were unable to agree with the dealers on the price of fluid milk for March at the price conference held on February 26. We wanted \$2.95 while the dealers stood pat on \$2.90. On March 26 the dealers came to our office and the board of directors argued for a fluid milk price of \$2.95 for both March and April.

The dealers were rather set on \$2.90 for both months but a fluid price of \$2.95 for March and \$2.90 for April was agreed on providing, however, that if butter, 92-score, Chicago, average 45 cents for April

the fluid milk price shall be \$2.95.

The manufactured price for March is \$2.03—a drop of 6 cents under February due principally to a lower butter price.

Skim milk products are in poor demand, condensery and cheese factories are not so good either.

Wisconsin Creameries report fluid milk sales of 67.8 per cent of purchases and will pay an average price of \$2.67.

Gridley Dairy Co. had fluid sales amounting to 73 per cent and will pay \$2.70.

No other reports.

### MILK INSPECTION.

A farmer may not like to have inspectors around finding fault with his buildings, equipment or his methods but we are supplying a very delicate food and one that is easily contaminated and very naturally the people who purchase it are interested in knowing that it is produced and handled in a sanitary manner.

In discussing the Chicago requirements Hoard's Dairyman suggests that "What is needed in the Chicago territory more than anything else to secure good milk is competent inspectors. It is so easy for the incompetent inspector to emphasize non-essentials and even neglect essentials which must be followed to produce wholesome milk." Then the writer says, "It seems to us that four things should be emphasized by inspections to assure clean, wholesome milk. First, the herd should be healthy; second, all dairy utensils should be clean; third, clean milking; fourth, quick cooling. If these four suggestions are practiced in the right way clean milk can be produced in rather unsanitary and undesirable surroundings. The inspector should emphasize them and be able to give reasons for following them. It makes no difference how well the barn or the milk house is constructed, how clean the ceilings and walls are kept, how well the manure is disposed of, or how well the floors or other parts of the barn are constructed, if any one of these four things that we have enumerated as essential to the production of clean milk is neglected, the product will be inferior.

"We believe these inspectors should be educated, and after pointing out the essentials in the production of good milk, they may add that all these other things are desirable, as they are an assurance that the four essential things will be practiced and that they will provide conditions under which the producer will find it more desirable to work.

"We feel certain that inspection has not been accepted by producers as it should be because there are incompetent inspectors and because non-essentials have been emphasized quite as much as essentials. We have known of cases where inspectors

(Continued on page 8)

### UNIFORM PRODUCTION PLAN.

On another page President Davitz asked the readers to study the Chicago plan and compare it with ours. Both plans are presented.

The editor confesses that he does not understand the Chicago plan very well.

For instance, how will the producer be paid in August which is called a "neutral" month and in December? Will he get the bargained price for all milk shipped or for 100 per cent of his base made last September, October and November? The figuring of the surplus price seems rather complicated and it is easy to see that the average price received by shippers would vary greatly, for one man might not exceed his base and another might exceed it by several hundred per cent.

### SIGNS OF SPRING.

I've been out to Racine and find that more than 18,000 eggs are being 'set' in the mammoth incubators at the Kroupa hatchery on Douglas Ave. in Racine each week. But a more certain sign of spring is that the first shipments of several thousand chicks have already been sent to many poultrymen. Total capacity of the Kroupa Hatcheries are 55,000. It is expected that orders this year will exceed a total of 150,000 baby chicks. Let's feed some of our surplus milk to our baby chicks. There is no better compensation on the farm, cows and hens, and dairy products and eggs.

SEP 7 1929 JOHN A. DAVITZ.

### NUTRICIA FARMS HERD TO BE SOLD.

A dispersal sale of purebred Holsteins of particular interest to dairy farmers in this territory is that of the Nutricia Farms herd near Thiensville next Thursday, April 11th.

This herd has been bred and developed over a period of nearly 30 years. Dr. Gustav A. Kletzsch, well and favorably known as a breeder of high producing Holstein cows and as a producer of a special milk for infants, children and mothers, has given his personal attention to the operations at Nutricia Farms. He has for years been a loyal member and supporter of our association.

The herd has been included in cow testing association work for years and the unprofitable animals have been weeded out.

Dr. Kletzsch is retiring from the dairy business, having passed his 72d birthday, with the deepest regret that he must give up this splendid herd of dairy cattle.

The sale is under the management of W. L. Baird, Waukesha, Wis., and commences at 10 A. M. at the farm one mile north of Thiensville.

### PLAYING SAFE.

Mrs. Newlywed: "I hope you keep your cows in a pasture."

Milkman: "Yes'm, of course we do."

Mrs. Newlywed: "I am so glad because I understand that pasteurized milk is much the best."

DIVISION OF  
CO-OPERATIVE MARKETING

CARDED



# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers  
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1511 FOND DU LAC AVENUE  
Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 2 April, 1929 Number 1

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## WHY A TWO-PRICE PLAN?

Before the adoption of the two price plan, price negotiations between the dealers' and the producers' representatives usually resolved themselves into controversies as to the amount and value of the surplus portion of the supply.

The dealers would point out that a large portion of the supply could not be sold as fluid milk, and that when manufactured they were forced to take big losses on it, and for that reason argued for lower prices on the whole supply.

The producers' representatives were usually not convinced that there was as much surplus milk as the dealers maintained, and also believed that its value was higher than claimed.

In many of the older fluid milk districts this resulted in the producers building and operating their own plants for the handling of the surplus milk on the theory that they would then know the facts as to amount and value of it. It is apparent, however, that these manufacturing operations must be somewhat costly and inefficient because of the fact that very large volumes of the product are available at certain seasons of the year, and very little, if any at all, at other seasons.

Under these conditions it is difficult to keep manufacturing costs down to a reasonable figure because of the fact that large investments are required in the equipment necessary to handle the maximum volume of milk, and this equipment must necessarily be idle or working at a fraction of its capacity most of the time. For the same reasons it is difficult to maintain the proper operat-

ing and sales organization at reasonable expense.

This it seems is the background of the Milwaukee plan whereby the supply is divided into two classes, but the dealer manufactures the surplus milk and pays for it a price which will permit him to break even on the operation, and pays a higher price for the portion of the supply which is sold as fluid milk.

It is conceded that in the end the same factors determine the final price which it is necessary to pay the farmers for their supply. This is necessarily so because of the fact that to secure the required supply for the city's consumption, it is necessary to return to the farmers the equivalent of prices paid by condenseries, butter and cheese factories and other manufacturing plants, plus a sufficient differential, to induce the farmers to meet the more exacting city requirements.

It appears then that the advantages of the two price plan, if any, are that it gives more definite information as to the quantity of the surplus, and also as to its actual value. Knowledge of these facts may in turn have a bearing on the farmers' production at different seasons of the year.

As regards the price which the dealer is able to pay for the surplus milk, it is apparent that he cannot pay as much as is paid for milk for manufacturing purposes by competing buyers who use their entire supply for the manufacture of condensed milk, butter or cheese.

During the season of the year when the supply is short, buyers of all kinds of dairy products are usually willing to pay market prices, or slightly above, but during the surplus season these buyers are receiving greater quantities of the products from their regular sources of supply than they can find ready market for, and are, therefore, inclined to refuse to buy extra supplies, or if they do offer to buy them, insist upon paying lower than the regular market price for them.

If the dealer offers to sell skim milk to the farmers, guaranteeing the supply throughout the year, he finds it possible to get a very much higher price than when he offers to sell it only when available with a possibility of not being able to supply the farmers' demands during the short season.

This same principle prevails when marketing the manufactured products by the dealer who is making them from the surplus milk, and the choice markets always go to those who are regular and dependable manufacturers.

It is true of course that there are times when the feeding value of the skim milk may be in excess of the price paid for it, based on its value for manufacturing purposes. These comparative prices are always fluctuating, and rarely do they run parallel for any great length of time. On the average, however, it would seem that the manufactured value is the higher. There of course are occasional farmers who place the feeding value of skim milk at an extremely high figure because they use it for a special purpose, such as raising pure bred stock, but this does not establish a fair price for the great quantities which must be handled otherwise.

In observing the operation of various plans throughout the country the past several years, it seems that in cities where the dealers obtain the surplus milk at prices which permit them to actually manufacture it and put it on the market without loss, the plan seems to operate quite successfully, while in other places where the price paid by the dealer for this surplus is somewhat higher than he can actually recover from the manufactured products, trouble nearly always develops during periods when the amount of surplus is unusually large and values depressed.

This emphasizes a logical principle which should be followed, and if there is any justification in dividing the supply in two classes, the dealer should be permitted to buy the surplus so that he will not suffer losses in the manufacturing department of his business. In other words, the price paid for the surplus should be what an entirely separate business organization operating separate plants could pay for it and break even on their operations. This of course necessitates the payment of rather high prices for the fluid portion of the supply, but this necessarily follows because in the end the test of fairness of the prices paid is the comparison between the average price paid and the prices paid by competing markets.

## ANOTHER POOR FISH.

"Dear!"

With a glance she tried to cow him. But he only looked sheepish.

"Puppy!" she exclaimed.

He choked—there was a frog in his throat. Then, realizing that he had made an ass of himself for acting like a bear, he ducked.—Lehigh Burr.



# Uniform Production Plans

## CHICAGO.

Compare the following Chicago plan with our own. Which appeals to you as a producer as the better one? Let's hear from you; send in your letters to the office.—John A. Davitz.

The Pure Milk Association and the Chicago dealers have adopted a new marketing plan that will go into effect on April 1. The plan is similar to that in effect in the Philadelphia market and it is hoped that through its operation a more even supply of milk may be secured throughout the year. In this way the territory from which milk must be secured will be lessened and disastrous surpluses may be avoided.

The average amount of milk delivered by each producer during September, October and November will be considered his basic quantity, and for this amount he will receive the basic price for fluid milk. For the next five months the producers of the Chicago district will receive the basic price for the following percentages of this amount of milk:

April .....	120% of base
May .....	110% of base
June .....	105% of base
July .....	120% of base
August .....	Neutral

If a producer delivers an average of 150 cans of milk during September, October and November, and during April he produces 200 cans, he would be paid the basic price for fluid milk on 180 cans of milk (120% of 150) and the surplus price on 20 cans.

For any surplus the producer may deliver in excess of the percentages of his basic quantity given above, he will be paid as follows: Three and one-half times the average for the month on 92-score butter in Chicago, plus 20% plus one-fourth of the difference between this figure and the base price.

Base milk will be subject to a freight zone discount of one cent for each ten miles from 70 to 100 miles from Chicago, and one cent for each fifteen miles above 100 miles. The 90 to 100-mile zone, therefore, would have a deduction of three cents from the basic net price of \$2.64. No deductions for zones will be made on surplus.

There never was a cow so scrubby as to feed her calf oleomargarine. How some humans have degenerated.

## MILWAUKEE.

The average monthly production of each shipper during August, September, October and November, 1929, shall be considered his base quantity.

During the first six months of 1930 all producers will receive the regular "Average Price" for any amount up to one and one-half times their base quantity. For all milk above this amount they will receive the "Manufactured Price." (For example: If a shipper has a base quantity of 10,000 pounds and ships 20,000 pounds, he would receive the "Average Price" for 15,000 pounds and the "Manufactured Price" for 5,000 pounds.)

Each shipper's base quantity shall be shown on his December, 1929, check or milk statement.

## THE "GO IT ALONE" POLICY.

"From fifty years of organized effort in industry in this country men have learned that the 'go-it-alone' policy does not work and that only through the trade association can they meet the serious and often destructive conditions resulting in over production, price cutting, invasions of sales territory, etc."—William Butterworth, President, Chamber of Commerce of the United States.

Let us take a leaf from the book of the big business man as quoted above. These men are organized because it pays well to work together.

We should feel the same way. No farmer is donating or giving anything away when he supports his co-operative organization but instead is making an investment that will, over the long pull, pay him good dividends.—Editor.

"Yep, I had a beard like yours once, and when I realized how it made me look, I cut it off."

"Well, I had a face like yours once, and when I realized that I couldn't cut it off, I grew this beard."

## NAY NAY, SIR.

Prof: "You missed my class yesterday, didn't you?"

Frosh: "Not in the least, sir, not in the least."—Ala. Rammer-Jammer.

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## JOHN W. LUDWIG

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*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.  
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**Universal**  
natural milker

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The advertisers in this paper are paying a large part of the costs of printing and mailing it to you.

We feel that they are all very reliable and suggest that our readers deal with them when in need of anything advertised in this paper.

At this time we wish to call your attention especially to the hatchery ads. Buy your chicks from the people who help us publish this paper.

The Droegkamp Furnace Company has advertised with us since we started the paper a year ago.

The Waco Mfg. Co. is doing a good job of retinning cans.

Cream City Seed Co. is a reliable firm to get your seeds from.

The Universal Milker has proven itself and any farmer that is going to buy a milker should study its good features before buying.

Christ Schroeder & Sons are old reliable dealers in bonds and other securities.

Every shipper should try the Security milk cans made by the Follansbee People if he needs new cans.

**STRONG.**

Grocer: "How did you get that butter home the other day?"

Mrs. Greene: "Oh, it went home under its own power."—College Humor.

# Clean the Milk Utensils

There is no one thing that has been more evident as the cause of lowered quality in milk during the present season than the use of milking machines that have been improperly cared for.

Wishing to supply our members with a method of cleaning and sterilizing that is efficient and takes less time in its accomplishment than many farmers are now using on their milk utensils, we recommend the following procedure:

1. Begin washing the milking machine without a moment's delay after the milking has been finished. This does not give the milk a chance to dry.
2. Rinse each unit by sucking 1½ to 2 gallons of cold water through it, plunging the teat cups up and down so that some air will be drawn in, causing greater scouring action.
3. Suck 2 gallons of hot water (at not less than 160 degrees F.) through unit **without** removing the teat cups from the water until the 2 gallons have gone through the machine. Use this

water to scrub the pail. The hot water removes the fat and removes or kills many of the bacteria.

4. Fill the teat cups and all rubber tubing with a chlorine solution. This can be easily accomplished by a row of nails driven close enough together to hold the teat cups in an upright position and then plugging the lower end of the tube with a cork. A very small amount of solution is necessary and it can be thrown away after using once. Scrub the rubber parts frequently to make sure that no foreign material is gathering in them.

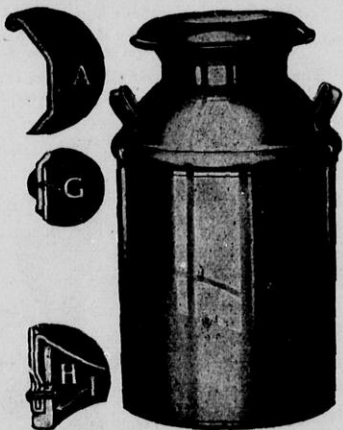
Occasionally an air line becomes a source of danger through the accumulation of moisture or by drawing milk into it from a machine that was too full. Examine your line regularly to see that it is dry.

If you are now using a milking machine or are contemplating the installation of one, we feel sure you will obtain excellent results if the foregoing recommendations are strictly adhered to.

## 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



## Does Milk Combine Well With Other Foods?

There is a popular idea that it is harmful to combine milk with certain other foods in the same meal. There is no well grounded reason for such an idea, nor is there any truth in it. As a matter of fact, milk is a mild food and combines well with other foods. It may well be used upon the table with every meal, no matter what the other foods of the meal may be.

Perhaps the most widespread of these wrong ideas is that milk should not be drunk at the same meal in which acid fruits, as oranges, grapefruit or cherries are served, because the acid of the fruit curdles the milk. There is no reason in the world why these foods cannot be eaten together. Milk is curdled as soon as it reaches the stomach by the action of the stomach juices, and this would happen anyway, whether oranges or cherries were eaten or not.

The idea that such combinations are unwholesome has come about perhaps through the suspicion that curdled food may be dangerous to our health. No doubt we think this because we are accustomed to smooth mixtures in our food. For instance, we are afraid to eat tomato soup that is curdled, because of its bad effects on our health. Of course we can easily prevent such curdling by pouring the tomato juice slowly into the milk mixture, stirring constantly, and then serve the soup at once. But even if such curdling does occur, the soup is still entirely suitable for food and should not be discarded.

Cucumbers and milk is another food combination which is looked upon with suspicion. Provided the cucumbers are well washed before serving, there is no danger in eating the two at the same meal. In fact,

one of the most delicious salad dressings served on cucumbers, is made with sour cream.

Fish, as oysters or crabs, served at the same meal with ice cream is another "dangerous" food combination. Again, there is no reason why these may not be so eaten. If any difficulty arises, it is not the combination which causes it, but rather that one of the foods was not fresh or wholesome. Sea foods, more than any other flesh foods, are difficult to keep fresh in our inland places. So they are never safe to eat unless canned or definitely known to be fresh.

Really, this fear of harm in combining milk with other foods is groundless. It is only in the mind of the person who fears it, and has no foundation in any experience of which there is a record.

### HIT HIS MARK.

A Scotchman and an Irishman after a bitter quarrel agreed to fight a duel. The encounter was to take place in a dark room. As the time for the bitter end approached Pat realized that he was not nearly so angry as he first thought. So when he entered the room his thoughts were of anything other than shooting Sandy. As he felt his way around the room groping for a way out he came to a fireplace. In order to be sure he would do no harm he fired his pistol up the chimney—and killed the Scotchman.

Morton (returning from a hunting trip): "Got any rabbits or squirrels?"

Butcher: "Just sold out this morning. But we have some nice sausages."

Morton: "Sausages! How can I tell my wife I shot sausages!"

## WISCONSIN ACCREDITED CHICKS

We have the largest and most up-to-date hatchery in Kenosha, Racine and Milwaukee Counties. Twenty-five years in the chick business. We are agents for Buckeye and Neucom giant brooders and Jamesway supplies. We hatch the following varieties: Rose Comb Brown Leghorns, Single Comb White and Buff Leghorns, Anconas, Rhode Island Reds, White, Buff, Barred and Columbian Rocks, White Wyandottes and Orpingtons.

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Time Payments If Desired. We Deliver.

Farm three miles west of Brown Deer and one  
mile east of Granville Center on Highway 74.

**HENRY KAUL, North Milwaukee**

## NATIONAL DAIRY EARNS \$8.03 ON COMMON STOCK.

Combined net earnings of the National Dairy Products Corporation and subsidiaries for 1928 were \$15,175,461, compared to \$9,633,293 in 1927, it was announced Tuesday in New York.

National Dairy Products controls the Luick Ice Cream company and the Luick Dairy company, formerly Trapp Brothers, of Milwaukee, and is negotiating for acquisition of Wisconsin Creameries, Inc.

The 1928 earnings include earnings prior to acquisition of the companies acquired by National Dairy Products during the year, and are after deduction of federal taxes, interest, preferred dividends, depreciation and repairs. They are equivalent to \$8.03 per share on the 1,889,749 shares of common stock outstanding. Earnings for 1927 were \$6.82 on 1,412,291 shares of common.

Combined sales for the year were \$212,632,076, against \$145,330,059 the year before. Of this increase \$4,616,386 represents increase in sales of companies owned at the end of 1927 and \$62,685,630 represents sales in 1928 of the seven companies acquired since January 1, 1928.

In his report to stockholders, Thomas H. McInnerney, president of National Dairy Products, stated that at the present time negotiations are being carried on toward acquisition of Wisconsin Creameries, Inc., Milwaukee; Ebling Creamery company, and City Dairies, Inc., Detroit; Chestnut Farms Dairy, Inc., Washington; Clover Dairy company, Wilmington, Del., and J. D. Roszell company, Peoria, Ill.

Earned surplus at the end of 1928 was \$20,158,394, against \$14,580,013 at the end of 1927.

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

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

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

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

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 1st day of April, 1929.

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.

## DISPERSION OF NUTRICIA FARMS HERD

50—Pure-Bred Federal Accredited Holsteins—50

(Owned by Dr. Gustav A. Kletsch)

THIENSVILLE, WISCONSIN, Thursday, April 11, 1929

### Herd Includes:

2-year-old sire, Sir Segis Matador Ormsby, a 30-lb. grandson of Segis Walker Matador. Several of his young daughters are in this sale and many cows are bred to him.

Seventeen granddaughters of Fabst King Pontiac Lad, several daughters of Matador Segis Walker and several daughters of a grandson of Segis Pietertje Prospect.

It is with the deepest regret that Dr. Gustav Kletsch releases the development of this herd, but finds it advisable to do so as he passed his 72nd birthday in November.

Every animal of milking age has a C. T. A. record made on twice a day milking and under ordinary farm care. The records run as high as 659 lbs. of fat and 18,000 lbs. of milk.

An unusual opportunity to buy foundation animals of all ages from some of the best blood lines of the breed.

Follows the U. S. National Sale.

Federal Accredited herd Auctioneers, Haeger, Mack & Quade  
Write for information to—W. L. Baird, Mgr., Waukesha, Wis.  
Dinner served at farm at 11:30—Sale Starts at 12 Noon.

### BE A BOOSTER.

If you think your co-op's best,  
Tell 'em so!  
If you'd have it lead the rest,  
Help it grow.  
When there's anything to do,  
Let the others count on YOU,  
You'll feel good when it is through,  
Don't you know?

If you're used to giving knocks,  
Change your style;  
Throw bouquets instead of rocks  
For a while;  
Let the other fellow roast;  
Shun him as you would a ghost;  
Meet his banter with a boast  
And a smile.

When a farmer from afar  
Comes along  
Tell him who and what you are—  
Make it strong.  
Never flatter, never bluff;  
Tell the truth, FOR THAT'S  
ENOUGH;  
Be a booster—that's the stuff,  
Don't "just belong."

Izzy had just been told that he was in danger of eternal punishment for charging the excessive interest rate of 9 per cent.

"Vell," he said, "ven de good Lord looks down and sees that 9 per cent it looks just like 6 per cent to him."

### AN ARGUMENT FOR CO-OPERATION.

Said a wise old bee at the close of day, "This colony business doesn't pay. I put my money in that old hive, that others may eat and live and thrive; and I do more work in a week, by gee, than some of the other fellows do in three. I toil and worry and save and hoard, and all I get is my room and board. It's me for a hive I can run myself, and me for the sweets of my hard earned pelf." So the old bee flew to a meadow lone, and started a business of his own. He gave no thought to the buzzing clan, but all content on his selfish plan, he lived the life of a hermit free. "Ah, this is great," said the wise old Bee. But the summer waned and the days grew drear, and the lone bee wailed as he dropped a tear; for the varmints gobbled his little store, and his wax played out and his heart was sore. so he winged his way to the old home band and took his meals from the helping hand.

Alone, our work is of little worth; together we are the lords of the earth; so it's all for each and each for all.—By co-operation we stand, by independence we fall.—Butter Fat.



Send for Literature

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Improve Your Herd A Holstein bull will add production, size and ruggedness to your herd. A good Holstein bull will start you on the road to greater dairy profits.

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230 East Ohio Street, Chicago, Illinois



**I ONCE KNEW A FARMER.**

"I once knew a farmer," said the fence corner philosopher, "who didn't believe in cooperation or organization.

"He took his stuff to market, though, over a road that was built through the combined efforts of his neighbors, his county, state and nation.

"He sent his children to a school made possible through co-operation.

"He occasionally went to a church built and supported by an organization.

"He purchased union made overalls, had his whiskers trimmed in a union barber shop, and his machinery was made by union labor.

"When he sold his crops, the men who purchased them took out a percentage to pay their dues in their various trade associations.

"His wife took her butter and eggs to a town where the Grocers' Association all paid the same price and the chewing tobacco she brought back home to him all carried the union label and was grown by cooperatives.

"When he died they laid him out in a suit of clothes made by the Garment Makers' Association and sold by the Garment Manufacturers' Association to the Retail Clothiers' Association.

"His casket was made by union labor and he was buried through the cooperation of his neighbors."

**ALL BAWLED UP.**

Nervous Speaker—"Depend upon it, my friends, they'll keep on cutting the wool from the sheep that lays the golden eggs, until they pump it dry."

**WANT DEPARTMENT**

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**From Your Old, Rusty, Leaky Ones  
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**BRING THEM IN. LET US RETIN  
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**Wacho Mfg. Company**  
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**Certainly, We Can Retin One-Piece Cans!!**

**Mr. Farmer:—**

If your dealer does not handle our seed—see us. Seed Corn, Alfalfa, Red Clover, Alsike, Timothy, Sweet Clover, Soya Beans, etc.

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**MILK INSPECTION.**

(Continued from page 1)

have made demands for changing barns and milk houses that would not improve the quality of milk, and have neglected to point out practices that would improve it. A producer who will not meet the requirements for healthy cows, clean utensils, clean milking and quick cooling should be barred from all fluid milk markets."

We agree with this writer and believe that very few farmers will resent reasonable inspection by a tactful, intelligent man. If the inspector lacks understanding of the farmers' problem or for some fancied reason dislikes all farmers and is out to find fault and make life disagreeable for the people in the country, he is apt to be disliked. Common sense should be used in interpreting rules and regulations and conditions under which individual farmers operate should be given consideration.

The enforcement officer ought to stop and consider all the laws and regulations that have been enacted in this country in the last hundred years and he would realize that he and all the rest of us would be in jail if all those laws were enforced.

Farmers have to work hard and often under very adverse conditions but even though we may feel that the inspector is meddlesome and because we are tired and out of sorts are inclined to be resentful, it may be best to listen to this man and not talk back.

If he is a decent, intelligent fellow he will be fair to talk to; if he is the other kind he can go back to headquarters with a big story built up out of an innocent remark made in a hasty manner.

Let us keep things in good condition, meet the inspector in a friendly manner and if he is not fair we may be able to do something about it.

We should be organized 100 per cent, make good milk and then if a city is unreasonable we need not sell or buy in that city. That day may seem far away but it is coming and **may it come soon.**

It was during the impaneling of a jury the following colloquy occurred:

"You are a property owner?"

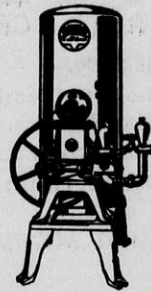
"Yes, your honor."

"Married or single?"

"I have been married for five years, your honor."

"Have you formed or expressed an opinion?"

"Not for five years, your honor."



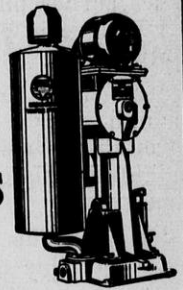
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**CO-OPERATION IS PREPARED-  
NESS.**

The quality of co-operation, like the quality of mercy is twice blessed—"it blesseth him that gives and him that takes." The co-operator cannot live for himself alone. The benefits of co-operation are felt by the whole community. Those who oppose it and those who sit on the fence or are merely indifferent, reap when they have not sown.

Co-operative marketing is like insurance. You cannot run out and get insurance on your burning buildings or take out an accident policy after you have been in a wreck. Neither can you run out and form an effective co-operative when there is no demand or market for your products.

The thing to do is to have your co-operative functioning 100 per cent all the time, expanding markets and increasing consumption of your products; also to make your neighbor see the advantage of co-operation in order that he may help you and himself rather than merely lean upon you.—The Cow Bell.

**DITTO--BIRDS.**

1st Voice on Phone: "This is Jack.

Do you love me, Peg?"

2nd Ditto: "Of course, dear."

1st V. O. P.: "You two-timer! This is not Jack; it's Paul."

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2nd Ditto: "You double-crosser! This is not Peg; it's Frances."—Ga. Tech. Yellow Jacket.

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume 2

MAY, 1929

Number 2

## April and May Fluid Milk \$2.90

According to the agreement made with the dealers on March 26 the April fluid price would be \$2.90 per cwt. unless butter averaged 45 cents per pound or better, government report on 92 score butter Chicago for the month.

The average price of butter was 44.11 so that we get \$2.90. On April 26 the dealers came to our office and met the board of directors. A price of \$2.90 per cwt. was agreed on for May milk. Milk is being offered very freely by cheese factory and condensery patrons and many Chicago shippers wish to get into this market.

To our regular shippers the Mil-

waukee price seems rather low but the fact that these outsiders want to get in seems to indicate that other markets are less attractive.

Surplus is growing heavy due in part to new milk getting on the market. Consumption of milk was low for April due to cool weather.

The Manufactured milk price for April was \$1.86.

Wisconsin Creameries report that 64.5 per cent was sold as fluid milk making that company's average price for April \$2.53.

Gridley Dairy fluid sales as 70 per cent and will pay \$2.59.

Luick Dairy fluid sales 65.5. Average price \$2.54.

## EDITORIAL IN CHICAGO PURE MILK. CHECKING TEST.

We have had considerable inquiry as to the check-testing service. When will it start and so on. The delay has been occasioned by the fact that we were not able to budget our accounts, or find the proper man to head the work. The man we had in mind is unable to get away. Many have been interviewed and we hope before many days to have an announcement to make. As soon as the director of this system gets acquainted with this job, testers will be taken on and put to work.

A word of warning is perhaps in order. Members who expect their tests to jump up at once may be fooled. No tester whether he works for you, or the dealer, can find butter fat in the milk that is not there. On the other hand, there will be some large surprises where they are least expected.

## COOL THE MILK.

On May 3, 1928, one year ago today, we wrote a short article about cooling milk. The temperature was 88 on that day and today we have 35 degrees. Some difference. Warm milk when the weather is unseasonably warm is to be expected but we suggest that it be wise to use the thermometer regularly for some how or other some milk comes in warm even in cool weather.

Then too, we may get some warm weather this year and if we are not careful we may ship away some warm milk and get caught. We know that warm milk is not dangerous food to use but we also know that warm milk gets sour very much sooner than milk that has been cooled quickly.

Therefore well cooled milk which stays sweet much longer pleases the consumer and thereby encourages the greater use of our product.

It is less trouble to cool milk well than to try to do something with it when it is sent back because of high temperature.

Perhaps some people think that we harp on this cooling question too much. Well, maybe we do but we feel that we are here to better conditions for the milk producers shipping to this market. If by reminding them of these things we prevent losses is it not our duty to do so?

## FARM PROSPERITY.

We have a copy of a letter written by Congressman Stafford the tone of which would indicate that the writer believes that dairy farmers who are at all efficient are very prosperous.

Perhaps the congressman has read about the farmers who are in testing associations and claim to produce 400 pounds of fat per year per cow and upwards at a cost of 16 to 20 cents per pound fat. Perhaps the gentleman believes that all legitimate costs are set up against the herd, such as taxes, interest, labor at a living wage, heavy depreciation because of some good cows getting burned out in a year or two due to forced feeding, in fact all costs that a good, efficient business man would set up.

If he does believe this and then figures that with fat averaging better than 60 cents per pound for the year there is a net of better than 40 cents per pound over all cost, then indeed, he has reason to believe that the efficient dairy farmer is sitting on top of the world.

Let us go a little further. The story of those wonderful herds is printed in local, state and national papers, told at local, state and national meetings and broadcasted on the air.

People believe what they read and hear if the story is reiterated often

enough. Just recently a man remarked, "So and So is selling stock out of his herd on a record made five years ago and he has never made a record since nor has he the cows he made the record on at that time." This would seem to prove that even farmers believe these reports to be true.

If so then why not other people? Some fine day when the producers and dealers can't agree on the price of milk and a committee is called in to arbitrate will our dairy leaders testify about their profitable herds or will they say, "Well, Bill Baldo did make big records at a very low cost but he owes a feed bill of two years standing."

Joe Junks produced fat for 16 cents per pound and we told the world about it but he could not pay his rent.

Hank Highcow had a wonderful herd, made a great record on it, but 18 hours per day sort of done him up. He's a cripple and his wife is an invalid. Somehow Hank didn't prosper much but he had high herd just the same. What will the arbitrator say? If they decide that the leaders have figured cost correctly and that the people are paying too much for dairy products that can be produced so cheaply, are the farmers going to rise up and say, "Good. Blessed be the Dairy Improvement boys." or are they going to growl about Dairy Damnation?

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# MILWAUKEE MILK PRODUCER

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## NATIONAL CO-OPERATIVE MILK PRODUCERS' FEDERATION TAKES STAND ON FARM RELIEF BILLS.

Criticism of both house and senate farm relief bills, with particular emphasis upon the undesirability of co-operatives participating in the proposed stabilization corporations, in the proposed clearing houses, and criticism of other defects in the proposed legislation, together with requests for amendments, was made today by the National Co-operative Milk Producers' Federation following a three day session of its board of directors. The federation speaks for 315,000 dairy co-operators of 44 member associations marketing over \$300,000,000 worth of milk and its products annually.

"We believe in the bills now pending in both house and senate there are provisions which threaten to retard and check the growth and development of co-operative marketing associations," says the federation statement.

"Because of the grave dangers to co-operative marketing associations involved in both of these bills, we hereby clearly, emphatically and completely disassociate ourselves from all of the provisions of these bills that require co-operative marketing associations to own, control and manage the stabilization corporation, and voice our hope that no co-operative marketing association will engage in an experiment involving so great a risk.

"If the Congress in its wisdom considers it absolutely necessary and wise to create a stabilization corpor-

ation with the possibility so remote of the corporation rendering any appreciable service to agriculture, then the government itself should assume the burden of forming, owning, controlling and operating such stabilization corporation, and thereby be responsible for its success or failure."

Assuming that the debenture provisions will not appear in any bill at final passage because of the administration's opposition, the federation says:

"Nowhere in either bill is there any provision for the payment of these losses, except from pass or subsequent profits. This would mean that the stabilization corporation would become insolvent, and the general public, including many farmers, unacquainted with the real cause, will conclude that co-operative marketing associations can not successfully manage a big business, even with the assistance of the government. If this be the result the whole co-operative movement will receive a blow from the effect of which it will take decades to recover."

The federation also voices protest against the clearing house provisions of both house and senate bills. It declares that such schemes cannot work out successfully, and therefore oppose the making of government loans for the setting up of such clearing houses. Protest is also made against the provision of the house bill providing for loans for "educational" purposes, saying: "This term disguises the evident intent to permit loans to persons to set up high power, high pressure soliciting organizations." Criticism is directed also against that provision of the house bill allowing transfer and re-transfer of agricultural bureaus and divisions.

In conclusion the federation statement asserts that the basis for any farm relief legislation must be adequate tariff protection, and that without it, "no permanent farm relief can be secured and maintained without such import duties as will reserve the domestic market for our agricultural producers."

## DAIRY TARIFF.

We are taking a deep interest in what the extraordinary session of congress may do about tariffs on products which affect agriculture.

Charles W. Holman of our National Co-operative Milk Producers Federation has prepared a very concise statement as to the farmers' attitude on duties on imports which

may affect our markets. Imported fats and oils have a bearing on the price of dairy products both directly and indirectly. Directly because they are used in cooking compounds and also as a spread for bread and thereby reduce the consumption of butter.

Indirectly when they are used in place of home product fats and oils thereby making the production of hogs, beef animals and crops grown for their oil content unprofitable. Farmers who find the production of the last named products unprofitable turn to dairying thereby producing a surplus of dairy products.

Your board of directors acting through the officers as a tariff committee wrote to the representatives in congress from Wisconsin asking them to support this tariff legislation.

Favorable answers were received from all of these men with the exception of Wm. Stafford of Milwaukee.

## SUGAR AND THE DAIRY INDUSTRY.

The Sugar Institute, Inc., which is launching an immense national advertising campaign to promote sane eating habits as opposed to the doctrines of extremists (and cigarette companies, perhaps), is authority for some very interesting figures on the magnitude of the various branches directly allied with sugar. According to the figures presented the amount reaches the staggering total of \$10,000,000,000 a year. The dairy industry, we observe, has a direct interest in nearly a quarter of this amount, which is more than any other industry concerned. The items include ice cream, with an annual wholesale value of \$320,000,000; confectionery products, \$414,000,000; condensed milk, \$30,000,000. Other products to which sugar is added either in the kitchen or at the table, milk and butter, \$1,300,000,000; evaporated milk, \$142,000,000; powdered skim milk, \$11,000,000, and other smaller items bringing the total up nearly to \$2,500,000,000. More power to the Sugar Institute in its effort.

Mrs. Goldberg, calling the maid:  
"Where is Semuel?"

Maid: "Hiz slipping."

Mrs. Goldberg: "Hiz slipping?"

Maid: "Yes, hiz slipping."

Mrs. Goldberg: "Gevalt! When you say hiz slipping, I can't tell whether he should be wearing his rubbers or his pajamas!"



**NEW SUPPORTERS.**

Names of shippers who signed with the Association since March 1, 1929:

Wm. Mehring, Burlington, Route 1.  
Ludwig J. Halbach, Mukwonago  
Walter Messer, Waukesha, Route 2.  
Everett Martin & Son, Mukwonago, R. 2.  
S. S. Foster, Waukesha, Route 2.  
Schlei Bros., Menomonee Falls.  
Mrs. Louis Lembcke, Menomonee Falls.  
Bernard Joerke, Templeton.  
Paul Rossman, Templeton.  
Paul Rossman, Templeton.  
Fred Wallschlaeger, Templeton.  
Herman Rott, Menomonee Falls.  
Otto Werner, Menomonee Falls.  
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Jos. L. Schuster, Menomonee Falls.  
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Kelly Bros., Hales Corners.  
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A. J. Barth, Jr., Caledonia, Route 2.  
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Frank Ziemann, S. Milw., Route 1.  
Issac Kommers, Route 1, Oakwood.  
Joe Wmbs, S. Milw., Route 2, Box 153.  
Anton Guttman, S. Milw., Route 2, B. 184.  
Ed. F. Chelminiak, Milw. Sta. D, Route 3.  
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Jos. Motz, West Allis, Route 4.  
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Robert Haese, Waukesha, Route 2.  
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Albert Stillwell, Waukesha, R. 1, B. 115.  
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John H. Baird, Waukesha, Route 1.  
Herman Dingeldine, Waukesha, Route 2.  
Matt Dingeldin, Waukesha, R. 2, B. 103.  
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M. A. Hughes, Somers, Route 1.  
Stanley W. Coughlin, Sturtevant, Route 1.  
Fred Woodward, Somers, Route 1.  
Irvin Drinkwater, Sturtevant, Route 1.  
Sygmond Karczewski, Sturtevant, R. 1.  
I. E. Gardiner, Somers, Box 25.  
Ray H. Miller, Cedarburg, Route 1, B. 151.

**TRUSTING OTHERS MAY BE UNSATISFACTORY.**

We have a warm spot in our hearts for the gum-chewing, bob-haired stenographic girl, who makes or breaks many business men by their comical and sometimes serious mistakes in spelling, punctuation or otherwise, as the public generally delight in slurring both the stenographer and the newspapers, for mistakes made.

The story goes that a young lawyer, much in love with a female named Phyllis, composed the following touching ode to his beloved and dictated it to his stenographer for the purpose of having it touched up and printed on her typewriter:

**TO PHYLLIS.**

Phyllis, up in the morning,  
Spirit of love and spring;  
Phyllis, light as the willow,  
Voice like the birds that sing.  
Phyllis, full of sunshine,  
Sparkling like drops of dew—  
Phyllis, Phyllis, O Phyllis,  
This is a song for you!

Phyllis, why do you linger?  
Phyllis, we wait your coming  
O'er the bloom-decked plain.  
Phyllis, a brimming beaker  
Now your health we quaff,  
Setting our hearts all leaping  
Lighter than wind-blown chaff!  
(And this is what that gum-chewer mailed to his dearest Phyllis.)

**TO FILL US.**

Fill us up in the morning,  
Spirits of loving spring!  
Fill us tight as a pillow  
Boys like the birds that sing.  
Fill us full of moonshine,  
Sparkling like dropsy dew—  
Fill us, fill us, O fill us!  
This is too strong for you.  
Fill us! Why do you linger?  
Why are your feet in pain?  
Fill us! We wait your coming  
Over the gloom-necked plain.  
Fill us a brimming beaker  
Now to your healthy graft—  
Send our hartshorn leaping  
Light as a ringboned calf!  
—Ripon Record.

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*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.

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### PROTEIN IN CHEESE IS NINETY-FIVE PER CENT DIGESTIBLE.

Physicians and chemists require years of research to break down popular fancies which often hold more fallacy than fact. Cheesemakers and cheese wholesalers and even cheese eaters recently were given cause to thank the research bureau of the United States government.

One pound of cheese, cheesemakers report, represents the total casein and most of the fat in a gallon of milk. Yet this cheese, the government says, does not differ materially, in ease of digestion, from a comparable amount of meat, although the pound of meat is only a fraction as valuable in protein and total energy content.

Bread and cheese can be eaten in such amounts as to constitute what usually is considered a balanced ration. With fruit, this simple diet becomes attractive and palatable and thus favors digestion. Prof. H. C. Sherman of Columbia University asserted recently:

"The American people should spend three times as much as they now do on cheese and such milk products. For cheese contains protein which is 95 per cent digestible and there also is high total energy value which is 90 per cent useful to the human body. Milk and cheese should constitute one-fifth of the expense in the family food budget for the sake of health."

What, then, could have started the agitation which has followed merchandising of cheese almost since its introduction in the United States, is the question which is asked by men who have helped overcome the erroneous ideas. Tests have shown that some delicate stomachs are troubled by the waterproof coating which is formed in the stomach and which hinders digestive juices in their natural work.

In order to facilitate digestion of cheese, it has been found, careful chewing is valuable, for the smaller the pieces of cheese, the more readily they will be digested. Grating or dissolving is an aid to getting nutrition from cheese.

Demonstration that cheese has qualities which make it valuable as a food for those who need to watch their diet is evident in a recent technical discussion on "Arteriosclerosis," a physical condition resulting from hardening of the arteries. Arteriosclerosis is credited with contributing to unnecessarily early deaths in middle age of life. Cheese is one of the leading foods recom-

mended by physicians who advance special diets for those combating this condition.—National Cheese Institute, Milwaukee, Wis.

### AMOUNT OF MILK SHIPPED TO MILWAUKEE IN 1928.

Shipments of milk to Milwaukee for the different months of 1928 are given below.

	Pounds
January .....	22,614,032
February .....	21,939,785
March .....	24,243,764
April .....	24,281,226
May .....	25,607,714
June .....	26,649,681
July .....	23,219,637
August .....	20,078,212
September .....	21,282,328
October .....	20,409,697
November .....	21,156,012
December .....	21,956,012

Total .....

273,438,100

The average price at the farm gate after cartage and commissions were deducted was \$2.44 per cwt. for milk testing 3.5 per cent fat. Total money received by farmers \$6,671,889.64.

### SURPLUS MILK.

Surplus is high and will continue so for May and June.

If the average price was not shown on the farmers statement or check and no mention made of surplus or manufactured price perhaps a better feeling would prevail.

Farmers are not ostriches however and we believe that they do not want to stick their heads in the sand and not know what is going on.

The thinking farmer will know that he will be better off to produce more milk in the short season when because of a low surplus prices are higher.

The other fellow will complain of high surplus and continue to pro-

duce heavy in the first six months of the year and take a low price.

### Beef Cattle in Good Demand.

With beef cattle selling at a very high price it might be well for every farmer to look over his herd very carefully and decide on whether there are any culls that might be disposed of.

This is the big surplus season and if some of the poor cows are sold there will be less surplus milk and perhaps greater profits on the balance of the herd.

### TWIN CITIES REPORT FOR MARCH.

Minneapolis and St. Paul markets took 13,400,343 pounds of milk from the producers for fluid milk purposes.

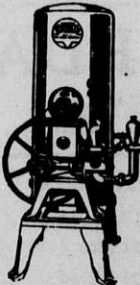
The Producers Association took care of the surplus over the needs of the two cities and this was 17,851,677 pounds, or considerably more than half of the total supply.

The price received by the farmers was \$2.50 per cwt. for 3.5 milk delivered in the Twin Cities. What would we do with a surplus like that in Milwaukee for the month of March?

### MILWAUKEE STOCK YARDS OPEN NEW QUARTERS.

The old Milwaukee Stock Yards have been closed and new modern yards opened at Canal Street and Muskego Ave. The new yards are modern in every respect with splendid facilities for unloading from both trains and trucks.

A place is provided to clean litter and manure from trucks and water under high pressure is also provided for flushing and washing trucks before leaving the yards. Farmers will appreciate this for at the old yards they were not allowed to clean their trucks.



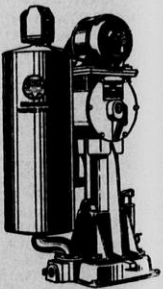
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# Position of Dairying

As a preliminary introduction to a series of studies on the economic importance of fats and oils, the Food Research Institute of Stanford University has issued a small book in which it has gathered together the basic information essential to an understanding of the fat and oil trade as it affects agriculture and industry.

In the discussion of oleomargarine the authors, Alsberg and Taylor, show that whereas vegetable oils supplied 32 per cent of the oleomargarine ten years ago, today they supply 55 per cent. They also assert that only a portion of the oleomargarine is used as a table butter. Other important uses are in cooking, and particularly in the making of bakers' cake and pastry.

The position of dairying is discussed as follows:

"Dairying is in quite a different position from other forms of animal husbandry, for several reasons. The cow is more efficient in converting feed into human food, in the form of milk, than is the steer or the sheep or even the hog. In addition to milk she produces veal as a by-product and is herself in the end turned into beef when she loses her efficiency as a producer of milk. While the hog stands closest to her in efficiency as a converter of feed into food, she has the great advantage over the hog that she thrives on fodder which is not suitable for man, whereas much of the diet of hogs must consist largely of grains which are fit for human food. Finally, the dairy cow produces two food elements that are highly prized and therefore high priced. One is protein of high quality; the other is milk fat which in milk, cream, and butter carries a premium price that places it in a class by itself as compared with other fats.

"Because of its preferred position, butterfat in the United States

has not felt as yet to any material degree the competition of the domestic or imported vegetable oils. To be sure there is some competition from the margarins, but unless existing conditions and legislation change greatly it is not likely soon to become much more severe. The consumption of margarin, about two pounds per capita per annum, is small as compared with the consumption of butter, about 20 pounds per capita per annum. Moreover, an appreciable fraction of the margarin consumed is used as a superior cooking fat and competes rather with animal and vegetable shortenings than with butter.

"Dairy farming, then, is in a favorable position because it produces a fat that is so highly prized that it stands to a considerable extent above the competition of other animal and vegetable fats. In addition it produces protein of the highest quality. Where the dairy farmer is so located that he has a market for whole milk he gets some return for the excellent protein his cows produce.

"This is especially the case where there is a market for whole fluid milk as in the neighborhood of towns and cities. Formerly this was the only way the dairyman got much of a return for the protein of milk. Elsewhere milk was paid for

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on the basis of its butterfat content, for the major use was in the production of butter, the skim milk being wasted or fed to hogs and poultry. Even when milk was used for the making of cheese, which contains most of the protein of milk, the price received was based on the price of butterfat because cheese and butter factories competed with one another.

"This situation has begun to change. More and more milk is marketed as whole milk because the percentage of the country's population that is living in towns is increasing and because there is an upward trend in the per capita consumption of fluid whole milk. The development of the condensed and evaporated milk business has a similar influence. But a great effect has come from the development of the powdered milk and concentrated buttermilk business. Buttermilk contains much valuable protein, milk sugar, and mineral salts. Formerly, as already stated, it was fed to hogs and poultry so far as local conditions made possible, and the rest was wasted. Much of such buttermilk is now condensed. The product is concentrated so that it can stand transportation charges; its keeping quality is such that it can be stored. In consequence it finds a wide market as feed, particularly for poultry. Powdered milk is mostly skim milk powder made from skimmed milk, a by-product in the manufacture of butter. It contains all the valuable food elements of milk except the fat and is an excellent human food. It is widely used by bakers, confectioners, and chocolate manufacturers. It is saving for human food purposes many millions of pounds of milk protein and sugar that were formerly wasted.

"As these uses of buttermilk and skim milk grow, the net result ought to be a better return to the dairyman for his milk protein. He can therefore look forward to a steady strengthening of his economic position, and we may look forward not to a decreasing but to an increasing butter production, to be followed perhaps some day by a decline in butter production because of an insistent demand for whole milk."

Mr. J. J. Lamb, Manager, Equity Live Stock Sales Association, called on us last week. Mr. Lamb is an old war-horse in the co-operative movement, a strong believer in the idea that farmers can best help themselves by working together co-operatively.

## ATTENTION FARMERS

We wish to call to the attention of the members of The Milwaukee Co-operative Milk Producers that The Equity Live Stock Sales Ass'n is **farmer owned** and **farmer controlled**.

Why not send your live stock to a farmer's organization just as you sell your milk through a farmer's Association?

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**Equity Co-operative Sales Association**

## We Need Butter for Good Health

We are coming to recognize more and more the close relationship which exists between good health and foods. In the years gone by, to many people food was just food—something with which to satisfy the appetite, with little thought being given to the primary reasons for which food should be eaten; namely, to build and repair the body; to supply it with sufficient energy; and to maintain it at the highest possible degree of health. Today we are spending at least twelve billion dollars annually on food in the United States, and due to the splendid work being done by scientists and nutritionists in research on foods, we are able to say rather definitely just how that money should be apportioned amongst the various kinds of foods and why.

In every well-balanced diet we find one food which seems to have unusual power in the promotion of health and in building resistance to disease. This food is butter. It is well that the manufacture of butter is an outstanding development of the great dairy industry of our nation. In 1925 the United States produced nearly two billion pounds of butter, enough to provide about 17 pounds per person for every man, woman and child in the country. The United States uses all the butter it produces, and while we do not consume as much as Canada does with its 28 pounds per person, still we do appreciate the value of this nourishing food.

The value of butter as a food is due to three things; it is a good

source of energy or fuel, it contains vitamins A B and D, and it contains a small amount of iodine which is one of the valuable minerals required by the body for health. As a source of energy or fuel for the body, butter is valuable.

It is in a concentrated form and we get a good deal of energy out of a small amount. Furthermore, butter gives a sort of "staying" quality to our diet. Usually we feel hungry sooner after a meal containing little fat than after one in which fat is liberally supplied. This is because fat leaves the stomach more slowly than do other foods and slows up the digestion of them. Butter used plentifully at each meal, then, has the effect of leaving a satisfied feeling and delaying the approach of hunger until the proper meal time.

While we cannot define the vitamins, or food substances, as they are sometimes called, we do know that certain foods contain them, and that with sufficient quantities of these foods included in our meals, we are more apt to be well, to grow normally, to be able to resist disease and to live to a greater age. Of the half dozen or more of them discovered and studied at the present time, all of them are found in milk and its products, and in green leafy vegetables and fruits. Because of this fact, the above named foods are well designated as the "protective foods," and should occupy a prominent place in the daily meals of every person.

With the exception of cod liver oil, butter is the richest source of

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3



vitamin A, which is also found in large quantities in egg yolk, fresh spinach and carrots. This element gives butter its unusual value as a food, as vitamin A is essential for normal growth and health. Not only is this true, but we find this vitamin needed to prevent weaknesses in other respects as well. When the food is poor or lacking in vitamin A, it may and usually does mean an increased susceptibility to a particular eye disease which eventually ends in blindness. Also its lack may cause a loss of appetite; poor digestion; a diseased condition of the respiratory organs, the bladder, and the ear; and sinus difficulties.

IN the light of our present knowledge, vitamin A plays an important part throughout the whole life time of a person from infancy to old age. And since the body seems to have unusual power to store it in the tissues where it is a safeguard against disease and is a promoter of health, vigor, and long life, it seems wise to provide in good quantity the foods which contain it. Therefore the plentiful use of butter is advised at all times. A practical application of this need is suggested in the breakfasts of children and adults. The usual breakfast of many families, consisting of sweets, as rolls or cookies, with coffee is lacking in vitamin A. The addition of milk

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and butter would correct this deficiency and give a protective character to the breakfast, which it needs for the promotion of health.

Butter contains vitamin B. It, together with milk, carrots, green vegetables, meat, potatoes and yeast, is among the best sources of this second vitamin. When used in sufficient quantities in the food, this vitamin protects folks from a so-called deficiency disease known as pellagra, in which there is a loss of appetite and a general run-down condition. Indeed, vitamin B is a real factor in building up a normal appetite with normal digestion and absorption of food. The plentiful use of foods containing it, is essential to good health.

Vitamin D, also found in butter, prevents rickets in children, and promotes normal healthy growth of

their bones and teeth. Rickets is another deficiency disease caused by the eating of too much highly refined foods from which the mineral matter and vitamins have been removed, in the process of manufacture. Besides butter, vitamin D is found in cod liver oil, egg yolk, whole milk and green vegetables.

So far as we know at present, the vitamins B and D are not capable of being stored in the body as is vitamin A, so that sufficient food containing these must be eaten every day. Here is another reason for the daily and plentiful use of butter.

Every person needs certain minerals in his food each day in order that the various activities of the body may be carried on in such a normal way that health will result. One of these minerals is iodine. When there is a lack of iodine in



our food, the thyroid gland becomes enlarged and simple goiter is the result. While very, very small amounts of iodine are required by the body, still it is essential to our welfare. Although many common foods are wholly deficient in it, there are a few which furnish significant quantities of iodine. Among these are butter, fruits, and vegetables. Again butter becomes our "protective food" through even its slight iodine content.

Various ways of using butter in meal preparation suggest themselves to most housewives. As a spread for bread it has no equal. Besides being appetizing, it is the logical accompaniment for a starchy food. It is also combined with vegetables for the same reason. Quoting from a valuable book of recent publication, on the preparation of foods, we find the following amounts given for buttering vegetables; "Use 1½ tablespoons of butter to two cups of cooked vegetable, thus allowing one teaspoon for each one-half cup serving for all vegetables except Irish potatoes, Hubbard squash and rutabagas which are mashed. For these allow two tablespoons to each two cups of vegetables." This makes for a good flavor and added food value. But now that we know its valuable food qualities, let us concern ourselves for a short time with its value in increasing flavor and palatability in foods. The flavor of a delicious butter cake or crisp butter cookies is unequalled. Lemon pie or apple pie; light fluffy baking powder biscuits or tea rolls; buttered vegetables, creamed dishes in which butter is used, as the fat in the cream sauce; cream soups; gravies, beefsteak or poached egg; sauces and puddings; even apple sauce—all are improved in flavor and made more delicious by the liberal use of butter. Is there any other food we know with the exception of milk, which fills a larger place in our diet? From the standpoint of nutrition there is no substitute for it. Butter holds a place all its own as a nourishing palatable food and it well deserves a prominent place on the table of every one of us.

### HELPING OURSELVES.

Among the recommendations that are being offered for the relief of the Fraser Valley dairymen by the Milk Commission is one that is possible of accomplishment, namely: that the farmer might improve his position by making an effort to reduce his production cost. This theme has often been expounded in these columns; with which is embodied, greater production per cow; developing dairy herds of increased producing ability, and reducing the cost of feeding by the means of a cheap source of protein which is possible through home-grown roughage, such as legumes, acknowledged to be the cheapest and most economical of all milk-producing feeds.

The dairy farmer who fails to grow sufficient roughage for the needs of his herd is laboring under a big handicap, and in contrast the farmer who has a good mow of clover hay has a low-priced source of protein that will materially reduce the amount of mill feeds and concentrates needed to produce milk economically.

Just to show the difference between timothy hay which is the principal roughage grown and used in the Fraser Valley and legume hays, W. H. Hosterman, hay marketing specialist of the Bureau of Agricultural Economics of the U. S. Department of Agriculture, says in a recent bulletin:

"The cost of a well-balanced ration for dairy cows," Mr. Hosterman said, "is usually lowered materially by the use of good quality legume hays. Both alfalfa and clover are more nutritious than grass hays such as timothy because they contain larger amounts of digestible protein and lime. Alfalfa has approximately 230 pounds of protein and 39 pounds of lime per ton; clover 178 pounds of protein and 32 pounds of lime, while timothy has only 66 pounds of protein and 5 pounds of lime."—From Butter Fat.

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# Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume 2

JUNE, 1929

Number 3

## June Fluid Milk \$2.90

On May 27 the board of directors bargained with the dealers for the price of fluid milk for June.

The result of the conference was a price of \$2.90 for June. Some dealers were inclined to fight for \$2.85 but had no valid argument to present. Of course all the dealers would like to save a nickel if they could. It is true that condensery prices are low, but butter is 1½ cents lower than last year for May and that cheese is also lower. Against these low prices for manufactured dairy products as an argument for cheaper fluid milk we have the constant tightening up of Health Department

requirements which are always more or less aggravating and hard on one's peace of mind to say nothing of the pocketbook.

The lower price of manufactured products is reflected in the manufactured price which is \$1.76 for May as compared to \$1.80 for the same month of 1928.

The Gridley Dairy Co. reports 66.5 per cent sold as fluid milk making its average price \$2.52.

The Wisconsin Creameries, Inc., reports fluid sales at 61.2 per cent. Average price \$2.45.

No other reports available.

### MILK COMPANY CHANGES NAME.

The milk business of Wisconsin Creameries, Inc., will be conducted under the name of Luick Dairy Co.

This change merges the milk business of Wisconsin Creameries and the former Trapp Bros. Dairy Co.

The Health Department has stated that visits to farms will soon be made at milking time in order to check on the using of small top pails. Producers who do not use such pails will be barred, it is stated.

#### COMPARISON OF DUTIES ON DAIRY PRODUCTS IN ACT OF 1922, IN NEW HOUSE BILL AND AS REQUESTED BY THE NATIONAL CO-OPERATIVE MILK PRODUCERS' FEDERATION

Paragraph No. Act of 1922	Articles and Materials Covered	Present Rates in Act of 1922	Rates Given in New House Bill	Rates Requested by N. C. M. P. F.
707 (a)	Milk, fresh or sour	2½c per gal. on fresh milk, 1c per gal. on sour milk. Changed on May 14, 1929, under Section 315 to 3¼c per gal.	5c per gal., fresh or sour	8c per gal. on fresh or sour but not less than 40% ad valorem
(b)	Skimmed milk and buttermilk	Skimmed milk, no duty, 1c per gal. on buttermilk	1¼c per gallon	2c per gal. on both but not less than 40% ad valorem
(c)	Cream	20c per gal. Changed on May 14, 1929, under Section 315 to 30c per gal.	48c per gallon	60c per gal. but not less than 40% ad valorem
(d)	Provision covering fresh or sour milk high in butterfat	If more than 7% butterfat, dutiable as cream, 20c per gal.	Same as at present	If more than 6% butterfat dutiable as cream at 20c per gal.
(e)	Cream containing more than 45% butterfat	Dutiable as butter	Same as at present	Dutiable as butter
708	Milk, evaporated, unsweetened in hermetically sealed containers	1c per pound	1.4c per pound	3c per pound but not less than 40% ad valorem
	Milk, condensed, sweetened in hermetically sealed containers	1½c per pound	2¼c per pound	4½c per pound but not less than 40% ad valorem
	All other condensed or evaporated	1¼c per pound	2c per pound	3c per pound but not less than 40% ad valorem
	Whole Milk Powder	3c per pound	4¼c per pound	10c per pound but not less than 40% ad valorem
	Cream Powder	7c per pound	10½c per pound	14c per pound but not less than 40% ad valorem
	Skimmed Milk Powder	1¼c per pound	2½c per pound	4c per pound but not less than 60% ad valorem
	Malted Milk and compounds or mixtures of or substitutes for milk or cream	20% ad valorem	30% ad valorem	40% ad valorem
709	Butter	8c per lb., changed on April 1, 1926, under Sec. 315, to 12c per pound	14c per pound	15c per pound but not less than 45% ad valorem
	Oleomargarine and other butter substitutes	8c per pound	12c per pound	15c per pound but not less than 45% ad valorem
710	Cheese and substitutes therefor	5c per pound but not less than 25% ad valorem	7c per pound but not less than 35% ad valorem	American or Cheddar type, 8c per pound but not less than 40% ad valorem
		On July 8, 1927, under Section 315, Swiss or Emmenthaler type increased to 7½c per pound but not less than 37½% ad valorem	Applies to all cheese	Swiss type; 12c per pound but not less than 40% ad valorem
				All other types, and all processed cheese, 15c per pound but less than 40% ad valorem
				Cheese substitutes, compounds or mixtures thereof, by whatever process prepared, 15c per pound but not less than 40% ad valorem
				8c per pound but not less than 60% ad valorem
	Casein	2½c per pound	2½c per pound	8c per pound but not less than 60% ad valorem

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# MILWAUKEE MILK PRODUCER

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 Phone Kilb. 2050 MILWAUKEE, WIS.

Volume 2 June, 1929 Number 3

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Subscription .....\$1.00 Per Year

One of our members sends us a protest against granting adjustments to shippers on their base quantity for any reason whatsoever.

He reasons that the plan has been in effect long enough for most every one to get in line and the occasional man that has losses of cattle or some other misfortune to blame for low production in the base months should take his medicine and not ask his fellow farmers to carry the load.

Is he right? Write a short letter to The Milk Producer giving your views on the subject.

On another page of this issue we reprint an article from the "Butter and Cheese Journal," the same being an argument in favor of higher prices of dairy products to the consumer.

Your board of directors believes that it is sound and logical to expect the people of Milwaukee to pay more for milk and that the producer should benefit in a fair proportion of the raise. We who are close to the situation know that fluid milk prices to the farmer cannot be higher than last year's average when milk sells at 11 cents per quart.

The consumers can well afford to pay 12 cents for the high quality milk supplied to them in Milwaukee.

Let us tell our city friends and relatives that they are getting good, pure milk and that it is very cheap food. Tell them that they can afford to use more of it even though the price goes up one cent.

You can tell them this with a clear conscience for it is all true.

## TARIFF WILL BRING UP MILK PRICE.

Prospective increase in the tariff because of the executive order effective June 1 increasing the tariff on cream from \$2 to \$3 on ten gallon cans and on milk from two to three cents a gallon are already showing results in Wisconsin and proving effectually that higher schedules on milk products will be an aid to agriculture in this state.

Eastern buyers are already traversing Wisconsin looking for contracts for the purchase of cream for the Southern and Southeastern market and in some instances fluid milk to replace contracts they now have with Canada for the same markets, while Eastern purchasers already buying cream in the Wisconsin market for the Eastern supply are talking higher prices after June 13 to hold the territory for which they are now purchasing.

James Vint, commissioner of markets, who is watching the market conditions, estimates that the cream tariff increase effective June 13 will increase the price on the pound butter unit on cream from 52 and 53 cents a pound now paid in northern Wisconsin to 57 cents. The increase may come somewhat gradually because of contract adjustments. But Mr. Vint believes that 57 cents at least will be the ruling price within a short time.

Figured on a milk basis this means with the holding of the skim milk for feeding purposes or for its use in the manufacture of dried milk a return of at least \$2.35 a hundred on milk now bringing between \$2.10 and \$2.25 according to the department of markets.

The buyers who are now coming into the Wisconsin market for milk are largely from the New York, Philadelphia, Washington and Atlanta markets. They are figuring on contracts wherever obtainable. Most of the contracts now existing are based on the Chicago market.

### Largely for Cream.

The contracts so far as said are largely for cream but it is stated that some fluid milk will also undoubtedly begin going east with the enforcement of the new tariff schedules.

The dairy and food commissioner has had inquiries from Eastern milk dealers for the names of reputable firms and companies shipping milk in this state. These inquiries are largely from small dealers as the large handlers of Eastern milk have had representatives in the state for

some weeks anticipating Wisconsin purchases in event of tariff increases.

## TOBACCO POOL IN MEMBERSHIP DRIVE.

Entire Wisconsin Tobacco Area Will Be Canvassed by Co-operative.

The entire Wisconsin tobacco area will be canvassed for additional members in an intensive drive launched recently by the Wisconsin Tobacco Pool, according to the current bulletin of the organization. The drive is scheduled to close June 15.

The period between corn and tobacco planting was designated for the campaign for the convenience of present members of the pool, who will themselves carry on the campaign to enlarge the co-operative organization.

A number of growers' meetings will be held for purposes of the drive, and extensive advertising is also planned during the period.

## UNIFORM PRODUCTION.

There seems to be some sentiment in favor of a plan whereby a producer would get fluid milk or bargained price for the eight months not included in the base making period, for basic milk, no tolerance allowed.

For instance. If an average of five thousand pounds was produced in the four months, Aug., Sept., Oct. and Nov., the fluid milk price would be paid on all milk shipped for the other months not to exceed 5,000 pounds for any month. Any amount over 5,000 pounds would be paid for at manufactured price. Figure your production according to your monthly statement of shipments and decide on how you would come out.

We welcome discussions on subjects of this nature and will be pleased to publish short letters from our members. The buyers of milk will be accorded the privilege of stating their views also.

## THE TARIFF.

Some agricultural products are given more protection in the bill passed by the House of Representatives but the duty has also been raised on many of the things which the farmers must buy. It seems to us that a congress which was called in session to do something for the farmer is doing a great many nice things for the manufacturer. In other words a few more dollars will pass through the farmer's hands leaving him as badly off as before the "relief."



# The Consumer Will Pay More Money If He Thinks the Product Worth It

We sincerely hope that out of all the commotion in congress will come genuine farm relief. We hope that conditions will be created that will give the farmer a better chance to get his share of prosperity. Whatever advantages may come to the men on the farms, we don't expect to see dairy farmers profit very much until consumers pay more money for dairy products.

During the past several years, in which agriculture has suffered, the dairy farmer has had distinct advantages over producers of other farm products. He has not had such a hard row to hoe. He has been prosperous only by comparison, however. The cards are still stacked against him and they will remain so until dairy products sell for more money.

There is little hope for radically improving his conditions by changes in our system of marketing dairy products. Most dairy products are sold and purchased according to fixed market quotations. These quotations fluctuate according to supply and demand, of course, but the demand drops off when it shouldn't drop off. There's where the whole trouble lies. The men who are selling dairy products are always willing to take a price that will net them a profit. They are not salesmen. They are not interested in teaching the buyer that dairy products are worth more money than the prevailing market prices. They are not thinking of the farmer back on the farm who works so hard and so long to produce these dairy products. They seem to forget him entirely.

It is easy for the man who buys the milk or cream and manufactures dairy products of one kind or another to be happy, so long as he makes his profits. He may sympathize with the farmer who isn't getting enough for his milk or his cream, but he will not do anything to upset the apple cart, so long as he is not inconvenienced. He would like to see higher prices, of course, but he is not ready to fight for them at the risk of hurting his business.

What is true in his case, is true of the man who buys or handles these manufactured products. He cannot be expected to get excited over the profits that the farmer makes, or does not make.

We have repeatedly called attention to the fact that what helps the farmer will help to build a bigger and better dairy industry. On his prosperity depends the prosperity of every man identified with any branch of it. We frankly confess that we want to see the farmer get more money so that it will help build better creameries, better cheese factories, better milk plants, and better ice cream factories.

The farmer is getting about all he can get until the consumer pays more for dairy products. The consumer will not pay more until he places a higher value on them. He will never place that higher value so long as the men in the industry continue to be satisfied to keep prices low in order to minimize the use of so-called substitutes.

The men in this industry need a new brand of confidence in their own goods. They need a new vision. They need a new conception of selling such as we see exemplified in private business all around us—the sort of salesmanship that sets a fair price and convinces the buyer that he is getting his money's worth, no matter what the price happens to be. Let's quit saying that it is impossible to sell dairy products at prices high enough to give the farmer what he is entitled to. That is mighty poor salesmanship.—Editorial in B. and C. Journal.

## WAITING LIST.

Suburban Neighbor: "Is Mr. Jones at home?"

Domestic: "No, sir; but I'll tell him you called. What shall I say you wanted to borrow?"

—London Punch.

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# Increase Tariff on Dairy Products

Following the strong drive made by the National Co-operative Milk Producers' Federation and its member associations, assisted by a small group of determined congressmen, the House Committee on Ways and Means agreed to raise the import duty on butter and butter substitutes from 12 to 14 cents per pound, and the duty on skim milk powder from 1½ to 2½ cents per pound. The House of Representatives Committee of the Whole House on the State of the Union, has already authorized these increases as proposed by the committee.

Our efforts to secure an increase of the duty on casein is continuing, but the Ways and Means Committee has not yet definitely determined whether it will make recommendations for any raise above the 2½ cents per pound which has been in effect since the tariff act of 1922.

The Senate Committee on Finance, which will consider the house tariff bill, will not hold public hearings. It will, however, have hearings from which the press and the public will

be excluded but both interested parties will have the right to attend and appear in the presence of each other. The Washington office is making an effort to arrange for a suitable date for consideration of the federation's tariff requests. Additional data is being compiled, and the federation will work for its full tariff requests with respect to each commodity.—Nat. Co-operative Milk Producers' Federation.

## RACINE PRICES.

Arthur L. Schacht, secretary of the Racine Milk Producers' Association, reports that their prices f.o.b. Racine are, April \$2.70, May \$2.60, and June \$2.55 per cwt. providing surplus does not exceed 32 per cent in which case price would be \$2.50.

Gasoline prices went up two cents in one week and the filling station man tells us that he is selling more than before the raise.

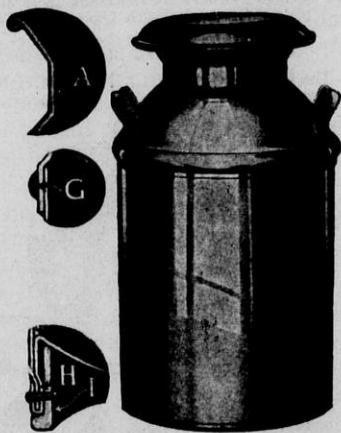
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F. W. Cox, R. 1, Kansasville.  
Hoppe Bros., R. 1, Lake Beulah.  
E. G. Paynter, R. 1, Lake Beulah.  
Leo Bergles, R. 2, Franksville.  
Ed. Garbe, R. 1, Box 193, Franksville.  
Cornelius Post, R. 2, Caledonia.  
Nevin Bros., R. 1, Kansasville.  
Arthur Siegel, R. 2, Caledonia.  
Emerson W. Braund, R. 2, Caledonia.  
Wesley K. Braund, R. 2, Caledonia.  
Fred Mueller, R. 1, Box 151, Brookfield.  
Henry Schrubbe, R. 1, Brookfield.  
Frank Dobrats, R. 7, Waukesha.  
Simon Gebhardt, R. 7, Waukesha.  
Joseph Bobrovitz, R. 1, Brookfield.  
John C. Reinders, R. 7, Waukesha.  
Erwin Mayer, R. 7, Box 161, Waukesha.  
Mrs. V. Bunyevatz, R. 6, Box 49, Waukesha.  
Chas. Bluemke, R. 6, Waukesha.  
Oramel Hinkley, Eagle, Wis.  
Beier Bros., Monomonee Falls.  
Geo. W. Strohmeier, 278 E. Water St., Milwaukee, Wis.  
Albert Dietz, R. 1, Brookfield.  
Joe Schweitzer, R. 1, Hales Corners.  
F. J. Bartholomew, Jr., R. 2, Mukwonago.  
Geo. E. Carroll, R. 2, Waukesha.  
L. L. Dewey, Mukwonago.  
Henry Bornfleth, R. 3, Mukwonago.  
T. N. Boyer, R. 3, Mukwonago.  
Peter Liesenfelder, R. 3, Mukwonago.  
Nick J. Frederick, R. 1, Box 70, Somers.  
Jacob E. Schlitz, R. 1, Somers.  
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## Food Expert Recommends Cheese in the Diet

During the last few years certain changes in the diet of Canadians have been noticeable. The more extensive use of dairy products, fruits, vegetables, and the coarser cereals, is proof of improvement. In the case of dairy products, the increase has been particularly striking; this year, the per capita consumption of cheese is about four pounds which is one pound per capita more than in 1924. Notwithstanding this recent increase, consumption of cheese in Canada is lower than it is in other countries. One wonders why this is so when its nutritive value, relative cheapness, and its flavor all recommend it.

So says the dairy food expert. Miss Helen G. Campbell, lecturer and demonstrator, dairy and cold storage branch, Ottawa.

The housekeeper when she buys cheese receives full value for her money. She does not have to pay for waste as is the case of many other foods. Then, too, she gets value from a nutritive standpoint; it contains protein, minerals, vitamins and fat.

Cheese is not food for the very young, but it has a useful place in the diet of the active school child, being as it is the source of energy and muscle-building material. It is important as food for the adult, and if properly served, most "grown-ups" who take a moderate amount of exercise are able to eat it with relish and without fear of digestive disturbances. The prevalent idea that cheese is hard to digest, has resulted chiefly from a lack of knowledge regarding its proper use and place in the menu. If it is used to replace rather than to supplement other "hearty" foods, it will be digested thoroughly and with ease. Where cheese is the main dish of the meal, vegetables are excellent accompaniments and a light dessert such as fruit is advisable.

The culinary possibilities of cheese are endless, and permit of great variety. A cheese dish is particularly appetizing on a cold winter evening, and the following recipe for an old favorite will be perhaps a helpful suggestion to some housekeeper.

### Cheese Pudding.

- 1 cup stale bread crumbs
- 1 cup grated cheese
- 2 cups milk
- 2 eggs
- 2 tablespoons butter
- 1/4 teaspoon mustard salt

Beat the eggs and add the other ingredients. Let stand in a buttered baking dish about ten minutes, then set in a pan of hot water and bake in a moderate oven.

It is well to remember that dishes containing cheese as an ingredient should be cooked at a low temperature and for not too long a time. Care in this regard is necessary to satisfactory results.

Study the ads in this paper and if you are in the market for anything advertised in our columns please get in touch with our friends who buy space from us.

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## MADISON MILK PRODUCERS' ASSOCIATION.

### Member's News Letter.

May 13, 1929.

There have been many newspaper discussions regarding how much the producer is getting of the one cent per quart increase in the retail price of milk. These articles have been very confusing and none of them were entirely right.

To make this clear, we will use the larger dairy as an illustration. Approximately 52 per cent of the milk they received in April was sold as fluid milk for which they paid the association \$2.90 per cwt. The other 48 per cent brought manufactured price which was \$1.86 per cwt., making the average price \$2.40 per cwt. The price members would have received for April under last year's plan would have been \$2.24. This is an increase of 16 cents per cwt. With approximately 46 quarts in each hundredweight and the dairy selling a little more than half of the milk as fluid milk, bringing the 1 cent per quart increase, we find that the producers are getting by far the largest portion of the increase.

The April price for milk is \$2.40 for Kennedy Dairy Co. patrons and \$2.44 at the Mansfield Caughey Co. This difference is because of the slightly smaller surplus at Mansfields at this time. This goes to show that more uniform production will bring us a better price for our milk. If our production were as uniform as that at Milwaukee our price would be about \$2.55 per cwt.

It is very important that all milk producers keep in mind that their production during next Sept., Oct. and Nov. decides how much they will receive for their milk during the eight months following. The allowance above their new base will very likely be only 50 per cent so that each producer must aim to produce as uniformly as possible in order to avoid having a big surplus at any time. All surplus (above base and tolerance) brings the producer only manufactured price which for the month of April was \$1.86 per cwt. After next fall the premium for uniform production will be greater and the penalty for irregular production from month to month will be more severe.

Uniform production has been discussed so many times in the past both in our news letters, newspapers and at our association meetings that (with but few exceptions) no old producer on the Madison market should make the excuse that his cows don't freshen right.

## ATTENTION FARMERS

We wish to call to the attention of the members of The Milwaukee Co-operative Milk Producers that The Equity Live Stock Sales Ass'n is **farmer owned** and **farmer controlled**.

Why not send your live stock to a farmer's organization just as you sell your milk through a farmer's Association?

Best prices obtained at all times. When in Milwaukee look us up at the New Stock Yards.

### Equity Co-operative Sales Association

A little grain with good pasture and more grain and some summer silage when the pasture gets short will help to keep the cows milking fairly good during the fall months. If you intend to buy any cows, try to get some that are freshening in August or September as they will help you to establish a good base. Cows freshening late in the fall or during the winter may bring your production above your allowance so that they would be only surplus producers.

We wish to issue a **special warning** that this association at the present time is selling only to the **fluid milk** distributors in Madison and that any member selling cream or milk elsewhere without a **written permit** is violating his contract and is subject to the penalties contained therein. Let's not take any chances.

Board of Directors.

### FARMERS CO-OPERATE IN BUYING GOODS.

20 Associations Transacted Over \$100,000,000 Worth of Business in 1928.

According to "Agricultural Co-operation," collective purchasing on the part of farmers' co-operative business associations is increasing. Farm supplies and farm-home necessities have been bought collectively by our farmers for nearly a hundred years, but never before on the scale that now prevails.

Not only has the buying of supplies and necessities through local associations increased materially during recent years, but the large-scale purchasing association has developed beyond the expectations

of its most optimistic advocates. New organizations are being planned to serve the farmers of large areas, such as whole states, or producing regions including portions of several states.

Some of these associations are independent enterprises, others are subsidiaries of state farm bureaus or state farmers' unions, while others are affiliated with the larger co-operative marketing associations.

Twenty-odd of these big purchasing associations transacted business in 1927 amounting to about \$60,000,000. The same associations in 1928 handled business that approached closely the \$100,000,000 mark, with indications that the 1929 figures will go far beyond those of the past year.

### OFF-FLAVORED MILK.

Considerable milk has been received at the plants that has undesirable odors. In most cases this condition is probably due to high-flavored pasture such as sweet clover and alfalfa and in some cases to weeds.

Some metallic odors are found at times and it is believed that this results from the too free use of strong cleansers or scouring powder.

Thorough cooling may remedy the grass odors and using a washing powder that will not cut tin will help to avoid metallic odors.

### RAISED 'EM FREQUENT.

A negro mammy had a family of well behaved boys. One day her mistress asked, "Sally, how do you raise your boys so well?"

"Ah raised 'em wid a barrel stave and ah raised 'em frequent."



Send for Literature

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**DAIRY TARIFF RATES.**

On the first page we print a comparative statement of dairy tariff rates comparing the act of 1922, the rates in the new house bill and the rates requested by the National Federation.

It has been determined that the federation will go before the Senate Committee on Finance and request increases in every case to the full rate asked for in the house.

**HORSE PRICES MUST RISE;  
SUPPLY IS NEARLY USED UP;  
YOUNG HORSES RARELY SEEN.**

By Frank E. Henry.

Downward trends of horse and mule prices must come to a halt. They have to. Tractors, trucks, and automobiles have been able to replace lots of horses. But do you believe that they should or could replace all of them? Not many practical farmers would like to be forced to get along without any horses.

That will happen unless something is done about it. Just one lonely little colt without a playmate exists in the United States for every mature horse. Gee! that is tough, but it isn't half of it. Out of every 100 mature horses, 70 are over 10 years old. Some toothless old pelters are just hanging on. They have a hard time to stretch a tug and "peter out" mighty quick.

It isn't hardly worth a good man's time to hitch some of them up. They must rest so much, a man is simply wasting his time behind them. They'll soon "pass out" whether they are killed by man or nature. Yet, we need horses. We need good ones that can throw themselves right into the collar and go. This is far from a slow age. We need better horses than ever. They must have power, endurance and speed.

How can those poor old fellows who can't even crack an oat hull fit into modern agricultural conditions? Modern farmers need full fledged horses as tough as knots and right

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in their prime. Some day farmers are going to want them bad, be willing to pay for them, look hard for them, but where will they find them?

Brones won't fill the bill. France, Belgium, and Scotland can't spare enough drafters to meet our demands.

Most of our mares are already too old to become mothers. Not too few of those that are able to become mothers would be considered fit. The United States Department of Agriculture is so sure of itself that it advises farmers to get a pair of good husky young mares weighing between 1,400 and 1,600 to raise colts while they earn their keep working. They can do it, too, if they are right up and coming.

The department advises those who are so prejudiced against colts, as to detest them, to prepare for the coming situation by "grabbing" on to all the good young geldings they

will absolutely need in the near future.

Maybe these young horses will last through the period of high prices. Tractors are wonderful substitutes. In some respects they are vastly superior to horses. Actual experience has taught us that anything can be over done. Maybe we can even over-do tractors. Perhaps there is a balance between horse and tractor power for some farms, who is sure not?

Wisconsin buys horses. She is not a horse raising state now, but what state actually is a producer of right good horses?

No better thing can be done to halt surplus production than to feed some of our own products to our power sources. Oats and hay can easily replace gasoline.

Reduction of our horse population during the past few years has done a lot to make our agricultural surplus problems worse. About five per

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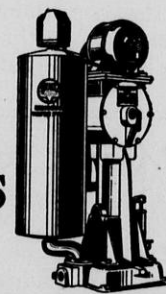
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cent of our total cultivated acreage in the entire nation has been changed from the production of horse feed to the production of other animal products or grain for market.

This is about 20,000,000 acres. It isn't estimated too high either. Our horse population has decreased over 7,000,000 head in that time. Fellows that know, will grant that it takes three acres of crops, including pasture, hay, and grain, to feed a mature horse one year. Surely an estimate of 20,000,000 acres is conservative, isn't it?

Well this just means that about 8 per cent of our corn crop, 18 per cent of our oat crop, 3 per cent of our barley crop, and 16 per cent of our hay, besides a whale of a lot of pasture has been diverted from horse feed production to the production of animal products or else sold as grain.

#### OVER-PRODUCTION IS SINGLE CAUSE OF CHEAP POTATOES.

There Hasn't Been Any Dumping; Markets Were Fed in an

#### Orderly Way.

Our potato industry is going through a season of greatly depressed prices, and conditions are deplorable in every producing state in the Union. The trouble is too many potatoes, according to J. N. Vint, Wisconsin commissioner of markets.

Average potato production of the United States is between 75,000,000 and 390,000,000 bushels, while last season the country produced 462,943,000 bushels.

Marketing of the 1928 crop has been the most orderly of that of any recent year. There has been no dumping, no overloading of markets, no unwise distribution; and still prices are lower than they were at any time during the pre-war years of 1909-1914.

"Shippers and dealers are operating almost wholly without profit, distribution has been nearly perfect, and the consumers are buying potatoes cheaper than ever before. It is the sheer weight of this 85,000,000

bushel surplus that has driven prices down until it takes six bushels of potatoes today to equal the purchasing power of one bushel 12 months ago.

"It is the potential quantity of potatoes that is available for market, or in other words, the size of the crop that establishes the price level, and not the rate of shipment or movement. The same is true with reference to all perishables, and is largely true of all crops of whatsoever nature or kind. Even the oil industry of the United States is experiencing the same difficulties that we are in handling their surplus production," Vint emphasizes.

During the last decade there have been three absolutely disastrous seasons, three moderately unprofitable seasons, and only four that were really profitable.

On the basis of these recommendations, the National Potato Institute submitted recommendations relating to the creation of a federal board, commodity advisory councils, and adequate financing of their operations.

#### NO SURPRISE.

The young preacher who had been very much attracted by Grace, the oldest daughter in the family, was taking his first meal with the family. But as everyone was seated Betty, the youngest daughter, began to talk.

"Hush, Betty," the mother admonished, "Mr. Wilson is going to ask grace."

"Well, it is about time," was the prompt reply. "She has been expecting that for months."

#### DELAYED.

"Good heavens! Who gave you the black eye?"

"A bridegroom—for kissing his wife after the ceremony."

"But surely he didn't object to that ancient custom?"

"No—but it was two years after the ceremony."

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# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2

JULY, 1929

Number 4

## No Price Agreed On

We were unable to agree with the dealers on a price for fluid milk for the month of July when we conferred with them on June 26. The directors thought that \$2.95 was the right figure but the dealers held out for \$2.90 and after much discussion it was agreed that settlement be deferred until we meet on July 26 to discuss the August price. Production has been high all through the month of June with most of the dealers and the falling off in receipts was not as pronounced as in former years.

Plenty of milk all over the country is the report we get and the make of butter would seem to prove the truth of these statements.

Manufactured milk figures out at \$1.76 which is the same as last month. June, 1928, manufactured was \$1.79 and in the same month of 1927 we had \$1.70 for manufactured milk.

The Gridley Dairy Co. reports 59.4 sold as fluid milk and an average price of \$2.43 per cwt.

The Wisconsin Creameries reports 54.3 sold as fluid milk and its average price is \$2.37 per cwt.

The Luick Dairy reports 55.7 sold as fluid milk and its average price is \$2.39 per cwt.

The Layton Park Dairy Co. reports 57.42 sold as fluid milk and its average price is \$2.41½ per cwt.

No other reports available.

## Chicago Pure Milk Directors Meet

We attended the monthly meeting of the board of directors of the Pure Milk Association at Chicago on July 1.

This group of farmers have many weighty problems to solve and after sitting in with them for a whole day and hearing the different members express their view we are pleased to say that in our opinion a more level headed, clear sighted body of men would be hard to find. They are taking the stand that their organization has a big job on its hands, must consider the future as well as the present and while they realize that severe criticism will be directed at them if a high price is not obtained for milk in Chicago they are going along and using their best judgment with the good of the association over the long pull always in mind.

A few men said that in their districts some farmers thought that \$3.00 would be the right price for all milk. Information on other markets and on the amount of available milk has a sobering influence on those farmers who are inclined to say go get \$3.00 or use a shotgun.

The Wisconsin fieldman reported on the great volume of milk in this state and surprised many of the directors when he stated that The A. & P. plant at West Bend, only twenty-four miles out of Milwaukee, took in over one million pounds per day during the past month. Among other guests of the Chicago Pure Milk Association at this meeting were B. F. Beach, Assistant Secretary of the Michigan Milk Producers; Arthur Lynch of The Illinois Agricultural Association; Charles W. Holman of Washington, D. C., and Secretary Benjamin of The Indiana Farm Bureau.

requirements of the Milwaukee market and everything was fully discussed.

The time is coming when Milwaukee will need this milk but not when our surplus is around 40 to 45 per cent.

## Cheese Factory Patrons Want Fluid Milk Market

The Secretary attended a meeting of a cheese factory at Cheeseville which is near Fillmore in Washington County at the request of the management. It seems that some haulers who truck milk to Cedarburg have been soliciting milk in that neighborhood and failed to tell the farmers anything about this market except that the price was considerably higher than the cheese factories could pay.

Some forty farmers deliver milk to that factory. They do not have milk houses, never cool morning's milk, have no shipping cans, never met a barn inspector, either health department or dealer's employee, keep numerous pigs which need whey and also a warm place "the cow stable" in the winter and early spring, have no cartage charge as each hauls his own milk. All these things were explained to the farmers and also some of the other grief experienced by the City Shippers such as having milk returned because of high temperature had odor, etc. Also getting a five day bar from the market for sending in warm milk after being

warned to be more careful. Having milk dumped in the sewer because of dirty sediment and probably being barred from the market for a time for that offense.

It was also pointed out to these farmers that there was too much milk in the city now and that company in particular had too many shippers. With almost 40 per cent surplus in May it seemed foolish to add more shippers and flood the city which would result in a very low price for everyone.

The present shippers on those loads should be interested in their haulers activities for they must realize that every new shipper adds to the surplus and lowers the price.

It is true that no hauler wants all the milk from any cheese factory all at once. All that he wants is enough to weaken the factory so that it will finally close down and then the hauler and buyer will have easy picking.

Another meeting was held at Belgium, in Ozaukee County. Two cheese factories in that vicinity are concerned. A large gathering of farmers were present to hear about the

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The Executive Committee of The National Co-operative Milk Producers Federation met at the Stevens Hotel, Chicago, on June 28.

Persuant to action taken by the Directors the Secretary attended this meeting.

The Tariff on agricultural and other products which is the order of business before the extraordinary session of congress since the farm relief bill—so called—has become a law was fully discussed. The committee voted unanimously in favor of carrying on the fight for the rates on agricultural products as shown in the June issue of this paper.

Other matters pertaining to the general welfare of the Federation and its member units were also taken up.

The following members were present: John D. Miller, Susquehanna, Penn.; G. W. Slocum, New York; Harry Hartke, Cincinnati, O.; C. E. Hough, Hartford, Conn.; N. P. Hull, Lansing, Mich.; W. S. Moscript, Lake Elmo, Minn.; Frank Swoboda, Plymouth, Wis.; Frank P. Willits, Harrisburg, Penn.; D. N. Geyer, Chicago, Ill.; B. F. Meyer, Minneapolis, Minn.; I. W. Heapes, Baltimore, Maryland; Charles Dineen, Milwaukee; Charles W. Holman, Washington, D. C.

## MOVE TO FORM A NATIONAL CHAMBER OF AG CO-OPS.

A delegation of co-operative leaders heading farm business groups doing over a billion dollars worth of business annually for about one million individual farm families, have informed President Hoover at the

White House of the launching of a movement to form a national overhead body to represent them in national matters wherein they have a common interest.

C. O. Moser of Dallas, Texas, president of the American Cotton Growers' Exchange, acted as spokesman of the delegation.

The new agency will be known as the National Chamber of Agricultural Co-operatives. It will be organized on a divisional basis. For example, the livestock co-operatives will have one division; the dairy co-operatives another division; the cotton co-operatives another, etc. It was agreed that each division should have one vote irrespective of the number of co-operatives assigned to it, and that unanimous consent of the various divisions will be necessary for the name of the chamber to be used with respect to any action affecting finance or public policy. The member associations of each division are to choose their directors in their own way and each division may have either one or three directors at the option of the members of the division.

The formation of this chamber is the result of a movement which began more than a year ago and took definite form at the Berkeley, Calif., meeting of the American Institute of Co-operation last summer when arrangements were made for a committee to study the problem and to devise a plan for setting up a conference board and protective body.

The committee conferred with representatives of other co-operative groups, and unanimous agreement was reached as to the plan that will be offered the various organizations for ratification.

Persons in attendance at the meeting expressed the belief that this is the most important and far-reaching movement to co-ordinate the business forces in agriculture, and that the new organization will have the support of practically every important commodity group in the United States.

There are approximately 12,000 individual co-operative associations doing business for about two million farm families, and it is estimated that before the end of the year one and one-half million of these farm families will be represented in the National Chamber of Agricultural Co-operatives.

The chamber will be formally launched at the meeting of the American Institute of Co-operation in Baton Rouge, La., which begins July 29th.

## MILK PRODUCERS ORGANIZING IN ST. LOUIS TERRITORY.

Dairymen of the St. Louis milk shed held a meeting in East St. Louis, about the middle of May which resulted in the incorporation of the St. Louis Sanitary Milk Producers and the election of a board of 15 directors. Nineteen counties of Illinois and Missouri are represented in the new organization. The association is incorporated in Illinois and licensed to do business as a foreign corporation in Missouri. It is modeled after the Pure Milk Association of Chicago and its seven major objects are stated as follows: (1) standardization and improvement of milk and dairy products, (2) collective bargaining in selling, (3) control of surplus and supplying milk as the market demands, (4) checking weights and tests, (5) watching credit ratings of wholesale milk buyers, (6) advertising milk and dairy products to broaden the outlet.

The new organization is a non-profit co-operative association without capital stock. Membership is for life on the basis of a \$5 fee payable in advance. The territory has been divided into 15 districts on the basis of membership, and each district has representation on the board of directors.

Protection by tariff duties for the dairyman is hard to get from our present congress. A duty of two and one-half cents per pound, is the rate given by the new house bill on casein which is the existing rate. The dairy leaders asked for eight cents per pound.

Casein is made from skim milk by a very simple process and if a fair price could be had much of this product would be manufactured instead of skim milk powder with which product the market is glutted.

Casein is used chiefly by the coated paper manufacturers and they prefer buying the cheap product of Argentina rather than have American farmers get a fair price for their skim milk.

A powerful lobby is maintained at Washington by the paper men and some of the big leaders of the Administration openly sneer at the farmers' demands for a fair rate of duty on dairy products.

Mr. Grundy, representing eastern manufacturers, is reported to have said that his group had spent one million dollars to elect Hoover and



## A Resolution by the Twin City Milk Producers Association Regarding the Philippine Islands

Inasmuch as the President of the United States and the present administration takes the position that an excise tax or tariff on Philippine Island products is not in line with public policy as they are an American protectorate, and;

Inasmuch as this places our American farmers in direct competition with the Filipinos, who, to quote President Coolidge, "Have the right and privileges of American citizens without the obligations. They pay no federal taxes, are exempt from the exclusion provisions of our immigration laws, and do not pay for the defense or diplomatic service," and;

Inasmuch as a great part of the exports produced by Filipinos and the foreigners living in the Islands come in direct competition with those produced on our American farms and greatly depress the price of home produced oils and fats, and;

Inasmuch as a large part of these exports are fats and oils which directly affect the dairy industry, thus making the dairymen to a large extent bear the burden of this experiment,

Therefore, be it resolved, that the Twin City Milk Producers' Association is heartily in favor, if these conditions must continue to exist, of giving the Filipinos their independence as they have so often and emphatically demanded and thus relieve the farmers of America of this burden, and

Be it further resolved, that copies of this resolution, together with detailed information as to the seriousness of this situation be sent to the President and to the Senators and Representatives in Congress and to all large co-operative organizations in America.

—Twin City Milk Producers' Ass'n.

expect to get that amount back through higher duties on manufactured products.

We think that Grundy's crowd will get the million plus and the farmer—well he will probably get what he could expect to get from a man who pledged himself to carry out Coolidge policies. The two senators from Wisconsin and most of our congressmen are standing by the farmers and we should honor them for doing so.

### MILK DOES NOT CAUSE OVERWEIGHT.

Of all the arguments with which folks "soothe their conscience" for not using more milk, the one most often heard is that milk makes us fat. Whatever or whoever is responsible for this idea did a grave injury to our best health, both in grown folks and children, as there is absolutely no scientific knowledge to bear out such a statement, when milk is used as an ordinary part of the diet. In fact, every physician who specializes in prescribing diets for reducing includes in them a pint of milk a day! The reason for doing this is that milk is a protective food. Its use in the daily meals, either to drink or in combination with other foods, protects us from a diet which might

easily be lacking in the foods the body needs to maintain its health.

When we wish to decrease our weight or to keep it as it is, we are apt to get some foolish notions about what to leave out of our meals. Milk, butter, bread and potatoes are the first to be banned, while we continue to eat the pastry and sweets we usually like too well.

Meals for folks who do not wish to gain weight should include all of the foods recommended for health, including a pint of milk at least for all adults and a quart for children, plenty of vegetables and fruits, eggs, meat, and cereals, and sufficient sweets but not too much. It is the rich foods which are fat-forming, not the plain wholesome custards, and puddings. If we check up on the over-weight people we know, we shall find that scarcely one of them uses milk in any form. No! milk is not even an indirect cause of over-weight.

An old negro was charged with stealing chickens, but the evidence against him was not sufficiently clear.

"You are acquitted," said the judge.

"Acquitted," replied the bewildered ducky. "Does dat mean I hab to gib de chickens back?"

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# The Biography of the Ox Botfly

By Glenn W. Herrick

Reprint from *The Rural New-Yorker*

This is one of those stories that might well appear in that curious little magazine with the title, "Believe It or Not," for the life of the ox botfly, or "warble" fly as it is often called, is a fine illustration of that familiar saying "truth is stranger than fiction."

## "Gadding Cattle"

I have stood on the plains of Texas watching a quiet herd of grazing cattle, and have seen the animals suddenly raise their heads high, throw their tails over their backs and gallop madly away to get among a tangle of bush-like growth. Familiarity with the troubles of cattle told me at once, the secret of the herd's madness. They had become frenzied by the activities of the "gadfly" or botfly, and were making a mad stampede for the chapparal to get away from their tormentors; yet the botfly can neither bite nor sting, but it does have the habit of darting swiftly toward a grazing animal and quickly attaching its eggs to hairs more often on the hind legs, particularly on the heels. When the fly first deposits an egg perhaps the cow only shakes its leg or kicks backward, but when the fly returns with quick darting movements the cow starts walking away; the fly pursues its victim and the animal becomes nervous and frightened at the persistent buzzing swoops of the fly, and finally breaks into a mad stampede in a frenzied attempt to get away from its persecutor. One frightened animal may stampede the whole herd and this "gadding" brought about by the fly through its method of egg laying certainly retards the development of beef cattle and lessens the flow of milk in the case of milk cows.

## Death "Shock" or Anaphylaxis.

It would probably look rather foolish to some of us to see a man cutting up into small pieces some of the grubs which he had squeezed out of the back of a cow, putting the juice from these slices into a salt solution and then injecting the extract into the jugular vein of a heifer. Only a man with a lively imagination would perform such an experiment, but as it turned out the performance revealed some very important knowledge concerning the grubs and their possible effect on cattle.

In the first experiment of this kind, the breathing of the heifer into whose blood the juice had been injected, quickly became labored, the tongue protruded, saliva ran from the mouth, and after a few convulsive struggles the animal fell down dead all within a period of less than five minutes. Succeeding experiments of a similar nature gave similar results, the seriousness of the shock depending on the amount of the extract injected into the blood. Thus the fact was established beyond a doubt that the grubs of the botfly contain some substance in their bodies which, when injected into the circulation of a cow, will cause an almost immediate and sometimes terrific shock, known as anaphylaxis, ending in death if the dose is sufficient in amount.

Someone asks, "What is the use of this bit of knowledge anyhow?" The answer is fairly clear to us now. The veterinarian who performed the experiments suspected that the grubs at times, in a way he did not understand, caused serious injury to their host. He had seen heifers in similar convulsions without knowing the cause. He recalled one case in particular in which he had been called for consultation over the death of a heifer which had died suddenly in convulsions, after the owner in a fit of temper had beaten the animal over the back with a board. His experiments explained the death of the cow and convinced him that when the grubs along the back of a cow get crushed in some way there is danger of the juices entering the circulation and causing a severe shock, perhaps death. Furthermore, it seems apparent that the grubs now and then become crushed accidentally with serious results. To be sure, such instances are rare in nature, but in the light of the experiments mentioned one should take care not to crush the grubs while they are resting beneath the skin of the animal.

## The Remarkable Life History of the Botfly.

The common botfly which infests cattle has a very remarkable life history. The flies appear in Spring and glue their whitish eggs firmly to the hairs of the cow, more commonly on the hind legs and heels, or on the flanks and belly and occasionally

along the side of the body low down, but not along the back. When the eggs hatch the tiny grubs burrow through the skin of the cow at the point where the eggs are attached. Often there is considerable irritation produced on the hind legs of a cow where many of these grubs bore through the skin. After the grubs get through the skin, strange to say, they do not seem to burrow upward under the hide toward the back but they appear to travel beneath the skin along the sides of the body toward the head of the cow until they reach the gullet in the neck. They then work down in the tissues of the gullet to the diaphragm, thence up the ribs of the animal to their resting places beneath the skin along the back. Sometimes the grubs enter the spinal canal in the backbone before they come to rest. It will be seen from this brief account of the travels of the grubs that they keep inside of the body of the animal after they reach the gullet and take a long, circuitous route to reach the back instead of going directly up the sides of the body to their resting places along each side of the backbone. Long, laborious studies of the flies, the eggs, the grub and of infested cattle have established beyond question the facts as stated.

The eggs are laid on the heels and hind legs of the cow mostly during May and June. The grubs begin to reach the gullet in the latter half of July, and sometime in February and March they appear in their places along the back, having traveled all the way down the walls of the gullet, along the diaphragm and up the ribs. Each one of the grubs causes a swelling or "warble" to form around itself. It makes an opening through the skin for obtaining air and by the latter part of March or early April the first grubs have become full grown. When mature each one wriggles out through the hole in the skin, drops to the ground and there changes to a brown object which after a period of 30 to 40 days transforms to the botfly ready within a short time to deposit fresh eggs on the cow. Thus the life history of the fly occupies just about one year.

## Control.

In considering the habits and life history of this botfly, heelfly, or warblefly as it is variously called, one

begins to realize the several ways in which it affects its host to an injurious degree. In the first place, the flies in laying their eggs often "gad" the cattle. In the second place, the tiny grubs, when they bore into the skin on the thigh or leg often cause a rash which worries and pains the cow. In the third place, the wanderings of the grubs beneath the skin, down the gullet and sometimes into the spinal canal certainly cause some irritation and perhaps distress, no one knows how much. In the fourth place, the presence of the grubs beneath the skin along the back causes irritation and probably pain. And finally, the openings through the skin reduce the value of the hide of a slaughtered animal because the holes are in the best part of the leather. It then behooves the owner of milk cows or beef cattle to make a serious attempt to control these pests.

There is no feasible method of destroying the flies or their eggs, and it should now be plain to everyone, that there can be no use in smearing oil or grease or other substances along each side of the backbone to prevent the flies from laying their eggs because they do not lay eggs on the back of a cow. The only way to fight this pest, as pointed out by Bishopp, Laake and others, is to direct the efforts of control to the grubs after they reach the back of the animal.

The grubs can be squeezed out, about as soon as they are noticed under the skin, even though they are not grown. The scab around the hole in the "warble" should be removed first and then the grub can be pressed out with the fingers. The grubs are not removed as easily from some breeds of cattle as from others, nor from poor cows as easily as from those in better flesh.

Another method of killing the grub is to use an ointment consisting of iodoform one part, and petrolatum ("Vaseline") five parts. This ointment is applied to the swelling along the back with the fingers taking care to press some of it into the openings in the "warbles."

An ointment made of derris one part, and petrolatum 10 parts, used in the same way has also given excellent results. The derris is not as easy to procure as the iodoform.

Any treatment of the grubs by a single dairyman may not avail much if the neighboring cattle are not also treated. For the most successful results every cattle owner in a neighborhood should join in the work—it should be a community effort. On the other hand, if the owner happens to be isolated from other farms and herds he can almost free his cattle from the grubs by a systematic treatment during two or three successive Springs.

"You're not always troubled with poor light, are you?" said the company's inspector. "Oh, no," said the patient customer. "Aha, I thought so. It's only at certain times, eh?" "Yes. Only after dark."—Railroad Magazine.

#### LIFE'S BARRIERS.

In this world wherein we dwell  
Live and love and buy and sell,  
Dream and hope and read and write,  
Work by day and sleep by night,  
There are certain barriers which  
None can pass tho poor or rich.

We are brothers all on earth,  
Brothers of a common birth,  
Fellows of a common breath,  
Equals in the sight of Death.  
When it comes his hour to die,  
None a longer life can buy.

Great men hunger, great men tire,  
Sleep the richest men require.  
Load the tables down, but still  
Each can only eat his fill.  
None supremacy can gain  
Over that which causes pain.

Gather treasure and you find  
You must leave it all behind.  
Gain the best which life can give  
To enjoy it you must live.  
Life has barriers strong and stout,  
Nothing can be smuggled out.  
—Edgar Guest.

Poor Eve and Adam really were  
In circumstances dire;  
They may have owned a motor car  
But did not have attire.

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### THE NORTHWEST FARMER VERSUS THE FILIPINO.

Some people wonder why the agricultural northwest wants the vegetable oils and fats from the Philippine Islands taken off the free list and placed on the dutiable list.

The answer is that the agricultural northwest wants better protection for its butter.

Oleomargarine, as a substitute for butter, is a competitor of butter. And the coconut oil and copra sent into the United States from the Philippine Islands are used in the making of oleomargarine.

The Filipino, while an indirect competitor, is none the less an effective competitor, of the northwest farmer's.

Had the United States not taken over the Philippine Islands, the likelihood is small that coconut oil and copra from the Philippines would be coming into the United States free. This adventure into imperialism, like the Panama canal, is beginning to be costly to the northwest farmer.

The Filipino is not only to all intents and purposes a foreign competitor of the northwest farmer's, but he is a subsidized competitor as well. He is subsidized in the negative sense that he pays no taxes to the American government, while the northwest farmer does.

"Filipinos," President Coolidge once wrote, "have the rights and privileges of American citizens without the obligations. They pay no federal taxes, are exempt from the exclusion provisions of our immigration laws, and do not pay for the defense or diplomatic services."

The agricultural northwest does not ask congress to have the duties levied on these competitive imports turned over to the United States treasury. It asks that the money so collected be turned back to the Filipinos themselves. It is interested only in getting such protection as will guarantee a stable butter market, which is a matter of prime importance to Minnesota, the foremost butter state in the Union.

It should be remembered, too, that the Filipino's scale of living is very much lower than the northwest farmer's scale of living. The constant cry of American labor, and one which strikes a responsive chord throughout the country, is that it cannot compete with low-living foreign labor except by surrendering its own

## ATTENTION FARMERS

We wish to call to the attention of the members of The Milwaukee Co-operative Milk Producers that The Equity Live Stock Sales Ass'n is *farmer owned* and *farmer controlled*.

Why not send your live stock to a farmer's organization just as you sell your milk through a farmer's Association?

Best prices obtained at all times. When in Milwaukee look us up at the New Stock Yards.

### Equity Co-operative Sales Association

standard of living. Agreement is practically universal on the point that the leading function of the tariff is to protect our standard of living. Now, whether we call the Filipino technically American or foreign, it is certainly apparent that his standard of living is foreign, that is to say, un-American. A good deal is asked of the northwest farmer when he is expected to compete with a man who pays no federal taxes on the one hand, and who has a virtually Asiatic scale of living on the other.

Just as the agricultural northwest's chief opposition in the casein matter comes from the American coated paper manufacturers and glue manufacturers, so, in the present instance, it comes from the American soap, varnish and paint oil industries. Once again we find agriculture seeking protection and encountering industry seeking inexpensive raw materials. The presumption is that the soap, varnish and paint oil industries beat the agricultural northwest in the battle waged over vegetable oils and fats before the ways and means committee just as the coated paper and glue manufacturers beat the agricultural northwest in the battle waged over casein.

The agricultural northwest has every right in the world to demand that the American government protect the farmer from Filipino competition. Our government certainly owes more to its farmer-citizen, who pays it taxes, and who bears arms for it in time of war, than it does to the Filipino.

The clear duty of the northwest

citizen is to back to the limit the agricultural northwest's demand for effective tariff protection against an unfair form of competition.—Minneapolis Tribune.

### MAKING AN EASY JOB HARD.

"It takes money to make money." Nobody knows this better than the farmer. But the statement, "It takes money to lose money," presents the same subject from a different angle.

If a man deliberately sets out to lose or throw away his money, he usually picks an easy way of doing it. Where he is losing money although not deliberately trying to do so, he is more apt to pick a very difficult way of doing it.

About the surest way to lose money and yet make hard work out of it, is to keep cows which do not pay their way. It must be a bitter pill to the farmer who keeps a herd of dairy cattle a considerable time and then realizes that he has been feeding them, housing them, milking them and doing the other thousand one things a dairy farmer must do and yet has been losing money.

If he had been even holding his own, the situation would be bad enough, but to actually lose after doing a lot of hard work is about the keenest disappointment in business any man ever receives.

"Is your brother wealthy?"

"He's worth a thousand dollars in Arizona."

"How so?"

"That's what the sheriff offered for him, dead or alive."



### HOLSTEINS FOR PROFIT!

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The HOLSTEIN-FRIESIAN ASSOCIATION OF AMERICA  
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**FLIES! FLIES! FLIES!**

The flies are here. Not long now until man and beast must suffer their annual torture by these pests.

There is more than physical suffering ahead, too. Millions of dollars are lost each year during fly season by our farmers. In the case of the horse or steer or hog the pounds of flesh that are "worried off" by flies must be replaced by feed. In the case of the milk cow the loss is even more direct. She shrinks in her milk flow rapidly when the flies begin to bite, and often at a stage in her lactation period which means a big loss for her owner.

Some farmers greatly minimize this annual loss by adopting methods for fighting the fly nuisance. Some use fly sprays and many highly endorse them. Others do not like them. A good fly spray properly used, along with keeping the cows in a darkened, screened barn during part of the time, undoubtedly helps to keep up the milk flow. Leaving the cows on pasture where they have no protection from heat or flies and where they are kept busy every second fighting flies is poor business. They are better off in the barn providing the barn is screened. Darkening the windows will help, even where there are no screens. When the pasture is supplied with shade and underbrush, and especially running water, the cows can partially protect themselves.

The annual loss by flies could be greatly reduced if cows were more generally sprayed and kept in the right sort of a barn more hours during the fly season. When kept in the barn part of the time they will make better use of their time on pasture. As a matter of fact on many farms there is no feed in the pasture during the worst part of fly time. The cows are often turned out into the pasture just to get rid of them. This is a problem for the individual farmer to settle for himself. The best rule to follow is the rule of common

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MILWAUKEE, WIS.

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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.

**CONCRETE HIP ROOF SILOS**—If you are going to build that Everlasting Concrete Hip Roof Silo, write or phone Alvin Hendricksen, Union Grove, R. 1. Phone 57-L.

sense. When cows are kept so busy fighting flies that they can't eat, even when feed is available, they can't be making milk.

**NORTH DAKOTA PASSES NEW DAIRY LAWS.**

Several laws to aid in the improvement and development of dairying in North Dakota were enacted by the North Dakota legislature during its session recently closed at Bismarck.

One of the measures makes mandatory the furnishing of reports to the state dairy commissioner regarding dairy manufactures. Another sets up a law requiring specific reports to the dairy commissioner relating to sampling of milk and cream and the care of such samples. These two measures establish laws to replace what formerly were only rules and regulations.

The third law gives the board of county commissioners authority to order a retest of cattle within such counties as may have been previously accredited as free of bovine tuberculosis. The fourth fixes \$80 as the maximum valuation on cows condemned for tuberculosis in fixing the state's share of the indemnity which it pays. This is an increase of \$20 over the old provision.—R. G. D., N. Dak.

**SODIUM CHLORATE KILLS QUACK.**

Tests by the Indiana experiment station demonstrated that patches of quack grass can be eradicated by

mowing and saturating a month later with sodium chlorate used at the rate of one pound per gallon of water. Best results are had when the grass is mowed and the sprouts saturated when from 6 to 10 inches high. At least two applications are usually needed for complete eradication under farm conditions and sometimes more where the work has not been done carefully. Sodium chlorate is said to be more effective than sodium arsenate and is inexpensive and nonpoisonous to man, farm animals, or soil.

Rastus looked very downcast when accosted by his friend Mose.

"I'se de unluckiest man in de world," said Rastus.

"You're crazy, man," said Mose, "look at the diamond pin, the diamond ring, and spats. That don' spell unlucky."

"But I'se an unlucky man just the same, Mose," sighed Rastus.

"Today I was in a big department store and all the lights went out."

"That's luck, Rastus, real luck!"

"Yes, but I was in de piano department when it happened," sobbed Rastus.

**Justifiable Homicide.**

Alkali Ike: "What happened to that tenderfoot stranger wot was here last month?"

Texas Pete: "Poor feller, the second morning he wuz here, he wuz brushin' his teeth, and one of the boys thot he had hydrophoby and shot him."



## NEW SUPPORTERS.

Ernest E. Wollenzien, Route 2, Box 91, Waukesha.  
 Walter Steinmueller, Route 1, Box 117, Franksville.  
 August Baumgart, Rochester, Wis.  
 John Hoffman, Route 2, Franksville.  
 Clarence Henrickson, Route 1, Union Grove.  
 Fred Bissett, Route 1, Lake Beulah.  
 Albert Mitsch, Route 2, Lake Beulah.  
 Laurence Hageman, Route 1, Burlington.  
 Wm. Weis, Route 2, Burlington.  
 F. J. Rehberg, Route 1, Kansasville.  
 Vogel Sisters, Route 4, Box 143, Waukesha.  
 John W. Simon, Route 4, Waukesha.  
 Henry Brunner, Route 4, Box 131, Waukesha.  
 Ray Pitska, Route 3, Waukesha.  
 Royal Shultis, Route 4, Kansasville.  
 S. L. Murdock, Troy Center.  
 Frank W. Faestel, Troy Center.  
 Harold Arnold, Troy Center, Route 2.  
 J. P. Chaffin, East Troy.  
 M. B. Healy, Troy Center.  
 Walter Hansen, Troy Center.  
 Geo. J. Madden, Troy Center.  
 H. J. Jones, Troy Center.  
 Walter Winkelman, Route 2, Pewaukee.  
 A. R. Evert, Pewaukee, Wis.  
 F. J. De Both, Pewaukee.  
 Frank Winkelman, Pewaukee.  
 Charles Winkelman, Pewaukee.  
 Lester Schultz, Pewaukee.  
 Lawrence Hyland, Brookfield, Wis.  
 C. H. Burbach, Waukesha, Route 6.  
 Pearson & Bliese, Pewaukee, Route 1.  
 Mike Pendowski, Route 4, Box 147, Waukesha.  
 Wm. Verbrick, Route 4, Waukesha.  
 Anton Simon, Route 6, Waukesha.  
 Dan Comon, Jr., Route 6, Waukesha.  
 C. R. Dowty, Route 4, Box 151, Waukesha.  
 Conrad Wellauer, Route 4, Box 145, Waukesha.  
 Frank Voelz, Route 1, Brookfield.  
 Wm. Blohm, Route 7, Wauwatosa.  
 Elmer J. Schmidt, Route 7, Wauwatosa.  
 Chas. Eichstaedt, County Line, Wauwatosa.  
 Albert Foley, Wauwatosa.  
 Arnold Schrubbe, Brookfield.  
 Rudolph Kitzmann, Brookfield, Route 1.  
 Mike Lange, Brookfield.  
 Harold Hart, Route 1, Brookfield.  
 A. Wetzel, Brookfield.  
 Clarence L. Wandsnider, Brookfield.  
 Frank Buschena, Route 1, Box 18, Brookfield.  
 Sabastian Helfer, Route 7, Waukesha.  
 Arthur Challis, Route 1, Brookfield.  
 Edwin Moll, Route 7, Waukesha.  
 Harry Mierow, Route 7, Waukesha.  
 Harry Bolter, Route 1, Waukesha.  
 Leo. Swehlek, Route 7, Waukesha.  
 Alvin Mierow, Route 6, Waukesha.  
 Cassy Brinsma, Jr., Union Grove.  
 Walter F. Zillmer, Route 6, Box 44, Waukesha, Wis.  
 Fred Williams, Brookfield, P. O. Box 33.  
 Fred Mierow, Brookfield, Box 54.  
 Walter C. Loth, Route 6, Box 45, Waukesha.  
 Geo. Ramstack, Route 7, Waukesha.  
 Louis Bodi, Sta. D. Route 2, Box 602, Milwaukee.  
 John Liscewski, Hales Corners, Route 1.  
 C. C. Miller, Hales Corners, Route 1, Box 180.  
 E. F. Bortz, Route 7, Wauwatosa.  
 C. T. Hill & Son, Route 1, Brookfield.  
 Herman Sievert, Route 2, Box 105, South Milwaukee.  
 Howard Gerber, Route 2, Hales Corners.  
 Art. W. Tischendorf, Route 1, Box 110, So. Milwaukee.  
 John Otte, Hales Corners, Route 1, Box 220.  
 Ray Bartelt, Route 1, Brookfield.  
 Franke Goetz, Route 1, Brookfield.  
 John Ritt, Route 7, Waukesha.  
 Ernest Bolter, Route 7, Waukesha.  
 Walter Moll, Route 7, Box 154, Waukesha.  
 E. Lenhardt, Route 6, Box 131, Waukesha.  
 Mrs. Julia Ebel, Route 6, Waukesha.

Anton Sliwinski, Route 1, Box 62, Oakwood.  
 Joe Gonla, Sta. D. Route 2, Box 628, Milwaukee.  
 Herb. J. Pittelkow, Route 2, Caledonia.  
 E. F. Bortz, Route 7, Wauwatosa.  
 Albert Graese, Route 1, Box 123, Cedarburg.  
 John Fierngrot, Route 6, Box 77, Burlington.  
 Geo. Bickert, Waukesha, Route 6.  
 Earl West, Route 4, Box 49, Waukesha.  
 Albert C. Steinke, Route 3, Waukesha.  
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 Ernest Baumgartner, Route 3, Box 14, Waukesha.  
 Alvin Kind, Route 3, Box 17, Waukesha.  
 Arno Priefer, Route 6, Waukesha.  
 Henry Gramins, Route 6, Box 141, Waukesha.  
 Mrs. Adam Koloskie, Route 6, Box 140, Waukesha.  
 Henry Bliemeister, Route 6, Box 25, Waukesha.  
 A. G. Wagner, Route 4, Box 209, Waukesha.

## HELPING RELATIVES.

This is a story of the Wild and Woolly West. It concerns the sheriff of Tin Spolt, who dispersed an angry mob with a few well-chosen words.

"Yes," said the sheriff, relating the story, "I managed to quiet 'em down all right. When the boys swarmed round the jail I stepped out with a couple of guns in my hands an' spoke sorter soothin' to 'em.

"I just reminded 'em that my brother was runnin' the only undertaker's in the town, an' everybody that knowed me knowed I was a strong family man who'd do anything in reason to boost the business of a relative."

## Just Like Farming.

Sambo: "Yes, suh, business ben fine. Mah wife done gib me ten dollars an' Ah bought a pig. Ah kept trading fo' eberything under de sun, till finally Ah gets a bicycle, and Ah sold it fo' ten dollars."

Rastus: "But you-all doan' make any money."

Sambo: "Co'se not. But look at de business Ah's been doin'!"

Warden: "It is our custom to let a prisoner work at the same trade in here as he did outside. Now, what is your trade—shoemaker, blacksmith, or—"

Prisoner: "Please, sir, I was a traveling salesman."

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All livestock sold in competition to the highest bidder.

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 Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.—First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

NO DELAYS IN UNLOADING TRUCKS

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2

AUGUST, 1929

Number 5

## July and August Fluid Price \$2.95

As stated in our last issue the July fluid price was not agreed upon at the price conference on June 26. We wanted \$2.95 and the dealers held out for \$2.90.

On July 26 it was agreed that both July and August fluid price would be \$2.95. Butter was lower in July than in June as was sweetened condensed skimmilk and as a result the manufactured price is \$1.71 or five cents lower than May and June.

The supply of milk held up remarkably well until July 24 when a big decrease was noted at all of the plants. Hot weather and flies made the cows uncomfortable and then too the pastures were drying off.

Since that date most of the territory supplying Milwaukee with milk has had rain and at this writing cooler weather has made milk production a simpler problem.

The different companies report on fluid sales and average price per cwt., 3.50 per cent fat, for July as follows:

Gridley 64.4 per cent sold as fluid milk, average price \$2.50.

Wisconsin Creameries 60.8 per cent sold as fluid milk. Average price \$2.46.

Luick Dairy Co. 61.8 per cent sold as fluid milk, average price \$2.47.

## HUGE SURPLUS SLASHES JUNE MILK PRICES.

Dairymen delivering milk to the Kennedy Dairy Plant, Madison, during June will receive an average of \$2.24 per hundred and those delivering to Mansfield-Caughey company will receive \$2.31.

These prices are seven and five cents respectively lower than the prices paid for milk delivered during May. A tremendous surplus is reported as the cause of the decline.

A surplus which is 30 per cent greater than the surplus of a year ago is reported by T. G. Montague of the Kennedy Dairy Company. By surplus is meant the amount of milk over the fluid milk requirements of the city, or the amount that must be diverted to butter or other manufactured products.

Directors of the Madison Milk Producers' Association state that they have not seen pastures equal to this year for 30 years, and that the abundant pasturage is responsible for the great flow of milk. The cattle are grazing in clover to their knees, and a continued heavy milk flow is certain for several weeks.

With 55 fewer farmers delivering to the Kennedy dairy plant in June as compared to the same month in 1928, the company received 20,000 pounds more milk daily. The price a year ago in June was \$2.10, and in 1927 it was \$2.

The surplus milk situation is said to be general throughout Wisconsin, Iowa, Michigan and Minnesota.

## ONE HUNDRED NEW SUP-PORTERS.

Over one hundred shippers signed up to support the organization during July.

Read the list as shown on another page and note that these shippers are scattered over a wide expanse of territory. To get a large number of farmers to support requires considerable work. It is a source of gratification to your board of directors to know that most of the shippers are willing to come in when things are explained to them in a common sense way. We know that the men who are in must be saying a good word for their organization to their neighbors who are not supporting, otherwise our efforts would be less productive. This is as it should be for when a shipper plugs for the M. C. M. P. he is helping himself as well as the organization as a whole.

Let's all work together. Tell this office about our faults and shortcomings and tell the non-supporters about the good things we do.

## FIRE DESTROYS CHEESE FACTORY NEAR BRODHEAD.

Fire, believed to have started from a defective chimney, was responsible for the destruction of the Shanghai Cheese Factory, southwest of Brodhead, Wis., recently. The structure was burned clear to the ground and damage is estimated at several thousand dollars.

## JUNE PRICE \$2.33 IN MINNEAPOLIS AND ST. PAUL.

With sales to the Twin Cities remaining practically constant our June production this year was 5,031,814 pounds greater than last year. Every pound of this had to be manufactured and sold in outside markets. Production in June was 1,513,000 pounds more than in May, which is unusual as May has been the month of greatest production for several years.

Markets for dairy products have not been as favorable this June as last. Milk powder, which is the main outlet for skim milk, has shown a decided decrease in price. So many creameries have rushed into the manufacture of this product that production has increased faster than sales, leaving a large surplus.

Butter stocks are now greater than last year, which has caused the butter price to be lower than a year ago. Sweet cream and condensed milk are based largely on the price of butterfat so these products also have been lower.

Four average cheese factories within our forty mile circle paid \$1.75 for 3.5 per cent milk for May and one of the largest condenseries in this region paid \$1.85 for June. Our price to distributors remains at \$2.70 for July and as this is written, on July 9, there has been no change in prices of manufactured products. —Twin City Bulletin.

We have received several letters recently which we presume were meant for publication in this paper.

We would be glad to give space to those letters but no name was signed and of course we cannot print communications coming from unknown sources.

If any of our supporters wish to have their views appear in this paper they should sign their names so that we may know whether the writer is one of our own people or an outsider bent on mischief. We will not publish the writer's name without his permission.

RECEIVED  
DIVISION OF  
OPERATIVE MARKETING

CARDED



# 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 2 August, 1929 Number 4

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Subscription .....\$1.00 Per Year

At several of our price conferences with the dealers the subject of reducing the tolerance or amount over base that a shipper might get average price for during the first six months of the year was discussed.

It is the general feeling, as far as we have been able to determine, among the shippers who make a high base that the tolerance should be reduced on the theory that the average surplus would be less.

Right here it might be well to say that excess over base is deducted from the general surplus thus making a higher price for the man who stays within his base.

Some sentiment seemed to favor a reduction of the tolerance from 50 per cent to 40 per cent or in other words if a man had a base of 10,000 pounds his shipping allowance would be 14,000 instead of 15,000.

A study of the production figures of a number of shippers disclosed the fact that this change would place a great many shippers who have had no excess under the 50 per cent tolerance in a position where they would have a considerable amount of excess.

After careful consideration of the available information it was agreed that cutting the tolerance to 45 per cent was as far as it was fair to go.

Suggestions were made that this change be made effective for the base to be made in 1930 and to affect shipment of milk in 1931.

We know that some shippers do not like the plan at all but all are agreed that it has driven out of the market the man who did not want to bother with cows during the early fall months but milked anywhere from ten to fifty head during the winter and early spring months.

We hear that some haulers tell their shippers that if milk is cooled down to 60 degrees at the farm no trouble will be experienced. Milk does warm up in warm weather on the way in, and particularly when the truck is standing in the street or alley waiting its turn to unload.

No extensive research is needed to convince any sane man that this is a fact, and while the farmer may say that it's no fault of his that a truck must wait several hours at the city plant in the flush season, it must be admitted that until conditions change and the companies take in milk faster it is necessary to cool milk down to 55 or 56 degrees in order to have it pass inspection.

We trust that before another flush season comes around the various companies will have arranged to receive milk quicker than is the case this year.

Getting milk down to 55 degrees in hot weather is a slow job even though water at 49 or 50 is running through the tank, but after we go to all the trouble of producing the milk it seems too bad not to take good care of it.

We have heard men say that a large amount of milk can be cooled by placing the cans in a tank and stirring while well water runs through the tank, in fifteen minutes. The only reason why we don't call such men liars is because we were taught that terms like that should not be used.

Many salty tears have been shed by newspapers over the great sacrifice Mr. Legge has made by leaving the International Harvester Company to become chairman of The Federal Farm Board.

We are not quite so sure that the gentleman is headed for the poor house or the potter's field as a result of changing jobs.

It is quite possible that the dividends from his stock in the Harvester Company will keep some bread and butter on Mr. Legge's table while he is laboring to increase the price of wheat which incidentally will lure more men into developing new lands and buying more harvesting machinery.

Then, too, think of all the free advertising he gets. Almost as much as Jack Dempsey or Babe Ruth. To a man who has more money than he can possibly use first page notice should go a long ways towards softening the shock of sacrificing an \$80,000 per year salary.

In our dumb way we wonder if it would not be just as well to figure out how many farmers we have in

the United States and divide up the five hundred million between them and let the men who are sacrificing their time, talents and money on the Federal Farm Board go home and take of their own farms.

In our June issue we discussed a system of paying fluid price for basic milk delivered in the eight months not included in the base period. Manufactured price to be paid for any amount over the actual base paid. We neglected to say that under this plan the bargained or fluid price would be paid for all milk shipped during the base making months. Since that time we have received two letters commenting on this plan which are printed below with the names of the writers.

Brookfield, Wis.  
June 7, 1929.

Gentlemen:

Would like to say a word in regard to uniform production plan printed in the Milk Producer of June.

I think the plan stated therein would make farmers buy more cows, when making their average, because right now we have cattle dealers shipping in one and two car loads of cows per week, and if that would come in effect it would mean more cows shipped in, would raise the surplus in the average making and have a lot of surplus producers in summer and would lower the price of milk, and the farmer would be gaining nothing.

Your truly,  
HERBERT LOTH,  
Brookfield, Box 73, Wis.

June 19, 1929.

Milwaukee Co-operative Milk Producers.  
Milwaukee, Wis.

Dear Sir:

Regarding the new plan on Uniform Production as outlined in June number of M. M. P. will say that I **am for this plan** and think it is a far better idea than the first one.

Yours truly,  
WALTER A. RAMTHUN,  
Route 2, Cedarburg, Wis.

## MEANING WHAT?

Ministers' wives, as everybody knows, have a difficult lot in life, and a particular lady's lot so aroused the sympathy of a friend that she remarked: "There ought to be a special place in heaven for ministers' wives." "Perhaps you're right," responded the minister's wife, "but I should rather go with my husband."—The Christian Register.



### CATTLE GRUB MAY BE KILLED BY NEW WAY.

It costs in the neighborhood of \$50,000,000 a year for cattle owners, dairymen, feeders, butchers and tanners to support the cattle grub, yet this pest can be destroyed.

Either the old method of hand extraction may be used, or the newer methods developed by the United States Department of Agriculture. The department advises the application of Derris as a wash, ointment or powder, pyrethrum ointment, fine tobacco powder or nicotine dust, or the injection of benzol or carbon tetrachloride.

A concentrated drive on the cattle grub is necessary to eradicate it from a locality. The pest is becoming more serious, says the department, owing to the spread of a second species of grub, known as the northern, or European, grub.

### BORDEN EXPANDS IN CALIFORNIA.

The \$12,000,000 merger of the Borden Milk Co. and the Dairydale Co. of San Francisco is one more step toward the control of the California milk business. The Borden Co. has also purchased the holdings of the Standard Creameries, Inc. Such a deal involves \$5,000,000.

The Standard operates the following: Producers' Milk Co. and Producers' Ice Cream Co. of Oakland; Peerless Ice Cream of Sacramento; Benham Ice Cream and Sierra Ice Cream of Fresno; Gloria Ice Cream of Stockton; Modesto Milk Co. and Golden West Milk Co. of Modesto; Turlock Milk Co. of Turlock, and Val Rose Ice Cream of Lodi.

### HOW CO-OPERATIVES GROW.

Not simply by an increase in membership but more surely by an increase in the loyalty of the members.

Not necessarily according to the number of cars, or tons, or dollars handled, but according to the extent this business aids in improving the conditions of each member.

Not only by an increase in quantity, but constantly by an increase in the quality of the marketable product of the individual.

Not by spurts of evangelism which bring large groups of uncertain minds into the fold at one time but by constant missionary work which brings into membership one by one those sober-thinking, yet perhaps conservative and individualistic producers who, once convinced of the value of co-operation, remain loyal to the very end.—Keystone Co-operation.

### MR. SCHILLING APPOINTED TO FEDERAL FARM BOARD.

As we go to press we learn of the appointment of W. F. Schilling to the Farm Board by President Hoover. We feel that it is an honor to our Association to have Mr. Schilling appointed, and to know that two men from this organization were offered this highly responsible position. The following editorial comment from the St. Paul Pioneer Press expresses the sentiment of the Northwest:

"The appointment of W. F. Schilling of Northfield to represent the dairy industry on the new Federal farm board is highly gratifying. It is particularly fitting that this position should fall to Mr. Schilling, not only because of his outstanding ability, but also because of his association with the dairy co-operative movement of Minnesota. This state is not only the leader in butter production, but it is the home of the most successful examples of co-operative marketing in the United States, the dairy associations of which Mr. Schilling has been a leader for many years. As president of the Twin City Milk Producers Association Mr. Schilling has been in a position to accumulate experience and knowledge of co-operative marketing which will be invaluable in the reform of farm marketing now to be attempted by the Federal government. President Hoover has been fortunate to obtain the services of Mr. Schilling."—Twin City Milk Producers Bulletin.

### FLORIDA HAS NEW MILK CODE.

The last Florida legislature passed a bill affecting the sale of both foreign and domestic milk. Governor Carleton signed it. Two years ago Governor Martin vetoed the same bill.

The bill requires 3.25 per cent butterfat in milk; in cream 18 per cent milk fat, not more than two-tenths of solid reacting substance, except sour cream for making butter may have three-tenths.

All milk and cream sold in the state, from inside or outside of Florida, must be labelled showing state and county in which it was produced and grade and source of production. No milk can be re-pasteurized nor can domestic and foreign milk be mixed. A \$25 license is required to re-sell foreign milk.

The act takes effect on November 1. It does not affect those under the Tampa code, which is more stringent.

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

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**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.

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by hand . . .

## Universal

natural milker



# Up to New York Dairymen

Must Meet Milk Needs to Hold Their Market

By J. A. Owen

It is estimated that New York City will need about 7,000 more cans of milk next November than it did in 1928. This fact is giving the dairy farmer much concern at the present time. Production must go up in the New York milk shed or extension of the shed will doubtless follow in due time. Extension of the milk shed will mean western competition for the New York dairyman. Lower costs of milk production in Wisconsin and other middle-western states would give the westerner an advantage on the market in the metropolis.

The demand for milk in New York has been increasing steadily over a period of several years, due to improved quality, larger population, education of the public to the food value of milk, prohibition, and the increase of the Jewish race in the metropolis. At the present time the New York milk shed is decidedly out of adjustment with the demand for milk. Either the New York dairyman must produce more milk

in the seasons of shortage or eventually see the milk shed expanded.

The supply of milk in June always has been in excess of the demand, while during the month of November it approaches a shortage. The shift from summer to winter dairying which has been going on has been checked in the last few years due to several causes. Chief among these is the high cost of labor, making it cheaper to produce milk on grass with less winter milk. The New York milk shed also is short of good cows from four to six years old. The price plan used in paying for milk has made it relatively more profitable to produce June milk. The spread between summer and winter milk prices has been growing constantly less in the last five years.

Western cream is already at the door of the New York City market but the health department prohibits the sale of uninspected cream. Just across the river is Hoboken, Jersey City, and other places where west-

ern cream has been competing with that from the New York milk shed.

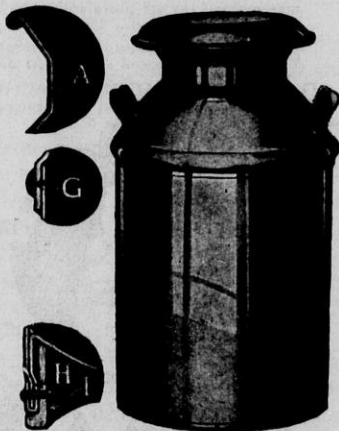
For three days during the fall of 1927 New York City was short of milk. This was at the time of the New England flood, which gave a reasonable excuse for the shortage. But there was no flood in 1928 and there was no such excuse to offer for the ten days' milk shortage that struck New York City last November. That puts the question squarely, "Can the New York milk shed produce enough milk for this coming November?" The answer is, "Yes, and for many more Novembers to come." A shift from summer to winter production will solve the problem.

Costs of production are so much greater in New York state than in the middlewest that if New York markets were opened up to western cream it would mean the ruination of the New York dairymen's present-day market. It matters not so much what the dairy farmer will get for his milk in November, as whether

## 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

will he have a market for his milk in 1930 and thereafter.

Many men of prominence in dairying, state college leaders, and others, state that the shortage of good cows is not due, as some are apt to claim, to the tuberculin test. On the other hand, they insist that the shortage is really due to the low price of milk and cows back in 1924, which made it discouraging to raise heifer calves. They feel that satisfactory prices for the product will automatically mean a sufficient number of cows to take care of the demand for milk. But regardless of the cause, the New York dairyman must produce more milk in November to overcome the shortage or eventually lose the market which is generally considered to mean so much to him.

### BORDEN TAKES CENTRAL DISTRIBUTORS.

#### Confirmation of Rumor Previously Announced — Matter Settled Thursday of Last Week.

Confirmation was given out in New York last week that the papers by which Central Distributors, Inc., passes to the Borden Co., was completed by the signing of papers on Thursday.

Central Distributors is the Ben Titman organization, including his own concern, Titman Egg Corporation, and H. J. Keith Co., Boston; Amos Bird Co., Shanghai, China; and the butter firms: Fox River Butter Co., New York; Hanford Produce Co., Sioux City, Ia.; Mistletoe Creameries, Inc., Texas Creamery Cold Storage Co., Western Ice Co., Fort Worth, Tex.; Kirschbraun & Sons, Inc., Omaha; Springfield Creamery Co., Springfield, Mo.; M. Augenblick & Bro., Inc., Newark, N. J.; and the egg and poultry house, Norfolk Poultry Co., Norfolk, Nebr. In addition to the foregoing the Borden Co. includes the following besides the original Borden Co.:

The Hendler Creamery Co., Inc., and subsidiaries, Baltimore; the

Casein Co. of America and subsidiaries, operating in the United States, Canada and Europe; S. Caulfield & Sons, Ltd., and Caulfield's Dairy, Ltd., of Toronto; Borgen's Dairy Co., Irving Park Dairy Co., Logan Square Dairy Co., Des Plaines Dairy Co., Arlington Heights Dairy Co., Rascher Dairy Co., Central Dairy Products Corp. and subsidiaries, Chicago, and the Averill Dairy Co., Akron, Ohio.

The Trojan Ice Cream Corp., operating in Troy, Glens Falls, Saratoga Springs and Hudson, N. Y.; Hosler Ice Cream Co., Inc., Albany; Plainfield Milk & Cream Co., Plainfield, N. J.; Mutual Dairy Ass'n, Los Angeles; Peerless Creamery Co., Los Angeles; Standard Creameries and subsidiaries, operating in Oakland, Sacramento, Fresno, Stockton, Santa Barbara, Taft, Hayward and Turlock, Calif.; Maricopa Creamery Co., Phoenix, Ariz., and Galloway-West Co., Fond du Lac, Wis.

The Red Wing Corp. Co., Dayton, O.; Castanea Dairy Co., Trenton; the Monroe Cheese Co., Van Wert, O., and Hasselbeck Cheese Co., Buffalo.

The A. H. Barber & Co., Chicago, manufacturers and distributors of cheese, and other cheese firms that were associated with the Barber organization. These here given do not complete the list but show the wide distribution of The Borden Co.'s interests.

The Borden Co. now consists of 52 units that are engaged in the distribution of milk and cream, the manufacture and sale of butter, ice cream, cheese, condensed and dried milk, casein, milk sugar and the distribution of eggs.

### TAKE OVER CREAMERY AT CLOVIS, N. MEX.

The Indianola Creamery Products Co. is now operating the creamery at Clovis, N. Mex. This business was taken over during June and several weeks were required to put the plant in readiness for the Indianola company. Butter, ice cream and milk will be the products handled.

Teacher: "Johnny, what is your greatest ambition?"

Johnny: "To wash mother's ears."

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**Droegkamp  
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**50 Years in  
Business....**

**DROEGKAMP  
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

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**CHRIS. SCHROEDER & SON CO.**  
86 EAST MICHIGAN STREET  
MILWAUKEE

FIRST MORTGAGE LOANS  
FIRST MORTGAGE INVESTMENTS  
INSURANCE

ESTABLISHED 1889

**HORSES and CATTLE**

High Class Holsteins and Guernseys,  
Fresh Cows and Close Up Springers, Farm  
and Draft Horses For Sale at All Times.

*Every Animal Guaranteed to be as  
Represented.*

Time Payments If Desired. We Deliver.

Farm three miles west of Brown Deer and one  
mile east of Granville Center on Highway 74.

**HENRY KAUL, North Milwaukee**



**NEW YORK DAIRYMEN'S LEAGUE.**

June Pool Price—\$2.27.

This price is 21c higher than last year's and 14c higher than that of 1927, the previous high mark for June. It is 38c greater than the average of preceding June payments since the pooling system was put into effect.

Owing to the occurrence during June of the greatest volume of production and to the fact that the disposal of the surplus to best advantage has ever been a measure of efficiency, it is of timely interest to study the present price with particular reference to its relation to the value of milk used for making cheese during the same period.

The records show that during the years 1910-14 producers of fluid milk in June received less than cheese values. Since the operation of the pooling system, this has been materially changed with the result that there has always been a spread between the net pool price and the cheese value in favor of the former. Since 1922 the highest spread previous to this year amounted to 31½c in 1926. The spread in 1927 and 1928 was 24½ cents and 8 cents respectively, but this year the spread has increased to 38½ cents.

Although butter is not now a product of our territory to any appreciable extent, it is of interest to note a similar trend in the gradual growth of the spread between the pool price and the value of milk made into butter. That spread this year was 70½ cents as compared with 60½ cents in 1927 and 47 cents in 1928.

**A Dog's Life.**

"You vas only a dog but I vish I vas you. You got no vorry. Ven you want to lie down all you got to do iss turn round tree times und your troubles are over.

"Mit me every day I vake up in de morning mitt sass from mine vife. I build de fires und slop de hogs und milk de cows und harness de horses und den lissen to more sass vile I eat breakfast. Den I vork hard all day und get no reward but sass from mine wife at dinner und again at supper. At night I milk de cows again und go to sleep lissing to more sass from mine vife. It is de same ting all my life. Den ven I die I must go to h—l already. Yas, you vas chust a dog, but oh! how I vish I vas you."

He: "Do you play golf?"

She: "Oh, dear no; I don't even know how to hold the caddy."

**ATTENTION FARMERS**

We wish to call to the attention of the members of The Milwaukee Co-operative Milk Producers that The Equity Live Stock Sales Ass'n is *farmer owned* and *farmer controlled*.

Why not send your live stock to a farmer's organization just as you sell your milk through a farmer's Association? Best prices obtained at all times. When in Milwaukee look us up at the New Stock Yards.

**Equity Co-operative Sales Association**

**PRICES PAID AT CONDENSERIES.**

3.5 per cent milk, F.O.B. factory.  
(Evaporated Milk Association.)

Territory	July 1929	July 1928	June 1929
<b>ILLINOIS—</b>			
Amboy .....	1.8375	2.0125	1.925
Dixon .....	1.8375	2.012	1.925
Morrison .....	1.837	2.012	1.925-1.837
Oregon .....	1.85	2.05	1.85
Sterling .....	1.8375	2.012	1.925
<b>INDIANA—</b>			
Goshen .....	.....	1.97	1.968
Sheridan .....	.....	2.10	1.925
<b>IOWA—</b>			
Waverly .....	1.85	2.00-2.10	1.85
<b>MICHIGAN—</b>			
Cass City .....	1.8375	1.881-2.012	1.8375
Charlotte .....	2.05	1.95-2.10	2.10-2.05
Hudson .....	1.85	1.90-2.00	1.80
Lake Odessa .....	.....	1.90-2.00	1.95-1.90
Mt. Pleasant .....	1.85	2.012	1.90
Sparta .....	1.837	1.925-2.012	1.837
Wayland .....	1.85	1.90-2.00	1.80
Uby .....	1.8375	1.881-2.012	1.8375
<b>OHIO—</b>			
Barnesville .....	1.925	2.05	2.00
Bryan .....	1.85	1.90-2.00	1.80
Delta .....	1.85	1.90-2.00	1.80
Marysville .....	1.85	2.00-2.05	1.85
Wauseon .....	1.85	1.90-2.00	1.80
<b>WISCONSIN—</b>			
Berlin .....	1.75	2.143	1.793-1.75
Sullivan .....	1.85	2.00-2.05	1.80
Chilton .....	1.837	2.143	1.837-1.793
Stoughton .....	1.85	2.05	1.85
Juneau .....	1.90	2.05-2.10	1.90-1.85
No. Prairie .....	1.90	2.05-2.10	1.90
Whitewater .....	1.90	2.05-2.15	1.90-1.85

**REVIEW OF CONDENSED AND EVAPORATED MILK MARKET.**

(U. S. Department of Agriculture.)

Market conditions at the close of June showed a degree of improvement over those of the previous month. This improvement has been due, in part, to an increased seasonal demand by the ice cream and confectioners' trade, and also to a slackening of competitive conditions.

May production was about 17 per cent heavier than last year, and

total stocks on hand June 1st were greater than since 1922. Unsold stocks were 15 per cent over last year due to the increase in volume of evaporated case goods.

Wholesale selling prices for May in the group of Mid-Atlantic states averaged as follows, changes from the preceding month being noted in brackets: Sweetened condensed, \$6.18 (+6c); evaporated, \$4.11 (-5c); sweetened condensed in bulk, \$10.45 (+3c); same, skimmed, \$5.41c; evaporated in bulk, \$9.07 (-13c); same, skimmed, \$3.45.

**HOLSTEINS FOR PROFIT!**

**More Dollars per Cow per Year**

*The Farmer's Cow* Holsteins are large and hardy, yield the most milk and butterfat, consume great quantities of cheap roughage, and produce big, strong calves which are easily raised.

*Estimates Service*

**The HOLSTEIN-FRIESIAN ASSOCIATION OF AMERICA**  
230 East Ohio Street, Chicago, Illinois

Send for Literature

**SENATOR AND HEALTH AUTHORITY.**

Dr. Royal S. Copeland is a former health commissioner of New York and is a United States Senator from New York. The message he would give to every man and woman in North America is: "Cool refreshing milk should have first place in your summer diet." "Fortunately for them most children get milk," says Dr. Copeland. "Unfortunately, many of them do not get enough, but the majority of adults do not realize what delicious and health-giving beverage they are missing. However, milk is a lot more than a beverage. It is one of the most nearly perfect foods."

Dr. Copeland advises that you think of milk for your noon-time lunch during the hot days, when there seems to be no dish, hot or cold, that makes the least appeal to your palate. "Milk will satisfy your thirst and also it will supply you with all the nourishment you need."

**MILK PRICES PROVE LOWER THIS YEAR.**

Milk prices in Wisconsin have been slightly lower the first half of this year than they were in 1928, it was reported today by the federal-state crop reporting service here.

The price per hundredweight paid to farmers of Wisconsin for milk in June last year was \$2.03; this June it was \$1.94 (preliminary figure), the department report showed. In January, 1928, the price paid was \$2.34; this year it was \$2.23.

The high point in the milk price cycle seems to have been reached last October, according to the report, and since that time the average prices have fallen slightly below prices of the previous year.

He: "I made an awful mistake just now. I told a man that I thought the host must be a stingy old codger and it turned out to be the host I was talking to."

She: "Oh, you mean my husband!"

**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.

**CONCRETE HIP ROOF SILOS—If you are going to build that Everlasting Concrete Hip Roof Silo, write or phone Alvin Hendricksen, Union Grove, R. 1. Phone 57-L.**

**New Signers in July**

- Arthur W. Winkleman, R. 2, Pewaukee.
- Peter Haas, Route 1 Box 166, Hartland.
- Otto Meissner, Hartland.
- Henry Griesner, Route 1, Nashotah.
- M. Weber & Sons, Merton.
- S. R. Dobbertin, Hartland.
- Henry Heling, Hartland.
- Ed. Stern, Hartland.
- M. Katzfey, Merton.
- Henry Becker, Merton.
- Jonh Boltz, Hartland.
- Fred Teuteberg, Route 1, Hartland.
- Julius F. Tetzlaff, Hartland.
- Henry Dorn, Route 1, Hartland.
- Henry Becker & Sons, Hartland.
- Edward M. Bussewitz, Route 1, Hartland.
- Jonh Fieldhack, Merton.
- Mrs. H. Haass, Hartland.
- Thomas F. Riley, Route 1, Hartland.
- Grover Dobbertin, Hartland.
- Chester Dempsey, Route 1, Nashotah.
- Jos. H. Jungbluth, Hartland.
- John Murphy, Pewaukee.
- John Jungbluth, Pewaukee.
- Walter Stauss, Hartland.
- Robert Winkleman, Route 2, Pewaukee.
- Jos. Brandt, Route 2, Pewaukee.
- Ira Kerr, Route 1, Hartland.
- Fred Beaumont, Route 2, Pewaukee.
- Fred Weiffenbach, North Lake.
- E. W. Guderyon, Waukesha, Route 1.
- Frank J. Traeder, Nashotah, Route 1.
- D. J. Connolly, Nashotah, Route 1.
- C. E. Parmenter, Pewaukee, Route 1.
- John Weiffenbach, North Lake.
- Henry Schlieber, Hartland, Route 1.
- Herman Yanke, Cedarburg.
- Geo. G. Lange, Route 1, Brookfield.
- Mrs. C. Luedtke, Duplainville.
- Wagner Bros., Duplainville.
- Elmer Viesselmann, Grafton.
- Henry Sievers, Grafton.
- Albert Peters, Grafton.
- Fred Breuer, Grafton.
- Chas. Draves, Random Lake, Route 2.
- Arnold Kirmse, Fredonia.
- Otto Klein, Fredonia.
- John J. Schulz, Random Lake, R. 2, B. 18.
- Philip Boye, Random Lake, R. 2.
- Joseph Goeller, Fredonia.
- Geo. Regner, Colgate, Route 1.
- Frank Hansen, Colgate, Route 1.
- M. Dippmann, Menomonee Falls, Route 1.
- Gilbert Swanton, Colgate, Route 1.
- W. Wachholz, Colgate.
- W. F. Connell, Colgate.
- C. W. Steele, Waukesha, Route 7, B. 223A.
- Thomas Sennott, Colgate, Route 1.
- Jos. Goetz, Colgate, Route 1.
- Frank Borlen, Hubertus.
- Chas. Goerke, Colgate.
- Ed. Cusick, Waukesha, Route 7, Box 222.
- High Acre Farm.
- Mr. Coffin, Prop., R. 1, B. 39, Germantown.
- Chas. Balsiger, Route 1, Rockfield, Wis.
- Mrs. Martha Goetz, R. 1, B. 8, Brookfield.
- Richard Grade, Colgate, Wis.
- Adolph Duerwaechter, R. 1, Colgate.
- J. P. Becker, Colgate.
- G. A. Gerke, Colgate, Wis.

- Henry Feil, Route 1, Colgate.
- Henry Schmidt, Jr., S. F. R. 13, B. 305, Mil.
- Elmer Pickhardt, Sta. F. R. 13, Milwaukee.
- Chas. F. Groth, R. 1, Menomonee Falls.
- Hubert C. Meyer, Sta. F. R. 13, Milwaukee.
- Fred Lietzau, Route 3, Pewaukee.
- Max Schultz, Pewaukee.
- Louisa Eichstaedt, Route 3, Pewaukee.
- Henry Kaltz, Route 1, Templeton.
- Ryan & Sons, Pewaukee, Wis.
- Ed. Schultz, Route 1, Pewaukee.
- Christ Gleratz, Grafton.
- Edw. Harmann, Templeton.
- Herman Rothe, Lake Beulah, Route 1.
- Walter A. Groth, Cedarburg.
- Oscar Highes, Hartland.
- Peter K. Lund, North Lake.
- Alfred Krueger, Hartland.
- Fred W. Teutenberg, Hartland.
- Fuller Bros., Hartland.
- Hans C. Nelson, North Lake.
- Joseph Stapleton, Nashotah.
- Peter L. Johnson, Route 1, Nashotah.
- Mart. N. Johnson, Route 1, Nashotah.
- Frank Monroe, Route 1, Nashotah.
- John Lord, Route 1, Nashotah.
- P. Victor Petersen, Route 1, Nashotah.
- Wm. F. Miles, Route 1, Nashotah.
- Wm. F. Meissner, Hartland.
- E. A. Graven, Merton.
- Carl Dorn & Son, Hartland.
- Adam Geszvaen, Hartland.
- R. D. Bilbert, Hartland.
- Fred Funk & Son, North Lake.
- G. A. Stein, R. 1, B. 35, Franksville.
- R. Duwel, R. 2, B. 187, Menomonee Falls.
- Emil Hilliger, Route 2, Lake Beulah.
- Hasslinger & Oldenhoff, R. 1, Hartland.
- Hugo Cafmengo, Hartland.
- W. H. Swartz & Sons, Waukesha, R. 5.
- Thomas Burke, Waukesha, R. 5, B. 109.
- Jos. Krummenacker, Route 5, Waukesha.
- Walter Hinchcliffe, Route 1, Kansasville.
- Geo. J. Dufenhorst, Waterford.
- D. J. Howell, Waukesha, R. 5, B. 111.
- Walter Wehren, Waukesha, Route 1.
- A. C. Kluender, Pewaukee, Route 1.
- Rudolph Baehler, North Lake.

Grandpa—"You never see a girl blush nowadays. When I was a young man it was different."

Cora Ann—"Oh, grandpa, what did you say to them?"

Tailor—"Why, those trousers fit you like a glove."

Customer—"Yes, but I'd rather they would fit me like trousers."

**RETINNING and REBUILDING MILK CANS**

**Wacho Mfg. Co.**  
3036 Galena St.  
MILWAUKEE, WIS.

Certainly, we retin one piece cans



# Borden Share Earnings Gain

1929 to Exceed Five-Year Average.

Acquire 53 Companies

The Borden Co. has acquired the stock or the assets and business of a number of important dairy products manufacturing companies.

Arthur W. Milburn, president, states that gross sales for 1929 will be greatly increased over the year 1928 which showed \$180,000.00. This carries with it a proportionate increase in net income, and at the close of 1929 should show an increase over the previous year, bettering the five-year average.

Additional companies now contracted for operate in 13 states and in Canada. They are engaged in the manufacture and sale of ice cream, cheese, dried milk, butter, milk and sugar and the distribution of milk, cream and eggs. In announcing that contracts have been entered into for the purchase of these companies, Mr. Milburn stated:

"All companies acquired or to be acquired in 1929 are in the interest of an improvement of existing business; the entrance into important new territory having marked potentialities; or a further product diversification, all within the dairy industry."

The companies being acquired by The Borden Co. with their subsidiaries, number 52. They are as follows: Hendler Creamery Co., Inc., and subsidiaries, Baltimore; The Casein Co. of America and subsidiaries, operating in the United States, Canada and Europe; S. Caulfield & Sons, Ltd., and Caulfield's Dairy, Ltd., of Toronto; Borgens Dairy Co., Irving Park Dairy Co., Logan Square Dairy Co., Des Plaines Dairy Co., Arlington Heights Dairy Co., Rascher Dairy Co., Central Dairy Products Corp. and subsidiaries, Chicago; The Averill Dairy Co., Akron; Trojan Ice Cream Corp., operating in Troy, Glens Falls, Saratoga Springs and Hudson, N. Y.

Hosler Ice Cream Co., Inc., Albany; Plainfield Milk & Cream Co.,

Plainfield, N. J.; Mutual Dairy Association, Los Angeles; Peerless Creamery Co., Los Angeles; Standard Creameries, Inc., and subsidiaries, operating in Oakland, Sacramento, Fresno, Stockton, Santa Barbara, Taft, Hayward and Turlock, Calif.; Maricopa Creamery Co., Phoenix, Ariz.; Galloway-West Co., Fond du Lac, Wis.; Central Distributors, Inc., and subsidiaries, New York and Boston.

The Amos Bird Co., Shanghai, China; The Fox River Butter Co., Inc., New York; Hanford Produce Co., Sioux City, Ia.; Norfolk Poultry Co., Norfolk, Nebr.; Mistletoe Creameries, Inc., and subsidiaries, Fort Worth, Tex.; Kirschbraun & Sons, Inc., Omaha, Nebr.; Willow Springs Creamery Co., Springfield, Mo.; M. Augenblick & Bros., Inc., Newark, N. J.; The Red Wing Corp. Co., Dayton; Castanea Dairy Co., Trenton, N. J.; The Monroe Cheese Co., Van Wert, O., and Hasselbeck Cheese Co., Buffalo, N. Y.

### In the Wrong Place.

A Chicago man had just passed into the great beyond. After being guided around for several hours he disgustedly remarked, "Well, I've heard a lot about Heaven, but it isn't a bit different from Chicago."

"Heaven!" exclaimed the guide. "This isn't Heaven!"

### Inherited Characteristics.

A Florida real estate man came home one night to be greeted by the following from his eight-year-old boy:

"Well, dad, I sold the dog."  
"You did! How much did you get for him?"

"Ten thousand dollars."  
"Ten thousand dollars! What do you mean? Show me the money."

"Oh, I didn't get money, dad. I got two five-thousand dollar cats."

## 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

## Farm for Sale

130 ACRE ideal dairy and garden farm, 1/2 mile to interurban. Brick house, barns, silo. Woods, Riverfront. \$16,000. Terms if necessary.

Write for Free Farm Lists.

**ZANDER BROTHERS**

413 Juneau Ave., Milwaukee, Wis.

### REAL DEVOTION.

Father: "Donald, I am only punishing you because I love you."

Donald: "Well, daddy, I wish I was big enough to return your love."

Market your livestock  
at the new

All livestock sold in  
competition to the  
highest bidder.

## MILWAUKEE STOCK YARDS

Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.-First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

NO DELAYS IN UNLOADING TRUCKS

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2

SEPTEMBER, 1929

Number 6

## September Price for Fluid Milk \$3.10

The Board of Directors met with the dealers on August 26 and discussed the price of milk for September. All that long hot afternoon we battled for \$3.15 per cwt., without getting the dealers to see things our way. No offer was made by the buyers of our product but they refused to pay the price we asked. It was finally agreed to adjourn until September 5. On that day we had several shippers other than the board of directors present. Much discussion was indulged in and strong arguments made by the producers. A price of \$3.15 was voted on but the dealers voted no. Finally a motion was made for \$3.05; this was amended to make the price \$3.15. Dealers again voted no.

More discussion after which a motion for \$3.10 was made and the producers very reluctantly voted for it and after valiant efforts by the chair and some others the vote was made unanimous.

There has been talk among the shippers of withholding milk from

this market if \$3.15 was not agreed to by the dealers but we believe that a radical step like that is uncalled for at this time. This is our market and we shall endeavor to supply it with plenty of good milk and trust that the dealers will appreciate the fact and pay us more money in the near future.

Heavy production of milk through May, June and July resulted in a high surplus of condensed milk, frozen cream, butter and skim products. Butter averaged 4.238 for the month and the skim products were very low, leaving the manufactured price at \$1.75.

Gridley Dairy Co. reports fluid sales of 73.5 per cent, and will pay an average price of \$2.63.

Luick Dairy Co. reports fluid sales of 71.9 and will pay an average price of \$2.62.

Wis. Creameries operate their milk business under the name of Luick Dairy.

Layton Park Dairy will pay \$2.61. No other reports available.

## Change in Uniform Production Plan

At the price conference, held on July 26th, the uniform production plan was discussed. After some argument it was agreed to reduce the amount of tolerance over the base made from fifty to forty-five per cent.

A committee of four was appointed by the chair to draft a notice. George Schiek and Frank Kelly to represent the dealers and Fred Klusendorf and Charles Dineen for the producers.

The committee met on September 3rd and drafted a notice, copy of which appears in this issue.

Many shippers who produce about as much in the base months as at any other time believe that all shippers should be held to a base and not be allowed to load surplus on the market. On the other hand the man who has trouble with abortion, garget, etc., finds uniform production a difficult job.

We should consider what would happen to our market if everyone shipped very light in the fall months and went in for heavy production for the balance of the year.

This notice is issued now so that shippers will have more time to get their herds lined up for the base to be made in 1930.

### PLAN BADGER MILK CO-OP.

Organization of farmers in the state selling their milk to condenseries into a co-operative society is being planned with the aid of the marketing department.

Initial steps towards such an organization were taken about three weeks ago when representatives of milk districts called on Marketing Commissioner Vint and asked aid in organizing of a co-operative association. Commissioner Vint advised that a canvass be made to determine organization feeling.

A committee waited on Mr. Vint Friday representing several districts, informing him that the farmers desired the association.

A plan will be worked out and placed before the farmers in the various districts for their approval. If the association can be organized, it will be one of the largest co-operative organizations in the state—Wis. State Journal.

### TWO COMPANIES JOIN FEDERATION.

The Brantwood Co-operative Dairy Co. and the Clifford Co-operative Dairy Co. have become affiliated with the National Cheese Producers' Federation. Both organizations are in the territory of the Abbotsford warehouse and will make a valuable addition to the federation, as their combined yearly output is nearly 700,000 pounds.

**WANTED.**—Young man for office work. Must have some knowledge of bookkeeping and stenography. Apply in person to Milwaukee Co-operative Milk Producers, 1511 Fond du Lac Ave., Milwaukee.

### MR. ERNST WRUCKE OF HORIZON, DODGE COUNTY, PAID US A VISIT THIS WEEK.

Mr. Wrucke operates several farms in Dodge County and is much concerned about the plight of the farmers in that noted brick cheese section. He says that \$1.65 to \$1.75 per cwt. for good Dodge County milk is not enough to keep the farmers going. Farm auction bills are being posted up even at this early date, which he says means that some renter is turning everything over to the bank or else its some old farmer who has given up hope of better times and is quitting.

Park Ames, Wisconsin field manager for The Pure Milk Association, visited this office last week.

CARDED

DIVISION OF  
OPERATIVE MARKETING



# MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1511 FOND DU LAC AVENUE

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## THE REPUBLICAN PARTY'S PROMISES TO AGRICULTURE.

A protective tariff is as vital to American agriculture as it is to American manufacturing. The Republican party believes that the home market, built up under the protective policy, belongs to the American farmer, and it pledges its support of legislation which will give this market to him to the full extent of his ability to supply it.

We favor adequate tariff protection to such of our agricultural products as are affected by foreign competition.

The Republican party pledges itself to the development and enactment of measures which will place the agricultural interests of America on a basis of economic equality with other industries to insure its prosperity and success.

Extracts from the Republican platform, adopted at Kansas City, June 12-15, 1928.

stand fully that the few dollars per year which the average Minnesota farmer might gain in cattle, cream, and hides would not compensate him for the added costs imposed upon him by the non-agricultural increases. The co-operative associations decline to countenance a farce. They either want a literal fulfillment of the party pledges or no tariff revision at all. The special session, to them, was a carriage for agriculture. Rather than stand by and watch industry push agriculture out of the carriage, and go riding down the street in state, they would dismiss the carriage and put an end to the preposterous performance once and for all.

The few northwest newspapers and individuals that have sought to convince the Minnesota farmers of the Smoot-Hawley bill's rare virtues have made no impression upon these great co-operative associations. In these co-operative associations is reflected the considered and matured views of the farmers themselves. These associations have studied the bill, item by item, and know whereof they speak. They have the best interests of the farmer at heart. They would hardly take so decisive an attitude towards the bill if they believed it improved the farmer's status in the slightest degree. Their investigations have led them to conclude that the bill is a sham and a fraud. In its present form they have no interest in it whatsoever. Their feeling about it is substantially the same as The Tribune's; namely, that congress is simply insulting this section of the country by offering it such a measure as a fulfillment of the Republican party's pledges. We are glad to hear our co-operative associations speak up, and without mincing words. Their words should set at rest any lingering senatorial notions that Minnesota agriculture is at all fooled by the bill.—Minneapolis Tribune.

## THE BEST POLICY.

Mrs. Mose Johnson, whose marital path was anything but smooth, walked into an insurance office and inquired, "Does you all hab any of dat fire assurance heah?"

"We do," a clerk replied. "What do you want insured?"

"Mah husband," was the reply.

"Then you don't want fire insurance," smiled the clerk, as he reached for another application form. "What you want is a life insurance policy."

"No, ah don't!" Mrs. Johnson exclaimed. "Ah wants fire assurance. Dat nigger's been fired fo' times in de las' two weeks."

## The Farmers Themselves Are Not Fooled by the Bill.

Clean milk, well cooled and shipped in clean, sanitary cans keeps shippers out of trouble and provides a better product for our customers. We can't expect to hold our market against outside competition if we do not furnish a high grade product.

We signed a very nice list of new supporters in the month of August, and their names and addresses appear in this issue.

If all of our people help a little we expect to present a good list of names every month.

The State Fair took one week of our time and as a result the September sign-up may be a little short.

We reprint an article from the Minneapolis Tribune which tells about action being taken by the great co-operatives of Minnesota protesting against the Hawley Tariff Bill. This story is headed "The Farmers Themselves Are Not Fooled by the Bill."

The deplorable fact, as we see it, is that the farmers were fooled into voting for the people who put across this atrocious bill and that many of the so-called **leaders** of the great co-operative organizations were out working hard to get farmers to vote for the people who have betrayed the farmers and who these so-called **leaders** must have known would betray the agricultural interest of the country.

It is an authoritative and arresting document which Minnesota's four great co-operative associations have just sent to the senators at Washington. The Land O'Lakes Creameries, the Central Co-operative Association, the Minnesota Farm Bureau Federation, and the Twin City Milk Producers' Association certainly have the right to speak for Minnesota agriculture. They represent about 150,000 Minnesota farmers, not to speak of an added 25,000 non-Minnesota northwest farmers.

Their letter to the senators runs as follows:

"The special session of the congress was called for the particular purpose of granting to agriculture tariff equality with industry. The congress has, thus far, lost sight of or disregarded this fact. It has so readjusted industrial tariff rates as to make the inequality between industry and agriculture greater than ever before. The proposed tariff schedules are, therefore, absolutely unsatisfactory to agriculture.

"We demand that you exercise every effort to limit the action of the congress to the purpose for which the session was called, and that, unless readjustments made are confined to agricultural products, no changes be made in the present tariff schedules."

Here is a sound and dignified position. Minnesota's leading agricultural co-operative associations have no illusions about the tariff bill as it stands at present. They under-



## Does Milk Combine Well With Other Foods

Mary A. Brady  
Nutrition Specialist

Over and over again fearful folks tell us of certain foods which do not combine well with milk—that if we eat these food combinations we will surely suffer from it. This idea is altogether too widespread and thousands of people believe that they have proved it by sad experience.

Let us look into this matter and see whether anything harmful really happens, or whether this notion is the result of listening to quacks and to nervous people who have no real foundation for their so believing.

Scientists and nutrition workers have made careful studies of this subject and in no single case have they found milk "dangerous" when combined with any other food. Take, for instance, the eating of milk and acid fruits at the same meal. There is no digestive upset to be feared from drinking a glass of milk after eating an orange or a half of grapefruit. The writer has done it for years and has never suffered any ill effects from it. Instead, it has been a definite means of promoting health. Milk is curdled anyhow as soon as it enters the stomach by the acid juices there. So the oranges, grapefruit, or cherries do not hasten this process at all.

What if the tomato soup does curdle? Of course we find its smooth appearance more appetizing, but its food value and ease of digestibility

are in no way injured by its curdling. Adding soda to tomatoes before combining them in soup, in order to keep the soup from curdling, is injurious to the food value of the tomatoes, and should never be done. Curdling can readily be prevented by pouring the hot tomato slowly into the hot milk mixture and serving at once.

Another wrong notion is that milk and fish should not be eaten at the same meal. If this were true, what about creamed codfish, oyster soup, and salmon loaf? If any unpleasant effects result from eating fish and milk at the same meal, it is not because of the combination, but rather that the fish may not have been absolutely fresh, or that the person eating these foods was a nervous soul and was expecting trouble to follow. Nervous folks who have become convinced that certain combinations of food disagree with them, are apt to become ill upon eating these foods. Their illness, however, is not from the foods, but from their mental state.

There is no safer way to keep a good digestion than to let it alone. Do not worry over it. Milk is a perfectly safe food to eat at the same meal with oranges, grapefruit, cherries or cucumbers, and we may use it with fish or any other food. It never was a part of any "dangerous" food combination.

boring states are: Minnesota, 60 per cent; Michigan, 22 per cent, and Illinois, 20 per cent.

### CASE DISMISSED.

The magistrate bent stern brows on the defendant.

"You are charged with exceeding the speed limit last night," he exclaimed. "Are you guilty or not guilty?"

"Well, you can decide for yourself, Judge," replied the prisoner, "I was in that car you passed just before they pinched me."—Georgia Highways.

### PAGE WILL ROGERS!

Candidate: "It is my intension to conduct a bunkless campaign."

Publicity: "Swell, brother, and I'm just the guy that's got the boloney to put that hooey over."—College Humor.

### CO-OP PLANTS PUT OUT MOST BUTTER.

Wisconsin Groups Produce 75 Per Cent of Output, Figures Show.

More than 75 per cent of the output of creamery butter in Wisconsin in 1928 came from co-operative plants, it was disclosed in figures revealed today by the department of agriculture. Thirty-three per cent of the creamery butter produced in the United States in the same year was made in farmer operated or farmer owned plants.

Practically all the cheese made in Maine in 1928 was made in farm controlled plants, and 75 per cent of the cheese produced in Oregon was the product of co-operative plants. Wisconsin, ranging 35 per cent, is among the states with a high percentage of co-operative activity in manufacturing cheese. The averages of neigh-

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**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.

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# Uniform Production Plan for 1930-1931

Tolerance Reduced from 50 to 45  
Per Cent

The average monthly production of each shipper during August, September, October and November, 1930, shall be considered his base quantity.

In the past the shipper has been permitted to ship 50 per cent, or one-half more than his base quantity. For example, if his base was 10,000 pounds, he was permitted to ship 15,000 pounds, at the average price. In the first six months of 1931 the amount allowed over the base quantity will be 45 per cent. For example, if his base is 10,000 pounds, and he ships 20,000 pounds, he will receive the "average price" for 14,500

pounds, and "manufactured price" for 5,500 pounds.

This will have the effect of putting a little more milk in the "excess class," reducing the "surplus," so the uniform shippers will receive a higher "average price."

The above plan has been approved by the board of directors of the Milwaukee Co-operative Milk Producers, and by the undersigned dealers: Blochowiak Dairy Co., Gridley Dairy Co., Layton Park Dairy Co., Sunshine Dairy Co., Luick Dairy Co., Wilke Dairy Co., Badger Milk Products Co.

## SHE GOT EVEN.

Dorothy: "Isn't Fido a naughty dog? He drank the kitty's milk."

Mother: "Yes, he ought to be punished."

Dorothy: "I did punish him. I went right out to his kennel and drank his milk."

## HE WOULD.

Two motorists met on a road too narrow to permit passing. The first rose in his car and shouted to the other, "I never back up for any d—n fool."

The other fellow quietly set his car in reverse, and as he started to back out, responded, "Oh, that is all right, I always do."

Scotty was saving Christmas money by putting away a penny every time he kissed his wife. He was amazed on opening the bank just before Christmas to find it nearly filled with coins of larger denominations. "Well," the good wife responded, "some men aren't as stingy as you."

Mandy: "Mah husband's so black dat lightning bugs follow him around in de daytime."

Liza: "That's nothin'. Mah husband's so black dat when he walks wid your husband people point to your man and say, 'Who is dat white man?'"

"They say if there's anything in a man, travel will bring it out."

"You tell 'em! I found that out my first day at sea."

## He Probably Had Sore Eyes, Too.

A maid had been using surreptitiously the bath tub of her employer, an elderly bishop. He was a bachelor, very fastidious about his toilet, and desired the exclusive use of his tub.

He reprimanded the maid with much indignation.

"What distresses me most, Mary, is that you have done this behind my back."

The following precious preserved extract from a love-letter written home to his wife by a soldier on active service will evoke tender memories in thousands of former service men:

"Don't send me no more nagging letters Lettie. They don't do no good. I'm three thousand miles away from home and I want to enjoy this war in peace."

## Why Not?

Izzy: "If I leave security equal to what I take out, will you trust me till next week?"

Jeweler: "Sure."

Izzy: "Well, then, I'll take two of them watches and you may keep one till I come again."

## "SO HAVE WE ALL."

"Niggah, ain't you got no brains a-tall?"

"Brains! Sa, man, A've got brains—what ain't never been used!"—Arkansas Engr.

## FOOD, IT SEEMS, IS TOO PLENTIFUL.

Production Exceeds the National  
Appetite, so Farmer Suffers.

By C. E. Gillham.

Modern living is upsetting the balance between food supply and population, Prof. George S. Wehrwein intimated in his lecture recently at the Engineers' Auditorium. Co-eds' gowns in 1904 contained enough material to clothe five present-day flapper graduates; and the bed of lettuce and radishes in the suburban backyards are causing a desire for farm relief among the wheat growers of the middle west.

In the past experts declared increase in population kept pace with advance in foodstuff production. Today for some unexplainable reason vegetables are crowding the cereals off the bill of fare and farmers are caught with a surplus of grain. Girls dress in rayon, and the sheep growers, and cotton farmers are wondering what the world is coming to.

Small families seem to be in style. They do not consume the quantities of food that the large families of yesterday stowed away. Modern cultural methods of farming produce higher yields per acre than ever before. Supply exceeds the demand and the old homestead is sold.

"All effort of the public to bring more agricultural land into use should be stopped," Prof. Wehrwein stated after his lecture.

## TAME DUCK.

There are two tame ducks in our back yard,

Dabbling in mud and trying hard  
To get their share, and maybe more,  
Of the overflowing barnyard store.  
Of eating and sleeping and getting fat.

But whenever the free wild ducks go by

In a long line streaming down the sky,

They cock a quizzical, puzzled eye  
And flap their wings and try to fly.

I think my soul is a tame old duck,  
Dabbling around in barnyard muck,  
Fat and lazy, with useless wings,  
But at times, when the North wind sings

And the wild ones hurtle overhead,  
It remembers something lost and dead,

And cocks a wary, bewildered eye,  
And makes a feeble attempt to fly.  
It's fairly content with the state it's in,

But it isn't the duck it might have been.  
—Kenneth Kaufman.

## Milk-Drinking Children Healthier Than Others

"Children who drink plenty of milk are healthier than those who do not. Compared with all other foods milk stands four square."

**Milk furnishes protein for body building.**

**Milk contains minerals for blood, bone and teeth.**

**Milk carries vitamins for health and growth.**

**Milk supplies fat and sugar as fuel for the engine.**

Co-operating with the children's bureau, the educational committee of the Wisconsin State Medical Society declared recently that not enough milk is fed to children and urges a more general use of the product. Children who live on farms should have plenty of fresh milk from tuberculin tested cows; those in cities should use pasteurized milk, declares the bulletin.

### A Great Food.

"Results obtained in schools where children are given plenty of milk to drink has demonstrated it to be one of the greatest foods adding another laurel to the achievements of the dairy farmer," continues the report.

"Whole milk is the best form of milk for the children, for all its parts—fat, sugar, protein, minerals and vitamins—are necessary for growth. Children properly trained from infancy will drink milk at every meal. Most dislike for milk has been suggested to children by the parents' distaste for it. Parents also should drink milk as an example to their children.

### Keeping Out Germs.

"Milk should be kept on ice to prevent the growth of bacteria, as any milk however carefully produced and handled, may become contaminated with disease germs accidentally. For children under 2, all milk, whether pasteurized or certified, dried or evaporated, should be

boiled before use to kill any disease germs that may have got into it.

"For children over two, all milk except that which has been pasteurized, should be boiled. No milk should be used raw. Boiling milk, like drying or evaporating, makes it easier to digest.

### Other Milk Products.

"Ice cream, cheese, and all other milk products should be made only from pasteurized milk. Milk is an indispensable food for the children, but it should not be used as the only food after the early months of infancy.

"Milk needs supplementing to supply certain minerals and vitamins and after the early months of life for energy and roughage. Because some vitamins may be injured in cooking, certain raw foods should be given daily to every child. In infancy fruit juices should be given, and later fruit and such vegetables as shredded lettuce, celery, carrots, or cabbage. Meat, fish, or eggs make the diet more palatable and enrich the food with protein as well as minerals and vitamins. Fresh green vegetables are needed for minerals and roughage. Besides growth food, children need a great deal of energy food—plenty of whole-grain bread and cereal, potatoes, fat and a little sugar."

### JUST THESE THREE.

If your nose is close to the grindstone rough,  
And you hold it down there long enough,  
In time you'll say there is no such thing  
As brooks that babble and birds that sing:  
These three things will your world compose—  
Just you, the stone, and your darned old nose.

—Anonymous.

### SO HAVE WE.

Larry: "I like Franklin's course on Shakespeare. He brings things home to you that you never saw before."

Harry: "Huh! I've got a laundry man as good as that."

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mile east of Granville Center on Highway 74.

**HENRY KAUL, North Milwaukee**



## Abnormal Odors and Flavors in Milk

One of the greatest losses to the dairy farmer is due to milk which, because of an undesirable flavor or odor, can not be used for bottling or in manufacturing dairy products of the best quality. A large percentage of this milk must be made into second grade butter, while some is sold as chicken feed or discarded entirely.

The different types of these abnormal or "off" flavored milks, as they are commonly called, have been investigated in the association laboratory during the past two years, quite a number having been classified and their cause determined. In classifying these flavors they have been placed in three main groups according to the origin of the flavor, namely, chemical, feed and bacteriological flavors. Flavors due to bacterial action received greatest consideration because most of our trouble is from that source and very little information is available as to the origin of these flavors, though common, have been investigated by a number of scientists and considerable more information is available.

### Chemical Flavors.

One of the most common flavors of a chemical nature is a metallic flavor. This has been encountered in the Fraser Valley and is due to the action of very small amounts of metal taken up by the milk from poorly tinned utensils. To guard against trouble of this nature all dairy utensils should be well tinned. A "rancid", "oily" flavor which is found most commonly in the bottled milk has been found to be caused by the action of light on the cream. Bitter milk has been found to be produced by cows which have been milked for too long a time. It may also be due at times to the action of certain bacteria.

### Feed Flavors.

When such strong feeds as turnips, silage and onions are fed shortly before milking, the flavor of the vegetable can be detected in the milk. At times where feed flavors were noticed in the milk it has been found that turnips or silage were placed in the manger for the cows when they come in to be milked in the evening. The cows consume the feed and are milked soon after with the flavor resulting in the milk. Sometimes these feeds when fed a short time before milking apparently produce no bad results. Anyone following such a practice, however, is liable to lose a

## ATTENTION FARMERS

We wish to call to the attention of the members of The Milwaukee Co-operative Milk Producers that The Equity Live Stock Sales Ass'n is *farmer owned* and *farmer controlled*.

Why not send your live stock to a farmer's organization just as you sell your milk through a farmer's Association?

Best prices obtained at all times. When in Milwaukee look us up at the New Stock Yards.

### Equity Co-operative Sales Association

can or two of milk at some time from feed flavor. The time to feed such types of food is as soon after milking as it is convenient to do so.

### Bacterial Flavors.

One of the first flavors of a bacterial nature to be identified was a sour, fermented flavor which was found to come from cows suffering from mastitis. Another flavor was found in milk which because of careless handling was almost sour.

A flavor which is quite common at this time of the year and which has given the association considerable trouble was investigated more thoroughly than the rest. It gave the milk a cooked or "caramel" flavor not unlike the breakfast food "Grapenuts." Bacteria were isolated and on investigation proved to be similar to some types found by Professor Sadler of the University of British Columbia and which produced the same flavor in butter. Once the flavor has been developed in the milk it is almost impossible to get rid of it, even though the bacteria are killed. This makes the milk useless for anything but products of the lowest grade.

Where these bacteria come from it is difficult to say, but they get onto the surface of the utensils and live and multiply there from one milking to another. At each milking some of these bacteria are washed off the utensils into the milk and after growing there for a few hours the flavor develops. The rubber parts of milking machines have been found to harbor these bacteria in large numbers. Often when a shipper has milk turned down for "caramel" flavor he has a regular epidemic of this trouble which may last for weeks unless he makes a thorough clean up. Because it is necessary in order to be rid of the trouble to sterilize more thoroughly than the sterilization as practiced on the average farm, considerable dissatisfaction has been felt on the part of men who, though taking perhaps more

care of their milk than their neighbors do, have trouble where the neighbors have none. When trouble of this nature appears, usually the shipper is advised to thoroughly clean and sterilize, on several successive days, everything with which the milk comes in contact. Where this has been carried out properly the trouble has ceased. It is only when the utensils have been properly sterilized, however, that the results have been satisfactory. The best way to sterilize is to put the utensils in a tank of boiling water for a few minutes or give them a good steaming, but as this is not possible on many farms a good scalding with plenty of boiling water should rid them of almost all the bacteria. It is necessary that the utensils should be made so hot, by the boiling water, that they cannot be touched by the bare hand.

One thing is to be borne in mind, in relation to flavor caused by bacteria, that with the exception of flavors from cows suffering from udder troubles, seldom if ever would there be any loss from off-flavored milk if the utensils were properly cared for and the milk properly cooled. It is only when the utensils are thoroughly cleaned and sterilized every day, which is considered good dairy practice, that complete freedom from trouble of this nature can be assured.

Amongst our farmers who never have any loss from bad flavored milk of a bacterial nature and the following system being faithfully adhered to. Immediately after milking the utensils are rinse with clean, cold water and then cleaned carefully with a brush, using warm water and a dairy cleanser. After careful cleaning, all the utensils are scalded with boiling water or steamed to kill the bacteria and are then placed on a rack where they drain dry. A good rack, where pans and other utensils may be set to air and which allows all moisture to run away from them, is a great aid to a good quality milk. *Butter Fat.*



**FETCH THE FIRE BUCKET.**

"And the name is to be what?" asked an English rector, as he approached the baptismal font with the baby in his arms.

"John Jellicoe Douglas Haig Lloyd George Bonar Law Smithers," announced the proud father, who had done his duty at home.

"Dear me!" said the rector, turning to the sexton. "A little more water, Mr. Jones, if you please, a little more water!"

**HE KNEW.**

Perkins: "I've got a freak over at my place. It is a two-legged calf."

Brown: "I know it. He was over to call on my daughter last night." —Ayrshire Digest.

The gob was worrying. "Tell me about it," said his pal. "Get it off your chest."

"I wish I could," moaned the gob. "I've got 'Marguerite' tattooed there and the girl I'm engaged to marry is named 'Helen'."

Husband comes in to find wife turning everything topsy-turvy.

"Good gracious! Isabel what are you doing?"

"I just received a telegram from Aunt Jane saying she'll be here at 6:30 and I can't find her photograph anywhere."

Beneath the spreading chestnut tree,  
The smith works like the deuce,  
For now he's selling gasoline,  
Hot dogs and orange juice.

"A car?" stormed the angry father. "Of course you can't have a car! Why, you would be absolutely helpless if you found yourself with a flat tire."

"Oh, no, I wouldn't Daddy," the daughter retorted confidently. "I've given flat tires the air before this."

"I see by the papers where another balloon went up in smoke."

"Burned, eh?"

"Nope, took off in Pittsburgh."

The deceased contractor knocked at the gates of hell and demanded admittance.

"What do you want here?" asked Satan.

"I want to collect the accounts of a couple of old customers of mine who died before I did," he replied.

"How do you know they are here?"

"Well, every time I tried to collect from them, this is the place they told me to go to."

**WANT DEPARTMENT**

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**Minimum Charge \$1.00.**

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

**Bold Type—Double Regular Rates.**

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

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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.

**CONCRETE HIP ROOF SILOS**—If you are going to build that Everlasting Concrete Hip Roof Silo, write or phone Alvin Hendricksen, Union Grove, R. 1. Phone 57-L.

**Making More, Eating More**

In most butter producing countries of the world there are reported increases of production. The exports of butter from Poland increased 50 per cent in 1928 over 1927, a sure indication of a larger make. South Africa, never considered a factor in butter production, has more than doubled its output the past 15 years. New Zealand and Australia are showing big increases during favorable years because of the extension of the industry. Denmark is increasing, proving that it has not reached the limit of its production, and Germany is increasing its home supply. Coming nearer home, the prairie provinces of Canada are making large increases, and, of course, the industry in this country is growing.

But this world increase is no cause of alarm because of the growing per capita consumption of butter. The past few years have witnessed the development of a world wide education in the value and necessity of milk and milk products in the human diet, and it appears there is plenty of room in larger per capita consumption to take care of the increasing output of milk and its products.

In the years 1925-1928 Canada increased its per capita consumption of butter from 27.36 pounds to 29.31 pounds. This country is better than 18 pounds per capita consumption, having increased from 17 pounds a couple of years ago. The education that is bringing about this increase is going on with increased vigor the world over.

In this country the most rapid increase has been made in milk because it has had the most attention,

and next in importance, so far as educational effort is concerned, comes butter. Cheese has made little progress, in fact so little that a meeting of cheese interests in Chicago last week decided that a national cheese advertising campaign is necessary. There is also a necessity for a butter campaign. We are not yet producing a surplus of butter but there is such a comparatively small difference between production and consumption that we could slip over to the surplus side. The cheese men must take the action they have decided upon and the butter interests should be doing more to increase the demand for their product.

"Poor old Bill! 'E's so short sighted 'e's working himself to death."

"What's 'is short sight got to do with it?"

"Well, 'e can't see when the boss ain't looking, so 'e 'as to keep shoveling all the time."

A rich architect, lying on his death-bed, called his chauffeur and said:

"Emil, I am going on a long journey—rugged and worse than you ever drove."

"Well, sir," consoled the chauffeur, "there's one consolation—it's all down-hill."

**TRUTH ENOUGH.**

Cop: "Say, can't you read? This is a one-way street."

Ikey: "Vell, ain't I going only one way?"—Pickups & Throwovers.



## PARIS IDEA! LET U. S. QUIT ICE CREAM AND FREE EUROPE OF DEBT.

Paris, Sept. 3.—The decrepit question of war debts, which was generally considered to have been decently buried, was today dragged back to the center of the stage by the semi-official newspaper *Le Temps*. It makes the fantastic suggestion that, if the Americans deprived themselves of ice cream, they would liberate Europe from the debts owed Washington.

*Le Temps* goes a step further and says that if the Americans forego both ice cream and perfume they would be able to make up nearly all the money Germany is forced to pay through the Young plan.

The editorial write of *Le Temps* cites the momentous discovery that the Americans spent \$300,000,000 for ice cream in 1928, which is one-seventh of the entire French budget. At the same time he says they spend \$177,000,000 annually on perfume. Adding the two items he finds that this extravagance amounts to two-third of the total payments provided by the Young plan. And just for good measure he continues, saying that the Americans spent \$444,000,000 last year for radios, while there is at present an automobile for every six inhabitants in the United States.

### HE NEEDED HELP.

"And your husband has a prosperous business, I suppose?"

"Oh, yes, he is taking in a lot of money. Only last night he told me a receiver was to be appointed to assist him."—The Outlook.

Ah, the memory of school days

Through the mellow haze of years!

How I love to linger fondly

On the thoughts that time endears.

Some schoolmates stand out bravely

Like an unforgotten hymn;

Some have faded out entirely,

Some are shadowy and dim.

But there's one undying memory,

One that cannot fade or flag—

It's the stale and moldy odor

Of my old slate rag.

## New Shippers

Leonard Wagie, Sullivan, Route 1.  
Baneck & Toom, Sullivan, Route 1.  
Wenzel Bros., Sullivan, Route 2.  
Erving Colwell, Helenville, Route 1.  
John A. Krohn, Sullivan, Wis., Box 97.  
Ried & Krueser, Sullivan, Wis.  
Theo. Krueser, Sullivan, Wis.  
H. Graves & Son, Sullivan, Route 1.  
John Palm, Helenville, Wis.  
Clarence Walther, Jefferson, Route 4.  
Jay C. Kee, Jefferson, Route 2.  
C. A. Fiend, Jefferson, Route 4.  
Emil Heine, Jefferson, Route 4.  
Emil Bleck, Helenville.  
August C. Gruennert, Helenville.  
Henry Sivert, Jefferson, Route 4.  
Fred De...rs, Helenville.  
Fred J. ...son, Route 1.  
George ...lle, Wis.  
Frank ...lle, Wis.  
Ernie ...Hon, Helenville, Wis.  
Roy V. ...el, Sullivan, Route 2.  
Robert ...Will, Sullivan, Route 2.  
Alfred ...mann, Sullivan, Route 2.  
Ernst P. ...roh, Sullivan, Route 2.  
Royal ...Helenville, Route 1.  
Geo. ...schmieg, Jefferson, Wis.  
Roy Roth, Helenville, Route 1.  
Wilmer Gaugert, Helenville, Wis.  
Rudolf Probst, Helenville, Wis.  
Art ...hlesner, Jefferson, Route 4.  
C. ...Jaeger, Helenville, Route 1.  
Theo. Reul, Jefferson, Route 4.  
Earl Herdendorf, Helenville, Wis.  
August Dorn, Helenville, Route 1, Box 5.  
Geo. M. Meinel, Jefferson, Route 4.  
Herman Janke, Cedarburg, Route 2.  
Joe V. ...De Plasch, Brookfield.  
John L. ...ck, Brookfield, Route 1.  
Ernst P. ...khardt, Brookfield, Route 1.  
Peter F. ...sner, Brookfield, Route 1.  
Ed. Stenzel, Brookfield, Route 1.  
Wm. ...Lieber, Menomonee Falls, Route 2.  
Wm. P. ...ecker, Menomonee Falls, Route 2.  
Geo. Bartelt, Brookfield, Route 1.  
Clarence Huberty, Brookfield, Wis.  
Frank Kroepf, Menomonee Falls, Route 2.  
Fred Stenzel, Menomonee Falls, R. 1, B. 64.  
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John Hart, Brookfield, Route 1.  
John G. Hillman, Cedarburg, Route 2.  
Mason Fir... Nashotah, R. 2, B. 70.  
Jacob Fir... Brookfield, R. 1, B. 87.  
F. Vierk, ...menonee Falls, Wis.  
Oscar Rie... Menomonee Falls, Route 2.  
Frank K...er, Menomonee Falls, Route 2.  
Albert Unser, Menomonee Falls, Route 2.  
Ashley R...es, Whitewater, Route 4.  
Parker ...Dou, Whitewater, Wis.  
W. J. Mann & Son, Waukesha, Wis.

A new...hted man and his wife were inspecting an art exhibit with critical care.

"That's the ugliest portrait I've ever seen," he cried angrily, striving vainly for a better view of the abomination.

"Come away, you fool," replied his wife. "You're looking at yourself in a mirror."

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

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Send in Your Favorite Story or One You Have Heard a Friend Tell.

Market your livestock at the new

All livestock sold in competition to the highest bidder.

MILWAUKEE STOCK YARDS

Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.—First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

NO DELAYS IN UNLOADING TRUCKS

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2

OCTOBER, 1929

Number 7

## October Fluid Milk \$3.15

We met the dealers on September 26 to confer on the fluid milk price for October. All of our directors were present and the milk companies were represented.

After a great deal of argument the price of \$3.15 was agreed on.

The dealers maintained that so high a price was not justified because cheese, butter and condensed milk prices were lower than last year, which is true, but we are striving to give Milwaukee good milk and enough of it every day in the year and feel that we need a big premium over the manufactured plant price to compensate us for the extra expense and labor.

In order that a sufficient amount is on hand for the consumer at all times a surplus must be carried and that surplus drags down our fluid price to an average which is not too high as compared to outside markets.

The supply of milk has held up very well this year in spite of rather dry weather since June. We expect

October to show about the same surplus as the past two years.

Good care of the cows during October and November will help make a high base. By good care we mean protecting them from cold, wet weather and feeding plenty of that good hay instead of saving it to bale next spring. Heavy feeding of purchased grain won't pay. You will be working for the feed trust if you do that.

Every farmer should look forward to selling low producing cows in the early months of the winter, otherwise the surplus for 1930 will cut the price down to a low point.

Don't blame the Milwaukee Co-operative Milk Producers for not getting a high average price if you stuff a lot of high priced cows with high priced feed.

Gridley Dairy Company reports fluid sales of 77.8% and will pay an average price of \$2.82 for 3.5% milk.

Luick Dairy Company reports fluid sales of 78.7% and will pay an average price of \$2.83.

## CHICAGO MILK PRICES.

Members of the Pure Milk Association bargaining co-operative in the Chicago district received an increase of 10 cents per 100 pounds for Class 1 fluid milk beginning September 1, the result of a conference between representatives of the association and the Chicago milk dealers. The base price will be \$2.75 per cwt. for 3.5 per cent milk used in the retail and wholesale trade. Manufactured or processed milk will command a lower price depending upon the percentage of fat and the condition of the butter market.

A. D. Lynch, dairy marketing director for the Illinois Agricultural Association, estimates that the increase in revenue from the three million pounds of fluid milk sold in Chicago daily will mean a gain of approximately \$3,300 per day or nearly \$100,000 a month to the whole milk

shippers. The Pure Milk Association is endeavoring to control surplus produc-

tion and to smooth out seasonal fluctuations. It is checking weights and tests, working on quality improvement, and watching credit rating of buyers. The base milk price of \$2.75 at Chicago compares with a price of \$1.80 per cwt. at St. Louis where farmers are engaged in setting up a co-operative called the Sanitary Milk Producers for dairymen in the 19 counties of the St. Louis milk shed.

In this issue appears an advertisement of The Badger State Bank.

This bank recently moved into its new home on North and Fond du Lac Ave. at 21st St.

We suggest to our members that The Badger State Bank, as well as our other advertisers, are good people to deal with. In fact our directors think so well of this bank that they decided to transfer our account to it.

## COUNCIL OF AGRICULTURE.

In this issue we print the program of a meeting to be held in Marshfield on October 21-22-23 under the auspices of the Wisconsin Council of Agriculture.

This Council was formed in 1928 following the abortive effort to rally farmers in support of the so-called "Congress of Agriculture" which was called by a well known politician of the state. This Council started out with good intentions but to date has done nothing worth while. The writer attended several meetings but soon grew tired of spending the Association's time and money when it was evident that no good purpose was being served. This meeting at Marshfield promises much and there is much that ought to and can be done if the people assembled there are so minded. If, on the other hand, it's a case of listening to some talks, being entertained and amused and patting each other on the back, we are predicting that it will be "just one more of those things."

We are told by our representatives who appeared before the tariff committee of the present congress to argue for a higher rate on farm products that members of those committees openly sneered at the requests. It is our opinion that they will continue to show that attitude so long as we have a man heading the College of Agriculture who travels all over this country making speeches to business men's organizations in which he blames the farmers for not being more efficient and in effect saying that if the farmers are not prosperous it's their own fault.

When we have an editor of a leading dairy paper talking the same line of rot, when we have reports going out to the press of the country from the Dairy Records Building at Madison of the great profits per cow over cost of feed—reports which are only half truths and for that reason are more dangerous than absolute lies.

Will the Council of Agriculture consider and attempt to correct these evils or will it meet, spend two days of valuable time and agree that all is well, or will it show that it has the intestinal qualifications so badly needed by farm leaders today?

A committee of four of our directors will be present to fight for something worth while.

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# 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 2 October, 1929 Number 7

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Subscription.....\$1.00 Per Year

Elsewhere in this issue we print an article on the settling of the Detroit milk price for August.

Reading between the lines, we are inclined to think that Dr. King wants Detroit shippers to use some kind of a production plan that would provide the market with a more even supply. It's our guess that some plan will be put in operation on that market in the near future.

No fluid milk market can return a fair price to producers who ship heavily a part of the year and drop away down for the balance of the year. The dealer is forced to get an emergency supply or else carry many more shippers than the market needs if an even supply is provided by the regular shippers.

Our plan may have its drawbacks but we had a higher average price last year than many markets where the consumer pays more money and we believe that the same will be true this year. The results obtained are the only yard stick which we have to measure with.

It might be well for some of our members to attend the meeting of The Wisconsin Council of Agriculture at Marshfield on October 22-23.

If four or five neighbors would go together, the expense would not be great and it might be a worth while trip.

Wednesday, the 23rd, is devoted chiefly to a consideration of milk marketing problems.

We had many visitors at our State Fair booth, and while a few had complaints to register, the great majority had a pleasant word for their association.

Many farmers from outside our shipping district also stopped in and inquired about our work.

We were glad to be there and meet the producers.

The Secretary attended a meeting in St. Paul on Sept. 27 at the headquarters of the Twin Cities Milk Producers Association.

Land O' Lakes Creameries, National Cheese Producers Federation, Chicago Pure Milk, Minnesota Farm Bureau, Twin Cities Milk were among the organizations represented. Chas. W. Holman, Secretary of the National Co-operative Milk Producers Federation, was also present.

Topics discussed were the tariff rates now before Congress, Federal Farm Board activities, and the relations of the above named co-operatives, one with another.

Charles W. Holman of Washington, D. C., secretary of The National Co-operative Milk Producers' Federation, visited our office on October 3.

Wisconsin's new farm board has been organized under the name of Wisconsin Department of Agriculture and Markets and the commissioners are Charles L. Hill, Wm. F. Renk and Herbert N. Knipfel. Mr. Hill is chairman.

The new board has a big field to work in and will find plenty of work to do.

## To Wisconsin Farmers:

In line with the labors of the Federal Farm Board to help solve the farm problem by co-operative effort, the Wisconsin Council of Agriculture has arranged a two-day meeting at Marshfield for October 22 and 23 to be known as the Farmers' Get-Together Conference. Speakers of State and National reputation in the co-operative movement will explain what has been done and what can be accomplished if farmers will obey the Federal Farm Board's declaration that, "All Farmers must become co-operative minded." This conference at Marshfield is being called at a time when field work is so well advanced that every farmer can well afford to take a few days off to attend. Your help is needed to make this conference a milestone in Wisconsin's farm advancement. Watch the farm papers and the daily and weekly press for full announcement.

WISCONSIN COUNCIL OF AGRICULTURE.

## DECEIVES THE EYE.

### Is a Yellow Skin a Sign of High Butterfat Yield?

For some years it has been a fairly general belief that a yellow, and an oily skin, particularly in a Jersey cow, was an indication of high butterfat production ability, says the "Live Stock Bulletin."

A herd testing officer of Queensland has his doubts on this point. He says that, at the beginning of the season, he endeavored to pick out the best and the worst producers in the different herds which he had to test. He had little success. One dairyman for whom he was testing showed a young Jersey cow with an exceptionally rich yellow skin. Both he and the dairyman agreed, he says, that she should be a high-producing animal, but their judgment was shattered when the Babcock bottle proved her with a 3.4 test, and the following periods, with a 3.5, and a 3.6 test respectively. The same dairyman pointed out to him a large cow showing Friesian type strongly, anything but a promising tester. Both he and the dairyman concluded that she was one of the poorest testers of the herd but she tested 4.1 per cent. After this, he said, he gave up trying to guess the test of cows. He found that it was a fallacy to rely on the judgment of the eye, and much better to rely on the Babcock bottles and scales.

## CROOKED DOUGH.

Polly: "Really, we wouldn't be driving to California, if Uncle John hadn't cleaned up that fortune in crooked dough."

Kate: "What was he, anyway, a counterfeiter?"

Polly: "Oh, no, a pretzel manufacturer."—Reserve Red Cat.

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 30th day of September, 1929.

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.

# Program—Wisconsin Get-Together Conference

Marshfield, October 21, 22, 23, 1929

Monday Evening, October 21—6:30.

1. Song—America.
2. Get Together Conference Dinner.
3. Special Musical and Entertainment numbers, provided by Local Talent.
4. Address—Wisconsin Cooperatives Must Point the Way. — Herman W. Ullsperger, Manager Door Co. Cherry Growers.
5. Special Music.
6. Short Snappy Messages from Co-operative Leaders.
7. Music.
8. Adjourn.

Tuesday, October 22—9:30 A. M.

1. Call to order—F. G. Swoboda, General Chairman.
2. What Organization has Meant to Wisconsin Agriculture.—H. M. Knipfel, Agricultural Commissioner.
3. "Some Ludofisk"—R. G. Peterson.
4. Member Responsibility, Moral and Financial.—Mr. Emerson Ela, General Manager, Northern Wis. Tobacco Pool.
5. Questions and Discussion.
6. Appointment of Committees.

Tuesday Afternoon—1:15.

1. Call to order.
- 1A. Community Singing—W. J. Rogan, leader.
2. Address.—Hon. Walter J. Kohler, Governor of Wisconsin.
3. A Little Scotch Humor.—B. F. Rusy, Sturgeon Bay.
4. Address.—Mr. Sam Thompson, Illinois, Pres., American Farm Bureau Federation.
5. "Fiddlin' Wit."—J. N. Kavanaugh, Green Bay.

Tuesday Evening—7:30 P. M.

1. Call to order.
2. Community Singing.—W. J. Rogan, leader.
3. Local Musical Number.
4. Temporary and Permanent Farm Relief.—Prof. B. H. Hibbard.
5. Kissing the Blarney Stone.—J. N. Kavanaugh.
6. Address.
7. "Harry Lauder" A La Mode"—B. F. Rusy.
8. Play, "The Prince Comes"—by a Marathon County Community Club.
9. Community Singing.

Wednesday, October 23—9:00 A. M.

1. Call to order.

2. Community Singing.—Mr. Rogan.
3. Birds Eye View of Wisconsin Dairying.—W. C. Duffy, Madison.
4. Solving Wisconsin's Milk Marketing Problems, Fluid and Whole.—D. N. Geyer, General Manager Pure Milk Association.
5. Music.
6. The Big Problem in Marketing Wisconsin Cheese Cooperatively.—F. A. Corniea, General Manager National Cheese Producers' Ass'n.
7. Wisconsin's Butter Marketing Problems.—E. C. Jacobs, Elk Mound.
8. Report of Dairy Marketing Committee.

Wednesday P. M.

1. Call to order.
2. Community Singing.—Mr. Rogan.
3. Helping to Solve Live Stock Marketing Problems.—Phil Evans, Chicago.
4. Music.
5. Address—W. F. Schilling, Washington, D. C. Member Federal Farm Relief Board.
6. Report Committee on Resolutions.
7. Adjourn.

## THE CATTLE SITUATION.

Supplies of cattle available for slaughter during the next 12 months are expected to equal those of the past year. While marketings of cattle this fall probably will differ little from those of the fall of 1928 the proportion going for slaughter may be larger. Early winter marketings probably will be smaller than those of last winter. No marked change in the present active demand for beef is anticipated. Importations of cattle and beef, although increasing, are not expected to amount to more than a small proportion of our domestic production. Demand for stocker and feeder cattle, however, is not likely to equal the unusually strong demand prevailing in the summer of 1928. The seasonal trends in cattle prices are expected to be more nearly normal than those of the fall and winter of 1928-29. Peak prices for fed cattle probably will occur later in the season this year than last, while prices of other cattle probably will follow the usual downward seasonal trend. The increase in cattle numbers which now appears to be under way is expected to be moderate.

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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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alternates-  
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**Universal  
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### UNIT ON TARIFF STAND.

(Editorial in Land O' Lakes News.)

The leaders in the organized farm groups of Minnesota have been giving a great deal of thought and attention to the proposed tariff legislation as outlined by the Hawley Tariff Bill and the Bill just reported out from the Senate Committee. These men are in constant touch with their membership all through this Northwestern territory and know that the farmers and businessmen of this section are not asleep and see an attempt on the part of some of our industrially-controlled congressmen to steal a march on them and engineer a tariff bill through Congress that will work to their disadvantage.

At a meeting held in St. Paul on August 31 of the officers of the Minnesota Farm Bureau, Central Co-operative Association, Twin City Milk Producers' Association, and the Land O' Lakes Creameries, Inc., a letter was formulated and sent to all the members of the Senate of the United States.

This letter has received very wide publicity and a great deal of favorable editorial comment from newspapers that are truly in sympathy with agriculture and not merely trying to support a group of party stand-patters that never had any in-

tention of keeping the promises made to agriculture. While this was only a meeting of the officers of these organizations signing the above letter, we are informed later that at a meeting of the board of directors of these various organizations, the stand taken by their officers was unanimously supported by every member of their board and without hesitation or argument. The membership of each of the board of directors that represent the organizations signing this letter are made up of men that have widely different views on matters that are of strictly political nature and politics at no time enter into their deliberations. On such matters as agricultural tariffs that so vitally affect industry, there is no division of opinion as the necessity for protection of agriculture against foreign competition is recognized by all and all parties have given their promise to place agriculture on an equitable basis with industry so far as the tariff is concerned, and the farmers are going to know their friends either by party or as individuals, by how they record their vote in this present session of Congress that was called for the purpose of considering the agricultural problem.

The opinion voiced in this letter is the voice of not only the West and

Northwest farmers but businessmen as well and again we wish to commend the congressmen who had the nerve to vote "No" on the Hawley Bill.

The letter follows:

St. Paul, Minn., August 31, 1929

TO ALL MEMBERS OF THE SENATE OF THE UNITED STATES:

The special session of the Congress was called for the particular purpose of granting to agriculture tariff equality with industry. The Congress has, thus far, lost sight of or disregarded this fact. It has so readjusted industrial tariff rates as to make the inequality between industry and agriculture greater than ever before. The proposed tariff schedules are, therefore, absolutely unsatisfactory to agriculture.

We demand that you exercise every effort to limit the action of the Congress to the purpose for which the session was called and that, unless the tariff readjustments made by the Congress are confined to agricultural products no changes be made in the present tariff schedules.

THE MINNESOTA FARM BUREAU,  
By A. J. Olson, President.

LAND O' LAKES CREAMERIES, INC.  
By John Brandt, President.

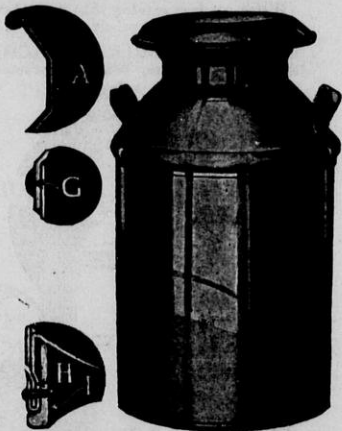
CENTRAL CO-OPERATIVE ASSOCIATION.  
By Chas. Crandall, President.

TWIN CITY MILK PRODUCERS ASSOCIATION.  
By W. S. Moscrip, President.

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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.

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Milwaukee, Wis.

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# Agricultural Tariff Bill

In a communication sent to members of the United States Senate regarding the report of the Senate Finance Committee on Agricultural Items, the following statement appears:

It would seem almost unnecessary to remind the Senate that one important reason for adequate import duties on agricultural imports is to be found in the continued economic depression of agriculture.

During the past eight years the value of farm properties has shrunk from 79 to 58 billion dollars. The total purchasing power of agricultural products fell 25 per cent as compared with the five-year period before the World War and is still 15 per cent below pre-war levels. Taxes are 250 per cent above pre-war levels, and farm wages are 70 per cent above. All of this means that for eight years the farmers of this country have been taking out of their capital account to produce the agricultural products of the nation. This sad condition has found visible evidence in the net loss to agriculture of 3,200,000 population and in the thousands of foreclosures of farm mortgages.

A condition of this kind is difficult to rectify by means of reducing production because the interest of the individual farmer requires that he make his land yield all that his acreage will permit. In consequence we have the spectacle of some crops being produced beyond the national need with farmers unable to bring about a condition of balanced production because of more than 600 million dollars worth of agricultural products being imported into this country and offered at prices which make it difficult for domestic agriculture to compete with the foreign products.

If agriculture is to make the needed readjustments of production remunerative prices must be obtained

for the products grown on farms. Such prices can be approached if congress enacts a tariff bill that will protect the domestic market for the agricultural producers. Without such protection it would seem futile for congress to provide federal machinery for bringing about farm relief by means of assistance to farmers in marketing their surplus crops.

Farmers were promised a readjustment of the tariff act which would assure them the domestic market to the full extent of their ability to supply it and to bring them closer economic equality with other industrial groups.

The congress was called into a special session primarily for the purpose of enacting such a tariff bill and to provide farm relief legislation.

We therefore ask each member of the United States Senate to assist in giving adequate protection to agriculture, and suggest the following rates as being essential to make the bill of a character that will redeem the definite pledges which were made to the farmers of the United States:

- Vegetable oils—Basic rates of 45 per cent with appropriate specific duties.
- Oil-bearing seeds—Basic rate of 40 per cent with appropriate specific duties.
- Casein—8 cents per pound.
- Cheese—The ad valorem rate should be not less than 40 per cent.
- Dried whole milk—10 cents per pound.
- Blackstrap molasses for distilling purposes—not less than 8 cents per gallon.
- Live cattle (change dividing line to 700 pounds):
  - Under 700 pounds—3 cents per pound.
  - 700 pounds or over—4 cents per pound.
- Frozen eggs—12 cents per pound.
- Dried eggs:
  - Whole—36 cents per pound.

- Yolks—30 cents per pound.
- Albumen—60 cents per pound.
- Cherries, sulphured or in brine:
  - Unpitted—8 cents per pound.
  - Pitted—13 cents per pound.
- Eliminate distinction between sizes of cherries.

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mile east of Granville Center on Highway 74.

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### DR. KING SETTLED PRICE DIS- AGREEMENT AND MAKES SUGGESTIONS FOR FUTURE IN DETROIT.

The differences relative to the August milk price between the sales committee of the association and the Detroit milk dealers was settled by Dr. King, who acted as arbitrator on August 20. Dr. King, after hearing the arguments put forth by both groups, decided that the price for August should be \$2.90 per cwt., for all milk delivered in Detroit during August.

Dr. King, in rendering his decision, commented on the market situation in Detroit, based upon his past 15 years of experience on the market milk problem, he gave many suggestions that he felt should be followed in the future for the best interests of the farmers and milk dealers. Dr. King has acted as advisor in the Philadelphia market, and the Baltimore market for from ten to fifteen years, and, during the last few years, has given valuable assistance in the Washington, D. C., market. During the recent troubles in Chicago, he acted as arbitrator, settling the difference there, and has helped to work out a most satisfactory selling plan for the future.

Dr. King spent considerable time in the Detroit market, and as a result of his investigations, he felt that several things should be done in order to make the best possible market in the city, and to give the greatest returns to the producer in the future. This would include some plan of production control, providing for better payment to the farmers who produce a rather even flow of milk throughout the year, or more milk during the time that the market needed it, and less milk when the market did not need it. He stated that there should be 100 per cent organization of farmers in the market, and that the marketing plan should first take into consideration the present producers, and new territory should be taken on only by mutual consent, and only in such quantities as the market could well absorb the milk supply.

It was the opinion of Dr. King that payment of milk, at least where produced evenly, should be more remunerative to the farmer than it is at the present time.

Dr. King, in commenting upon these various matters, said that he felt the settlement of the August price was only a minor matter compared with a permanent buying plan affecting the producers over a period of years. He stated that he

thought the producers should be much more interested in where they were going in the future, than where they may happen to be just during the one particular month. Due to the fact that there is no definite plan under which the milk is being bought and sold at the present time, excepting to bargain on it each month, it was recommended by Dr. King that a committee representing the producers and one representing the distributors, be appointed to get together and endeavor to work out a new plan, possibly incorporating the suggestions as made.

Dr. King states that there was no major market in the United States where they were getting the best possible returns for the milk, excepting where they use some plan of production control. He said that in any commodity the surplus controls the price. Therefore, if the surplus can be controlled, it is the means of getting the most out of the market.

No specific plan was mentioned, excepting that, in as much as during the portion of the year the Detroit market is short of milk, making it necessary to buy several days' supply from outside sources, therefore any adjustments made in price, should be favorable to the man producing more heavily during the fall months of the year.

There were other matters discussed, relative to freight rates, slightly different buying plans that are used by some companies, and it was stated by Dr. King that all of these matters should be threshed out and settled first by the committee, and then by the larger group of dealers and producers.

Dr. King dwelt particularly upon the matter of organization, and stated that he felt the milk dealers should not take on any new producers unless they are members of the association. This would help to control the supply of milk, and therefore, help to control the market conditions, which include the matter of production. He said that,

while the milk dealers were laboring under the selling conditions in Detroit, with much price cutting, etc., they should try to regulate their business so that they are put in a position to pay a higher price for the milk. The tone of his talk was toward the betterment of the present marketing conditions, as far as the producers were concerned.

Following the recommendations of Dr. King, committees were appointed by the board of directors of the association, and by the milk dealers. These two committees will endeavor to work out plans which they feel will be best to put into effect, and such plans will be presented to the sales committee for their approval or rejection. The completed plans then would be presented to the members of the association. It is to be hoped and expected that following this procedure will bring about a betterment of conditions in the market which the association has felt was necessary for some time.

### HE WAS A BLOOMIN' DIPLOMAT

The traffic policeman had made a mistake. He had ordered a car to stop, when there was really no reason. The driver, a middleaged woman, was justly indignant.

"Pardon me, madam," said the officer, "but I thought at first, you were too young to drive."

### "WHERE ARE YEZ?"

First Irishman: "Which would yez rather be in, Pat, an explosion or a collision?"

Second Ditto: "In a collision. Because in a collision there yez are, but in an explosion where are yez?"

### TWO OF A KIND.

"Do you know," said the successful merchant, pompously, "that I began life as a barefoot boy?"

"Well," said the clerk, "I wasn't born with shoes on, either."

—Retail Furniture Selling.

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## UNITED STATES DEPARTMENT OF AGRICULTURE BUREAU OF AGRICULTURAL ECONOMICS MARKET NEWS SERVICE.

Review of the American Cheese Markets  
Week of Sept. 23-28 Inclusive.

Wholesale Prices No. 1 American Cheese—  
Single Daisies.

(Reported by U. S. Dept. Agric.)

Date	Fresh Chicago	Fresh N. Y.	Fresh Boston	Fresh Phila.
Sept. 23	22 1/2-23	24-	24 1/2-25	24 1/2-24 1/2
Sept. 24	22 1/2-23	24-	24 1/2-25	24 1/2-24 1/2
Sept. 25	22 1/2-23	24-	24 1/2-25	24 1/2-24 1/2
Sept. 26	22 1/2-23	24-24 1/4	24 1/2-25	24 1/2-24 1/2
Sept. 27	22 1/2-23	24-24 1/4	24 1/2-25	24 1/2-24 1/2
Sept. 28	22 1/2-23	24-24 1/4	24 1/2-25	24 1/2-24 1/2

### Country Markets Steady With Trading Fair.

Cheese markets at Wisconsin points, during the week ended September 28, showed practically the same characteristics as for the previous week. The tone was steady and margins were the same, although concessions were offered more freely on some styles. Daisies continued in plentiful supply and were freely offered at three-fourths cents over board cost, while most other styles averaged close to one and one-fourth cents. Longhorns again held the relative best position and continued in short supply. As a result, it was found advisable to advance the ruling price on this style and Square Prints one-fourth cent, while Twins remained unchanged. Trading during the week could not be called more than just fair with the bulk of the demand coming from consumptive channels and consisting of regular orders. While there is some demand from the South, it is relatively small in comparison with former years. This lack in Southern demand, according to the consensus of opinion among dealers, is due to the increasing cheese production in the Southern states. Production continues to fall short of last year. Since the first of the year receipts at warehouses total 25,706,666 pounds. Lighter than for the same period last year, while the trade output is 14,529,338 pounds less for the same period. The relative light demand during the entire month of September, the heavy imports from Canada, and heavier production in other sections of the country have retarded the "out of storage" movement of cheese.

### HIGHER SALESMANSHIP.

"Are you sure these shoes are the size I asked for? They seem a little tight," said the lady with the large foot.

"No, madam," replied the diplomatic clerk, as he removed the shoes, which were exactly the size she had ordered. "These are two sizes smaller, but I guess you were right, after all."—Life.

### WORLD'S CHAMPION BUTTER EATERS.

The Canadian Government Bureau of Statistics has recently discovered that Canadians are the world's greatest butter eaters. The total consumption of butter in Canada last year was 283,000,000 pounds or a per capita consumption for the year of 29.31 pounds. An increase of nearly half a pound per head of population compared with 1927. The per capita consumption in the United States is only 18 pounds per year.

Butter production in Canada is one of the principal branches of dairying, an industry with a gross annual turnover of over \$250,000,000 and continually expanding. While the Provinces of Ontario and Quebec are the largest producers of butter and other dairy products in Canada, all the other Provinces are large contributors to the total dairy output. The growth of all branches of dairying in the Prairie Provinces—Manitoba, Saskatchewan and Alberta—has in recent years been very great. Less than thirty years ago these Provinces produced less than 3,000,000 pounds of butter, whereas last year the total output was nearly 50,000,000 pounds.

### CHEESE AS A FOOD.

Cheese does not seem to be as much appreciated as it ought to be as a valuable and highly nutritious food (says Dr. W. G. Savage, county medical officer for Somerset, in a paper issued by the Central Council for Health Education). The public health expert (he says) looks at a food from several points of view, of which the chief are its nutritive value, its relative cost, its digestibility and if it is liable to carry disease.

Cheese contains more than twice as much nourishment, and of the best kind of nourishment, as does the same amount of beef. It is a much cheaper food and one of the cheapest sources of fat and protein. Being short of the third great food constituent, the carbo-hydrates (i. e., sugar and starch), it is not a good food by itself, but eaten with bread it is an ideal combination. Macaroni cheese is another sound combination. Cheese is supposed to be indigestible, but this is not true if it is well broken up when eaten. There are no legal standards for cheese and no legal grades, and there ought to be, so that the unwary purchaser is not defrauded. It is a most valuable food and we ought to use it more than we do.

## WANT DEPARTMENT

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### ADVERTISING SUGGESTIONS.

(From Republican-Press, official paper of Buena Vista County, Ia.)

#### Get Baby Ready for Cold Weather

—To make them is foolish economy when you can buy them for less than materials cost. A complete assortment now on display. WOMAN'S SHOP.

#### He Didn't Want to Interrupt Her.

Headline in Trib said: "Husband Silent 18 Months, Wife Charges." Isn't that rather a long time to be silent? —N. R. H.

#### Mother Goose Revised.

There was an old woman who lived in a shoe,  
And she was an expert at making home brew.  
"It's no trick to make it," she told one and all  
Of her neighbors who eagerly paid her a call.

Teacher: "Rastus, what animal is most noted for its fur?"

Rastus: "De skunk; de more fur you gets away from him de better it is fur you."

"Hey, Mister, who discovered America?"

"Ohio, Sir."

"Ohio, you're crazy. It was Columbus."

"Yes, Sir, I know. But I didn't think it necessary to mention the gentleman's first name, Sir."

"There is nothing like laughter, not empty-headed laughter, but the intelligent, wholesome, kindly-hearted variety, to keep people young and fresh and fit for business and the obligations of living."



**PRACTICAL MARKETING.**

Without doubt, of the two departments of farmers' business, production and marketing, marketing presents by far the greater problem, especially in view of the fact that experience and education among the farmers has been mainly directed along the lines of production and they have not as yet become marketing-minded and it will be some time before marketing of farm products will have advanced to where it will have the proper relationship to production.

While economic production is the basis upon which the future success of agriculture must depend, yet without the development of the marketing end of their business they can never hope to attain real and permanent success.

**GRASS.**

Lying in the sunshine among the buttercups and dandelions of May, scarcely higher in intelligence than the minute tenants of that mimic wilderness, our earliest recollections are of grass; and when the fitful fever is ended and the foolish wrangle of market and forum is closed, grass heals over the scar which our descent into the bloom of earth has made, and the carpet of the infant becomes the blanket of the dead.

Grass is the forgiveness of nature—her constant benediction. Fields trampled with battle, saturated with blood, torn with the ruts of the cannon, grow green again with grass, and carnage is forgotten. Forests decay, harvests perish, flowers vanish, but grass is immortal. Be-leaguered by the sullen hosts of winter, it withdraws into the impregnable fortress of its subterranean vitality and emerges upon the first solicitation of spring. Sown by the winds, by the wandering birds, propagated by the subtle agriculture of the elements which are its ministers and servants, it softens the rude outline of the world. It bears no blazonry of bloom to charm the senses with fragrance or splendor, but its homely hue is more enchanting than

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Mrs. Esther Hooper, R. 1, Palmyra, Wis.

the lily or the rose. It yields no fruit in earth or air, and yet, should its harvest fail for a single year, famine would de-populate the world.

—Senator Ingalls.

**NOT OURS**

Clergyman (at the dairy)—Regarding the milk you deliver here—  
Milkman (uneasily)—Yes, sir?  
“I just wanted to say that I use the milk for drinking and not for christening.”—Answers.

**RUSTIC REPARTEE.**

My brother writes from the Wisconsin farm on which he is working this summer that he approached a pretty country lass milking the cows and remarked, in the hope of opening conversation: “Good evening, how's the milk maid?” To which she snapped back: “Milk's not made; the cow gives it.”

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**NO DELAYS IN UNLOADING TRUCKS**

AGRICULTURAL COOPERATION  
FILE COPY

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2 NOVEMBER, 1929 Number 8

## November Fluid Milk Price is \$3.15

The price conference on November milk was postponed from October 26 to October 31 at the request of the Milk Dealers who were at their annual convention in Toronto, Canada, on the former date.

A price of \$3.15 was agreed on for fluid milk for November.

The dealers mentioned the fact that butter had taken a severe drop and that much milk was being offered, due to the Milwaukee price being so much higher than outside markets. No doubt about that but if every one says, well I guess that I can feed a cow or two more and proceeds to get them, also a few loads of feed, there will be a bad break in this price.

Your Board of Directors have worked hard to get the price of fluid milk up to where it is but they can-

not get you a high price for a great volume of surplus.

Butter was lower than in September, in fact considerably lower than October butter has been for the past four years.

Skim milk was also lower. The manufactured price is lower as a result, being down to \$1.82. Does it pay to buy high priced feed to make surplus milk at that price?

The Gridley Dairy Co. reports fluid sales of 22.1 per cent and will pay an average price of \$2.85.

Luick Dairy Company reports a surplus of 21% and will pay an average price of \$2.87 for 3.5% milk.

Layton Park Dairy Company reports the same figures and will pay \$2.87 for 3.5% milk, their surplus being 21.7%.

No other reports available at this time.

### THE MARSHFIELD MEETING.

Your President was one of the Committee to attend the get-together convention held at Marshfield, Wis., on October 22nd and 23rd, and will say I wish a bunch of our Milk Producers had been there and heard the talks given by real co-operators, yes, and to a crowd of real live farmers, fifteen hundred in number, belonging to the different Co-ops. from all parts of Wisconsin. It would make you all feel good to know that there is such a large amount of farmers who thoroughly and honestly believe in co-operation, not only in fluid milk but also in butter and cheese, in livestock and other farmer activities.

Talk about the big mergers of today, why they are not in it if we all get together. Why, they would simply be snowed under.

Are you watching our membership grow? I know you are. Why not help a little, and get your neighbor, if he is not already supporting, to support? Come on now, and be a sport.

JOHN A. DAVITZ, President.

## The Dealers Tell Us—

That they do not wish to take on any new shippers as it is very evident that production will be very heavy from now on but that the haulers are insisting on bringing in new shippers.

Now we want to say that no hauler can be blamed for wanting to haul a good big load of milk for that is his bread and butter, not to mention a few other things like new radios, cars, etc., but what is going to happen to this market. We already have too much milk and more shippers mean more surplus which will lower the price to a point where the market will cease to be attractive and shippers will become dissatisfied and go back to their old market. Are the haulers who want to bring in new shippers willing to take the blame?

In the long run there will be no profit in these new shippers to the haulers for the extra milk will spoil our good price and the haulers will not only lose the new men but the old shippers will reduce production also and leave the hauler with his big new truck with a small load. Think this over, Mr. Milk Hauler. Someone must take the blame for

the new shippers. The dealer says that he does not want them. This organization discourages them for it knows that a burdensome surplus will result. No market can hold up under a great over supply. Give this your serious consideration, Friend Hauler.

### TRUCE IN KANSAS CITY MILK STRIKE.

Dairymen who supply Kansas City with milk have been on strike but at the suggestion of the chamber of commerce both producers and distributors have agreed to arbitrate their difference.

Regular milk deliveries to pasteurizing plants at the old wholesale price began Tuesday night. For three weeks milk has been hauled to Kansas City from distant points in tank cars.

A production cost fact finding investigation was promised by the arbitration committee. An arbitration committee of nine persons, according to terms of the pact, will then study the results of the investigation and will make price recommendations which the warring factions have agreed to accept.

### WARNING! USE YOUR COOLING TANK.

The Madison Milk Producer says: It is surprising how much low quality milk is coming in at this time of the year. This is largely due to the bad habit some of us have of neglecting to cool our milk just as soon as the nights begin to get cool. It is impossible to efficiently air-cool milk even in the winter time so let's use our cooling tanks.

### Another Thing!

Many of our producers, both large and small, who are known to be busy farmers, are able to produce a good clean quality of milk the year around. Why should any of us put in long hours taking care of our crops so they will make the best kinds of feed and then be too busy to take care of the milk that we work so hard to produce? This would be just like some tractor company spending an entire season making a good tractor and then leaving a monkeywrench in the crankcase. A good job made almost worthless at the last minute!

LET'S KEEP THE DIRT OUT OF THE MILK AND NOT EXPECT TOO MUCH OF THE STRAINER.

NOVEMBER  
JAN 24 1930  
DIVISION OF  
CO-OPERATIVE MARKETING

CARDED



# MILWAUKEE MILK PRODUCER

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## HIGH PRICE LEADS TO OVER-PRODUCTION.

The Interstate Milk Producers' Association, which is the bargaining organization of the farmers supplying Philadelphia with fluid milk, announced, following a conference with dealers on September 23, that all milk would be basic, or, as we term it, fluid, for the months of October, November and December, 1929. Also that a new base might be made during those months for the following year. Farmers were cautioned by their leaders against trying to produce a very large amount during those months, as such action would flood the dealers with milk. Roughage was scarce and cows high in price so it seemed safe to go on a no surplus basis for those months.

It seems, however, that the farmers in that group are just like other people—prone to overdo a good thing, for only two weeks' time had elapsed when it was evident that the farmers were bidding against each other for cows and feeding to the limit of the herds capacity with the result that milk flooded the market.

A special conference was called on October 19, and it was decided that the basic and surplus plan should be put into effect for November and December, 1929, and that the "all basic" arrangement as announced previously for October, November and December be disregarded for the last two months.

Can we who supply Milwaukee with milk learn a lesson from this picture?

Many shippers will say that our price is not high enough now, and that the surplus is much too high. We believe that to make farming very profitable a higher price would have to be obtained, but we know that unless our shippers feed less grain there is going to be a great over-production of milk in this market once the cows get used to stable conditions and winter care and feed. What does over production mean? A great surplus and a lower average price.

Why is butter lower that it has been for several years? Too much on hand, or, in other words, a surplus.

Are we going to keep all the cows we can crowd into our barns and buy great quantities of feed to make a greater surplus?

One of the speakers at the Marshfield conference likened the milk market to a tub. When the tub gets full the overflow is surplus. Well, Milwaukee's tub is full now. How much surplus do we want? With the present butter market the manufactured price must be low.

It is up to us as producers to decide whether the glory of making more pounds per cow than our neighbor and taking surplus price for it is a paying game.

Forget about the talk of the "experts" who tell you to buy feed without limit, for those same fellows will be somewhere else when you need help to market the surplus. They should be on the feed manufacturers' pay roll and not on that of the farmer, for it is the interest of the feed man they are serving.

## PRODUCTION ALMOST EQUALS CONSUMPTION.

Government figures indicate that this country is now producing almost as much dairy products as we are consuming.

What will happen when we produce just a little more than we can consume?

We will be on an export basis and sell our butter on the London market as our wheat is now sold on the Liverpool market. Our tariff on butter will be no protection any more than a tariff on wheat would help us now.

If our national and state agencies, our dairy press, and all of our gifted agricultural leaders keep on singing the praise of the dairy cow and trying to induce more people to go into dairy farming we will be exporting butter and taking a much lower price for it than we get now in a very short space of time.

## HIBBARD ON FARM RELIEF.

Prof. Hibbard of the State University made the following remarks during a talk at the Marshfield meeting:

The need for a protective tariff, he insisted, no longer exists. It is not helping the farmer, he claimed, but adding to his burden, while the industrial concerns who do benefit heavily, no longer need the protection. "It was first designed to aid infant concerns a century ago," he explained, "and it really seems that they should have reached maturity by this time." He quoted statistics comparing the price of aluminum ware, which is 60 per cent higher in America than on the world market, with milk products, which are six-tenths of a cent higher in America than on the world market.

The federal program for reclaiming deserts and other lands for agricultural purposes was condemned by the speaker as unnecessary, and adding to the farm problem by increasing taxation to pay for the work. He spoke highly, however, of Wisconsin's forest crop law, as fitting in with the far-seeing program needed to assure farm prosperity.

The export debenture plan was approved as means of temporary farm relief, which would raise the price of farm products for a period of several years, and give the farmer a chance to get a representative on the tariff board. "It is not claimed to be a cure for farm ills, but will at least alleviate present conditions," was his contention.

A great dairy combine of New Zealand and Australian interests is reported. Both of these countries can make vast quantities of butter and this movement is an effort to handle and market it in the most economic way. The merger will bring together interests that have done a business of \$72,000,000 yearly. The business is purely co-operative, and the profits will be returned to each country, so that neither New Zealand nor Australia will have the best of the bargain. One need for this co-operation has been the tremendous efforts of the oleomargarine interests to crowd butter out of its reasonable field in Great Britain. This combine will specialize in a standard brand, convenient packages and advertising to show the superiority of butter to the substitutes.

## Co-operatives Confer at Marshfield

On October 22 and 23 the co-operatives and the educational farm organizations of the state gathered at Marshfield to attend a meeting sponsored by The Wisconsin Council of Agriculture.

A committee of four of our members attended this meeting by order of the Board of Directors.

Matters of vital importance to the marketing of Wisconsin dairy products were discussed and we predict that a marketing program that will be of lasting benefit to the dairy farmers will be developed as a result of this big Marshfield meeting.

The Marketing Committee worked almost all night and part of the next day drafting the following recommendations for a dairy marketing program which was presented to the meeting and unanimously approved.

The Dairy Committee recommends to this conference:

That a committee be set up of dairy co-operatives comprising one representative appointed by the president of each respective dairy sales co-operative dealing with Wisconsin dairy products, for the purpose of dealing with mutual problems; these representatives to be reported to the state department of agriculture and markets which shall call the first meeting of these appointees.

That the National Cheese Producers' Federation be recognized and endorsed as the foundation for the national marketing of cheese.

That it be recommended that all city fluid milk marketing organizations in Wisconsin become members of the National Co-operative Milk Producers' Federation.

That it recommend to the National Co-operative Milk Producers Federation that co-operative butter producers' organizations of the United States be called in to consider and set up a national butter sales organization, this to be held at the annual meeting of the National Co-operative Milk Producers' Federation in St. Paul November 12-13, 1929.

That it approves the idea of Wisconsin butter producers endorsing a national butter sales program.

That a national condensery milk producers organization be developed enlisting as members those producers who sell milk to condenseries,

and that this conference recommends that the State Department of Agriculture and Markets take the initiative in starting this organization.

### Sales Organization.

That it recommend to the National Co-operative Milk Producers' Federation that a national cream sales organization be developed, and that this proposition be considered at the annual meeting of this federation in St. Paul in November, 1929.

This conference requests of the Federal Farm Board that at the time when it creates the advisory commodity committee on dairy products that Wisconsin dairy co-operatives be recognized by membership on this advisory commodity committee.

That in all these activities we heartily solicit the support and aid of the Federal and State agencies, of the commodity co-operatives, and of the general farm organizations.

That the National Farm Board be advised of these resolutions and be asked to have representatives sit in on these conferences.

Signed by the Dairy Committee, R. A. Peterson, Agricultural Agent of Wood County, chairman; Theodore Macklin, College of Agriculture, University of Wisconsin, secretary; G. N. Geyer, Chicago Pure Milk Association, Chicago; F. A. Corniea, National Cheese Producers' Federation, Plymouth; Charles Dineen, Milwaukee Milk Producers, Milwaukee; W. H. Hutter, Foreign Cheese, Spring Green; E. C. Jacobs, Wisconsin Creameries Co-operative, Elk Mound; W. W. Woodard, Wisconsin Creameries Co-operative, Bloomer; Jens Jenson, Land O' Lakes Creameries, Luck, Wis.; I. C. Cole, Land O' Lakes Creameries, Galesville; Emerson Ela, Northern Wisconsin Tobacco Pool, Madison; H. M. Knipfel, Department of Agriculture and Markets, Madison; C. G. Huppert, American Farm Bureau Federation, Madison; Park Ames, Pure Milk Products, Madison.

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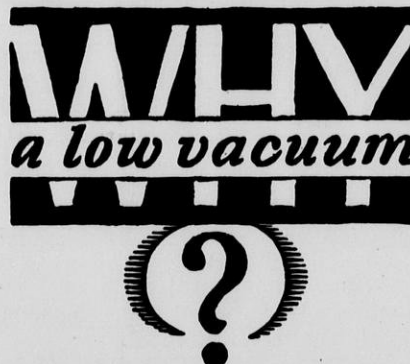
Sam: "Judge, if you knew dat lady as well as I does, you wouldn't call me no deserter. Judge, I'se a refugee."

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# Help Farmer or He'll Help Self, Legge's Warning

**Radicalism Can Be Worse, He Tells Industry**

Alexander Legge, chairman of the federal farm board, warned 950 industrialists who had just finished a \$10-a-plate dinner, that unless his organization was able to relieve agricultural distress the farmers would be goaded to more radical measures.

His address, made in the Palmer House, before the sixth conference of major industries, sponsored by the University of Chicago, the Institute of American Meat Packers, and nineteen other associations of business men, took the form of answers to questions which had been propounded to the farm board.

It was phrased in homely terms. The board, Mr. Legge said, had been receiving commiseration over the "panning that we got from the senators down in Washington."

## A Warning to Business Men.

"There was nothing to that," he continued. "You can't blame the farmers for backing radical blocs. Those blocs represent distress at home. If we remove the distress we remove the radicalism. If we don't, we'll see radicalism in the future that is going to be worse than that we've had in the past."

After asking himself the question: "What is the farm problem?" Mr. Legge said:

"Agriculture has been lost in the shuffle. Nobody has ever done much for the farmer. One of our statisticians has discovered that of all the recorded gifts and donations, seventeen billion dollars in a few years and about \$2,800,000,000 last year, only about a million was directed to aid the rural population. To get any benefit even from benefactions the farmer has to move to town.

## The Buck is Passed to Farmer.

"There is nothing in the federal farm board act that gives the farmer anything that labor, industry and finance don't have already. Our system has been to pass the costs of high labor on to the man who pays for the job. If it's a building, the rent goes up and the man who pays the rent shifts it to somebody else. But, finally, it's all put on the man

who can't pass it any further—that's the farmer.

"He is handicapped because he is independent and individualistic. Mass production on the huge farm is repugnant to the man who wants his own homestead. We're trying to leave him a producer on a small scale, but with a massed sales agency so he'll have better bargaining power in competition with other industry. He will eventually learn that to produce four bushels of grain and sell it at \$1.50 a bushel is better business than raising five bushels and selling it at \$1 a bushel.

"Flow of goods to the market should be based on what the market has consumed in the past. Organizations that work this way make money. The producer should be able to sell what he wants to and to keep his surplus at home.

## Efficiency in Distribution.

"But there is efficiency to be considered. The consumer may have to pay more for some of his products. In St. Paul milk costs the consumer 12 cents a quart; in Chicago it costs 14 cents a quart. Yet the Minnesota farmer gets 30 cents a hundred more for his milk than the Illinois farmer. Obsolete methods of distribution have been done away with at St. Paul.

"Six million cotton growers get less than \$300 a year in cash. That sort of thing must pass. I don't know whether we'll succeed in what we are trying to do, but if we don't you'll see progress made in some worse form. The American farmer is not going to be a peasant or a serf. Don't criticise him for his farm blocs. Give him your support now or face more radical measures in the future."

The address was the first Mr. Legge had made in public since his confirmation. He was introduced by F. S. Snyder of Boston, chairman of the board of the meat institute. The delegates to the conference of major utilities had, earlier in the day, listened to a half dozen addresses at the University of Chicago, on modern business trends.

## LIVE STOCK MEN LAYING PLANS FOR NATIONAL CO-OP.

Progress made on the first day of a two-day session held recently to organize a central sales agency for co-operative live stock producers' agencies is expected to develop into the appointment of a committee of farm leaders to push the organization to completion.

At the call of Alexander Legge, chairman of the federal farm board, sixty-six representatives of 29 co-operative live stock sales agencies sat in the closed meeting yesterday. Sentiment at the close of the day indicated that all groups at present in competition were anxious to effect a country-wide marketing service that would help to stabilize the live stock industry.

"Officers of 29 co-operative sales agencies, representing 700,000 members who are marketing live stock co-operatively, are making substantial progress in the formation of a national co-operative live stock marketing organization," said a statement issued as the meeting adjourned.

At the completion of the organization the federal farm board will ask its officers to recommend names for a commodity advisory committee as provided for under the federal agricultural marketing act. With Mr. Legge yesterday were James C. Stone, vice-chairman, who presided over some of the conferences; C. B. Denman, live stock representative, and C. C. Teague, both members of the farm board. William Schilling, dairy member of the board, was expected to arrive from a meeting he addressed at Marshfield, Wis.

## CITY YOUNGSTERS NOW MAY STARE AT COW IN PARK ZOO.

Because an ordinary milch cow is a novel sight to many Chicago children, a pure bred Holstein cow and calf were quartered in the Lincoln Park zoo recently to satisfy juvenile curiosity.

"Do you believe in dreams, Riley?"  
"Oi, do," said Riley.  
"Well, phwat's ut a sign of if a married man dreams he's a bachelor?"

"That's easy. It's a sign he's going to meet wid a great disappointment when he wakes up."

"I had my nose broken in three places this summer."

"But why do you keep on going to those places?"

**FEDERATION MEETS IN ST. PAUL.**

The National Co-operative Milk Producers' Federation will hold its thirteenth annual meeting at St. Paul, on Nov. 11, 12, 13, 1929. The program follows:

**November 11.**

This day is reserved for special conferences of member associations on problems in which they are mutually interested; as, for example, fluid milk and cream associations, butter, cheese and other manufactured milk products. Conference rooms will be available for the use of the respective groups.

**November 12—Public Session.**

The meeting will be called to order at 9:30 A. M. After the preliminaries such as the appointment of committees, the delegates will hear a report on the work of the tariff committee of the Federation by George W. Slocum of Milton, Pa., chairman of the committee.

Mr. Fred H. Sexauer, president of the Dairymen's League Co-operative Association, Inc., will lead a discussion of problems of price relationships.

Mr. Don Geyer, manager of the Pure Milk Association of Chicago, will lead a discussion of market problems arising from interlocking territory.

At 1:30 P. M. the convention will reconvene.

Mr. R. W. Balderston, secretary of the Inter-State Milk Producers' Association, will lead a discussion of problems of membership relations.

The plans also call for an address at this session by a nationally known speaker from outside the federation membership.

In the evening the Land O' Lakes Creameries, Inc., and the Twin City Milk Producers' Association will tender a banquet to the visiting delegates. This banquet will be held in the plant of the Land O' Lakes Creameries, 2201 Kennedy Street, N.

E., in Minneapolis. Arrangements will be made for convenient transportation from the hotel to the plant headquarters.

**November 13.**

All of the sessions on November 13 will be of an executive character, and attendance will be limited to persons connected with member organizations. This session will be called to order at 9:30 A. M. to hear the annual address of the president, Harry Hartke, Covington, Ky. Mr. Hartke will discuss "What the Future May Bring." Following his address there will be a general discussion. Then will come the reports of the treasurer and the secretary. The afternoon session will reconvene at 1:30. It will be a business session of the delegates. The order of business calls for reports of committees, election of directors and new business.

Following the adjournment of the delegates' meeting, the directors will hold a session for the purpose of electing officers and transacting other business of the Federation.

**CO-OPS LIKE RAINS.**

A slow, steady rain, or a cloudburst? If you could possibly choose between the two you wouldn't be long in making a choice.

There is no comparison in the amount of benefit to be derived from these two. The gentle rain gives new life and bloom to the plants, doing the utmost good. As much water may be spilled in a thunderstorm, but it quickly runs off and is lost.

Co-operatives react in a similar manner. Members who are constant, loyal and true may be likened to the steady rains, whereas others, like the cloudburst, spill their energy only when they can see things coming their way. The latter group take the selfish viewpoint, must be sold and resold on co-operation, and do little good to the movement.

Which type of member do you represent?—Butterfat.

Do not put off until tomorrow the milk you should drink today.

No man is half as good as he expects his daughter's husband to be, and both of them would be better if they drank more milk.

**ONE TO A CUSTOMER.**

A newspaper publisher in another State offered a prize for the best answer to the conundrum:

"Why is a newspaper like a woman?"

The prize was won by a woman who sent in this answer:

"Because every man should have one of his own and not run after his neighbor's."

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## Pay Lobbyists \$150,000 for Madison Labors

### Baking Powder Company Leads List.

Madison, Wis., Oct. 22.—(Special.)—Lobbyists spent about \$150,000 at the last legislative session, according to incomplete expense statements filed with the secretary of state up to date. Many reports are yet to be turned in.

Even with the incomplete figures, the lobbyists received more than twice as much as the entire legislative salary for the session. At \$500 a two-year term the legislature received \$66,500 for all its work.

The Calumet Baking Powder company, active in the fight for the so-called alum baking powder bill that passed the legislature but fell under an executive veto, bears the distinction of having spent more for lobbying than any other concern. The total lobbying bill of this company amounted to \$9,726.

### Railroads Spend \$20,000.

Railroads operating in the state used about \$20,000 for lobbying. The Chicago and Northwestern spent \$5,465. The St. Paul road, \$4,556; the Soo, \$4,626; the Omaha, \$3,849, with other companies spending smaller amounts. D. E. Jordan, who represented a number of the roads, turned in an account of \$8,402.

The Wisconsin Federation of Commercial Fishermen reported \$2,277; Wisconsin Petroleum Association, \$3,031; Wisconsin Carbonate Beverage Companies, \$1,000; Wisconsin Funeral Association, \$5,000; Wisconsin Building and Loan Association League, \$298; Wisconsin State Hotel Association, \$174; Izaak Walton League, \$1,413; Wisconsin Association of Character Loaning Companies, \$1,839; Wisconsin Industrial Lenders Association, \$2,074; American Industrial Lenders' Association, \$1,132.

### Anti-Saloon League Listed.

The Wisconsin Anti-Saloon League listed \$714 and the Wisconsin Truck Owners' Association \$1,000. The committee of nine on financial responsibility for automobile accidents spent \$1,874. The Western Union Company total was \$837.

The Association of Life Insurance Presidents reported \$2,377. The Brotherhood of Locomotive Firemen and Engineers, \$3,515, and the Trainmen Brotherhood, \$4,855.

The Eagle River Union free high school district spent \$1,648 for lobbying. The Flint Motor Car Company expended \$1,068, and the Wis-

consin Power and Light Company, \$4,235; the Wisconsin Association of Ice Cream Manufacturers, \$561.

The city of Milwaukee used \$5,709 in trying to get legislation favorable to it. The Northwestern Mutual Life Company, \$2,738; the Order of Railroad Conductors, \$2,970.

## WILL ACTIVITIES OF FARM BOARD INCREASE PRODUCTION?

On the financial page of a large daily paper the following article recently appeared. It's worth thinking about for surplus production—the bane of agriculture—is mentioned and the possibility that the present plan of farm relief may lead to heavier production—Editor.

### Measures for Farm Relief Seem Harmful.

Precedents which are, to say the least, pregnant with the possibilities of harm to agriculture as well as to the finances of the United States government, are being set in the present farm relief measures.

In fact, some of the present problems can be traced to unwise agrarian policies in the past. Irrigation schemes and reclamation of waste lands, designed to give cheap soil to men who wanted it, succeeded so well that the increment, in connection with increased efficiency of production in areas naturally suited to farming, gave the surpluses that are worrying the farm problem solvers of today.

### Danger in Improved Methods.

It is this same rock that must be guarded against in the new relief measures. Farm methods have been so improved that even the present areas, if the need existed, probably could produce all that the American nation will need in the way of food and plant fibers for many years to come, although population may be expected to increase greatly. For the present population an oversupply could be brought about quite easily in many crops.

The federal farm board has denied any intention to fix prices. But it

has arbitrarily fixed a sum on which it will lend, notably on cotton and wheat, that is said by its own spokesmen to be about what the speculators and other buyers are willing to pay for these products. It can hardly be assumed that these lending ratios in themselves represent to the farmers as a whole enough to cover the cost of production.

### Protection Against Loss.

Thus the farm co-operatives are in the peculiar position of having government loans at a low rate of interest which permit them to shove the whole burden of speculation over to the lender.

Seemingly the agriculturist who belongs to a co-operative that is designated as a stabilization corporation in times of big crop supplies is protected against loss. The following quotation from a report of a speech by Gray Silver, long prominent as a farm organizer, may be apropos:

"It (the new law) further provides and authorizes stabilization corporations for further relief. If after organizing these locals and having gotten into the chain system distribution, great crops will come some years and should they get cold feet and hesitate and perhaps fail to handle these great crops, the bill says in that event upon application to the federal farm board a group in any one of these chain systems may be designated as a stabilizing corporation, and then it provides farther that 'no charge shall be made back against the member for losses in the stabilization process.'

"These co-operatives keep in mind, if they operate and make money, participate. If in serving the country in caring for this surplus they stomp their toes and lose money, the member cannot lose, and that was in the mind of congress."

### Government May Lose.

It is difficult to see how the federal farm board, if it lends this year enough to keep a farmer from losing money, can avoid doing the same thing in succeeding years, even if the

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## WHO OWNS THE MILK?

At the meeting of co-operative organizations held at Marshfield recently the above question was raised by Don Geyer, secretary of the Pure Milk Association, Chicago.

Mr. Geyer maintained that the milk belonged to the producer and that if the producers were properly organized to protect their own interests no merger of dairy companies now organized or that may be organized can tell the producer what he may do or may not do with his own product.

We have noticed that some buyers of milk seem to think that they own not only the milk produced by the shippers to their concerns but just about own the farmers themselves. Several years ago a certain company hired a veterinarian to go out and test the cows of a certain group of farmers without consulting with or notifying the owners of these herds. We have also heard of several cases where the farmers had been told to leave the truck on which they were shipping and send their milk on another truck.

We quite agree with Mr. Geyer. The farmer owns the milk and has a right to set a fair price on it, to sell or with-hold it and to say who shall haul it to market.

This, of course, applies only to a good, wholesome product meeting with city requirements.

## A GOOD REMINDER.

"Now, children," said the visiting minister who had been asked to question the Sunday School, "With what did Samson arm himself to fight against the Philistines?"

None of the children could tell him.

"Oh, yes, you know!" he said, and to help them he tapped his jaw with his finger. "What is this?" he asked.

This jogged their memories and the class cried in chorus:

"The jawbone of an ass!"

ending must be carried on at a rate that will make the millions offered now appear a small sum. If the member cannot lose in stabilizing, the government can.

Possibly the farm board can work out a formula to let the farmers' co-operatives have just enough, but still not so much that acreage will be expanded and over production encouraged. If on the other hand the lendings do bring on bumper crops that can't be stabilized, agriculture may find itself in a worse situation than before it was relieved this time.

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 J. W. Gaskell, Lake Beulah, Route 1.  
 Robert Barkley, Mukwonago, Route 2.  
 Wisconsin Masonic Home, Dousman, Wis., care C. Christensen.  
 Wisconsin Masonic Home, Dousman, Wis.  
 Warren G. Miller, Hales Corners, R. 2.  
 Rudolph Schwedlar, Burlington, R. 6.  
 Wm. Karl, Waukesha, R. 7, Box 251.  
 C. O. Porter, Waukesha, R. 7, Box 256.  
 Frank Savatski, Waukesha, R. 7.  
 W. E. Hughes, Waukesha, R. 8.

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 H. W. Hardy, Milwaukee, R. 1, Box 60.  
 Mary Lyman, Oakwood, R. 1.  
 Geo. C. Dobrats, Oconomowoc, Route 4.  
 N. C. Nelson, Oconomowoc, Route 4.  
 A. W. Goetsch, Oconomowoc, Route 4.  
 R. Reich, Oconomowoc.  
 A. F. Drenton, Oconomowoc, Route 5.  
 Wm. Pagel, Sullivan, Route 2.  
 Richard Grimm, Sullivan, Route 2.  
 C. L. Ingersoll, Sullivan, Route 2.  
 Vaughan Bros., Sullivan, Route 2.  
 Chas. Marsh, Palmyra, Route 2.  
 Fred W. Van Dorf, Dousman, Route 1.  
 R. H. Stocks, Waukesha, Route 8.  
 Evan G. Davies, Wales.  
 Edwards Bros., Nashotah, Route 2.  
 Ullstrup, Oscar L., Waukesha, Route 8.  
 E. W. Probert, Dousman, Route 1.  
 Will Krebs, Whitewater, Route 5.  
 Otto E. Strunk, Whitewater, Route 5.  
 D. J. Roberts, Wales, Box No. 62.  
 Thos. R. Jones, Dousman, Route 1.  
 Irving Rees, Genesee Depot.  
 Ralph N. Lingelbach, Templeton.  
 Chester Lingelbach, Sussex.  
 H. C. Hartkopf, Sussex.  
 O. F. Abel, Pewaukee, Route 2.  
 Albert F. Schulm, Templeton.  
 Herbert Stone, Templeton.  
 Leslie D. Prowt, Burlington, Route 6.  
 Arthur Jacobson, Union Grove, Route 1.

## WHITEWASHING THE STABLES.

Old Man Winter is knocking on the door and we suggest that if any of our members have not whitewashed their stables it is high time to get at it. Turning the cows out in a snow storm so that whitewashing can be done is poor business.

## RINSE THE MILK UTENSILS.

A very good practice for the dairy man to follow is the rinsing of all milk utensils with cold water as soon as the milking job is finished. Milk has no chance to get set and the over-worked house-wife will have an easier task of washing afterwards.

## BUT NOT THE BUTCHER'S BILL.

"Everything seems harmonious," said Uncle Eben. "A dollar bill is gineter be smaller an' so is de market basket."—Washington Star.



### SOMEBODY TO YOURSELF.

Fame and fortune are so fickle. To be somebody in either may bring neither happiness nor satisfaction.

After all, we are happiest and most content, most satisfied with ourselves when we have the consciousness that we have performed well toward ourselves.

To be somebody to yourself is not a small achievement. We spend all of our time with ourselves. Therefore we should at least build up something of interest and profit, out of which we may draw at will something well worth while.

The man with his self-respect still intact needs no other introduction in any place of at any time.

You cannot be kind or sympathetic to anyone else without having kindness and sympathy as a part of yourself. We give out only of what we are.

To be somebody to yourself is to demonstrate first of all your own appreciation of life and the opportunity given you to make life real and splendid for others. Even when life seems hard for you—as it is in spots, for us all—if you are somebody to yourself, you are bound to win the fray!

And this winning business is largely made up of what we gain for ourselves in confidence and faith.

All compelling personalities have "that something" within them, or about them, which instantly attracts and holds, and inspires. They feel that they are somebody to themselves!

Sandy McNab had spent many years in Australia. Satisfying a longing to see his native land, he returned to Aberdeen, where he was met by his three brothers, all with flowing beards.

Their identity established and the first greetings over, Sandy looked at his brothers. Then, with his hand on his chin, he said: "I'm right pleased tae see ye again. But what's the meanin' o' the beards?"

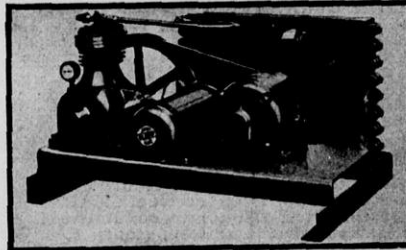
"Weel, Sandy," replied one. "You ought tae know that. You took awa' the razor!"

## MILK TANK SENSE

### with an eye to the future

Build your milk tank now; but be sure you reckon with the fast approaching day when you will demand the profit and economy of automatic milk tank refrigeration.

Write today for free, working plan of modern, insulated, cement tank or cold room suitable for refrigeration later on.



## Glenn Dairy Icer

### \$370 Installed

"A machine that will do the work at a price you can afford to pay."

#### A Profitable Investment

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2. Elimination of ice expense and labor of handling same.
3. Costs only 3 cents an hour to operate.
4. Will cool 30 cans of milk.

Naturally, the Glenn Dairy Icer is sweeping the country. Air cooled... nothing to freeze up. Cooling capacity equal to 900 lbs. of ice melting in 24 hours. No attention required other than oiling of motor once a month. Choice of gas engine or electric power.

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Write to

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## WANTED

### 40 to 100 ACRE DAIRY FARM

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

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### HE WAS RIGHT.

Teacher: "Johnny, what word in the English language is always pronounced wrong?"

Johnny: "Wrong."

Market your livestock  
at the new

All livestock sold in  
competition to the  
highest bidder.

## MILWAUKEE STOCK YARDS

Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.-First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

NO DELAYS IN UNLOADING TRUCKS

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
 Milwaukee Co-operative Milk Producers

Volume 2

DECEMBER, 1929

Number 9

## December Fluid Milk Price is \$3.15

At the conference on price of fluid milk for December, which was held at the Association's office on November 26, and which was attended by our entire board of directors and representatives of the different milk companies, a price of \$3.15 per hundred was agreed on.

The dealers questioned the justification of a price so high, as compared to butter, cheese and condensed milk markets.

We admit that there is quite a difference in the prices received by shippers to this market, as compared to prices paid by manufacturing milk plants.

Our barns, cattle, equipment and utensils must be kept in good shape, and cartage and feed costs have not come down.

So we believe that if Milwaukee's milk is going to come from farms that are concerned mainly with pro-

ducing good market milk, the price should be considerably higher than is paid at any outside plant.

A high surplus is looked for by the dealers and, with the very low price of butter and skim milk products, the average price will be lower than we received last year, although the fluid price is fifteen cents higher.

Due to butter being over seven and one-half cents lower than for November, 1928, and a lower value on skim milk, the manufactured price of \$1.70 is thirty-nine cents lower than for the same month last year. This, together with a higher surplus, make our average price lower.

The Gridley Dairy Co. reports fluid sales of 75.6 per cent and will pay an average price of \$2.80.

Luick Dairy Co. reports fluid sales of 77.2 per cent and will pay an average price of \$2.82.

## Lunches for School Boys and Girls

Mary Brady,

Chairman of Home Economics.

Every boy and girl needs three "square" meals a day. So, in planning the lunch, it is taken for granted that the right kind of breakfast and evening meal go with it. For breakfast a warm, whole grain cereal with a glass of milk, plain or toasted bread and butter, with perhaps some fruit, and an egg, as often as it can be afforded, start the day right. Then a good finish to the day is made by preparing a meal including meat or a meat substitute, and at least two vegetables, with a simple dessert of fruit or pudding, and milk to drink. Not much pickles or sweets, and plenty of vegetables, one of which is served raw, is a good rule to observe here.

With both ends of the day well cared for, the noon lunch may be planned as an important meal in itself. If it is to be packed in a lunch box it should be easy to prepare, well-balanced, and ample in amount. Such a meal as this would appeal to any boy or girl: Graham bread and butter sandwiches, one with American cheese and one with marmalade filling; two pieces celery or a small

(Continued on page 7)

### BASE PERIOD ENDED.

Many farmers pushed their herds for high production during the last four months in order to have a base that will carry them through the first six months of 1930 without excess milk. Now if none of us would ship no more in any one of those months than the average of the four ending with November this market would be in good shape. Let us try to hold down a little. No money in surplus milk.

### ADJUSTMENTS.

At the last conference the board of directors and the dealers discussed adjustments of base quantities. The general opinion seemed to be that in fairness to the man who has kept his shipments fairly uniform through most of the year no adjustment should be made except for extraordinary reasons, such as loss by lightning, fire, poison or being struck by a train or auto.

In other words, abortion, failure to breed, mammals, etc., are regular risks of the dairy game and that in the long run one dairy farmer

will have no more losses from such sources than others, providing that he is careful and uses good judgment.

### MILK COSTS AND SELLING PRICES FOR OCTOBER, 1929. (Taken from U. S. Dept. of Agriculture Report.)

	Basic price per 100 lbs. for "fluid" class milk testing 3.5% fat f. o. b. city.	Ave. fat test of milk sold	Cost per 100 lbs. for milk as sold	Cost per quart	Retail quart selling price	Margin per quart between cost and retail selling price
Milwaukee	\$3.15	3.7	\$3.23	.0702	.12	.0498
St. Paul	2.80	3.5	2.80	.0608	.12	.0592
Columbus	2.80	3.5	2.80	.0608	.12	.0592
Minneapolis	2.80	3.5	2.80	.0608	.12	.0592
Cleveland	2.90	3.5	2.90	.0630	.13	.0670
Buffalo	3.29	3.6	3.33	.0723	.14	.0677
Baltimore	3.54	4.0	3.77	.0819	.14	.0581*
Detroit	3.00	3.6	3.04	.0660	.14	.0740
Cincinnati	2.90	3.5	2.90	.0630	.14	.0770
Pittsburgh	3.50	3.6	3.55	.0771	.14	.0629
Washington	3.49	4.1	3.91	.0850	.15	.0650
Boston	4.09	3.7	4.18	.0908	.15 1/2	.0642
New York	3.93	3.6	3.97	.0863	.16	.0737

\* Baltimore is the only city in the group where the dealers receive retail prices for milk sold to stores.

DIVISION OF  
 NATIVE MARKETING

CARDED



# 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.

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Subscription.....\$1.00 Per Year

## ENLIGHTENMENT NEEDED IN CO-OPERATIVE AGRICULTURE.

"Let us bear in mind from the beginning that the co-operative is called upon to do a very difficult thing under very difficult conditions. It is called upon to make a real success in business. This is a most exacting requirement. Thousands have attempted to make a success in business and have failed. To add to the difficulty, the co-operative is called upon to make a success in business with a form of business organization which is much more dependent on the intelligence and loyalty of its membership than is the case with the form of business organization of its great rival in bargaining power, the corporation. The corporation is controlled from the top down like a well disciplined army. It is an autocracy. A strong captian in command can get efficient action all down the line.

"The co-operative is controlled from the bottom up. It is a democracy. The members rule by the one-man-one-vote plan. This method is necessary because of the individual nature of production on each separate farm. Under these conditions of individual production, individual members must give intelligent, enlightened, loyal, willing support to a competent business manager, if group marketing by farmers is to achieve business efficiency on a par with that of the big corporation."—Prof. Macy Campbell.

In his speech before the National Co-operative Milk Federation, at St. Paul on November 12, Secretary of Agriculture Hyde dwelt on a question which is giving practical dairy farmers considerable serious thought. As a basis for his conclusions he recited some dairy statistics. The number of dairy cows in the country is approximately 22,000,000; average production, 4,600 pounds of milk annually. We have shifted from a slight export to a net import of dairy products. We are wholly dependent on our home market, and import only about one per cent of our own production. Foreign countries are rapidly increasing their production of dairy products, and are already beginning to seek an outlet in our markets. But cows in dairy herd associations, he said, average 7,457 pounds. They are 60 per cent more efficient than the average dairy cow for the whole country. Therefore he concludes that if all the cows reached the higher average proficiency, 14,000,000 cows would produce as much as our present 22,000,000, and immense saving would be made in feed and labor. Profits could be increased while at the same time decreasing the cost to the consumer. It is the final effect of this efficiency monopoly that many dairy farmers are trying to visualize. Since we are now fully supplying our home markets, and for the most part creating a surplus, if we develop 14,000,000 cows to produce as much as our 22,000,000 cows produce now, we will either have a burdensome surplus or 8,000,000 cows less than we have now. Fully a million dairy farmers will be out of the dairy business. The saving in feed and labor will be at the expense of men who now supply the feed and do the work. Efficiency will be good for the 60 per cent who have the means, the equipment and the ability to withstand the pruning process and succeed. It would be helpful for the 60 per cent of consumers who become proficient in other industries and buy food cheaper, but efficiency will have a different meaning for the 40 per cent who are forced out of their farms and other occupations to make room for the successful. America has been made great through its system of small independent farm freeholders, and the opportunity it gave the sons and daughters of these farms to aspire to the greatest positions and most ambitious fortunes of the country. Is it a good national policy to destroy these frugal nurseries of sturdy manhood and womanhood and make farm ownership available only to a class sanctioned

by the gods of efficiency?—Rural New Yorker.

Washington, D. C.—The Federal Farm Board has advised the National Co-operative Milk Producers' Federation of the selection of the following persons as members of the Board's dairy advisory commodity committee:

Harry Hartke, Covington, Ky., president of the National Co-operative Milk Producers' Federation, and vice-president of the Co-operative Pure Milk Association of Cincinnati; John Brandt, Litchfield, Minn., president, the Land O' Lakes Creameries, Inc., of Minneapolis, Minn.; Clifford E. Hough, Hartford, Conn., general manager of the Connecticut Milk Producers' Assn.; George W. Slocum, Milton, Pa., director of the Dairymen's League Co-operative Assn., Inc., New York; A. G. Ziebell, Marysville, Wash., president of the United Dairy Association of Western Washington State; P. L. Betts, Chicago, Ill., president of the Chicago Equity-Union Exchange; and Emerson Ela, Madison, Wis., business adviser to the National Cheese Producers' Federation of Plymouth, Wis.

Each member of the new advisory commodity committee, with the exception of Mr. Ela, is a director of the National Co-operative Milk Producers' Federation, and Messrs. Hartke, Brandt, Hough and Slocum are members of the Federation's executive committee.

In accordance with the Agricultural Marketing Act, under which the co-operatives of each industry choose their representatives on the commodity advisory committees, subject to regulations of the Board as to the methods of choosing, the National Co-operative Milk Producers' Federation was asked to submit to the Board names of persons acceptable to the Federation for selection.

The Federation submitted a list of 27 names to the Board.

Drunk: Look at that sign.

Drunker: Whazzit shay?

Drunk: Shays ladies ready to wear clothes.

Drunker: Well, ish damn' near time, ain't it?

She: "Time surely separates the best of friends."

He: Quite true. Fourteen years ago we were both eighteen. Now you are twenty-three and I am thirty-two."

# Are Farmers Selling Their Business?

Have It In Their Hands To Almost Immediately Solve Any Over Production Problem

(By P. L. Betts of the Chicago Union Equity Exchange)

It has been persistently reported that farmers are the largest users of oleomargarine and other butter substitutes. We recently asked a man who had for years been connected with the Department of Agriculture, in the Bureau of Agricultural Economics, if the government had any figures on the use of substitutes by the producers of dairy products, and his reply was that a few years ago such an investigation showed that the rural districts were the largest users of butter substitutes.

We have known for some time that this practice was indulged in to more or less degree among the eastern dairymen who sell their products mostly as whole milk for fluid consumption, and did not realize the relationship between the price received for 100 pounds of whole milk and the price a pound of butter would sell for. But, to think that the seller of butterfat for buttermaking purposes would sell out his own industry by refusing to use his own product is well nigh unthinkable.

To satisfy ourselves in this matter, we are asking our creamery managers to have their field men make an investigation by making inquiry among the merchants in the country towns, relative to the sale of oleo and other butter substitutes and who are buying them. We sincerely hope that our farmer members will not be found guilty. If the farmer who is, we fully believe, justified in arguing that the average price he receives for his products is not high enough to return him a satisfactory profit above the cost of production to encourage him to stay on the farm and continue to be a producer of such products, cannot afford to use butter, how can he consistently expect the laboring man in the cities, who is necessarily his largest customer, to use such products? Again, let us say we can hardly bring ourselves to believe our farmer friends are guilty of such faulty economic reasoning. If they are, it surely must be a case of where the individual figuring his income from his cows as so much per week or month, and being more or less hard pressed for cash, figures that if no deductions were made for the use of butter in his own family,

he could by such economy make up the needed amount just that much sooner, and reasons that it can hurt the industry very little if he and his family economize temporarily by selling the higher-priced cream and buying a cheaper substitute and not stopping to contemplate the result if hundreds of thousands of his fellow farmers may be using the same line of reasoning and acting accordingly, and if reports are true that is just what is happening in this case.

If the percentage of farmers who use a butter substitute is as great as is claimed, then the matter of the troublesome surplus of butter in storage that is causing the present weakness accompanied with rapidly falling prices, could be almost immediately corrected. Extras butter today is actually 9c per pound less than it was a year ago on this date. What then is the immediate remedy for the surplus trouble? Just "cut out" the use of the substitute and use a dairy product instead. If the four and a half million farmers who produce more or less dairy products for sale would only use the equivalent of one extra pound of butter each week and keep using it throughout the year, it would have an immediate result, for it would at once begin reducing the surplus at the rate of four and a half million pounds per week which would only take seven and one-half weeks to remove the entire thirty million surplus now in the visible supply and causing the trouble.

Now figure this great possibility. If the dairy farmers would only continue to use an extra pound for each week of the fifty-two weeks in the year, it would mean the tremendous amount of two hundred and thirty-four million pounds (234,000,000 lbs.) which would not only preclude any possible surplus, but make it possible to further increase production and find a good market for all of it at reasonable prices.

Please do not toss this aside as not worth thinking about. If farmers will not take steps which could be so easily taken to bring about their own relief, we can hardly expect others to sacrifice very much on our behalf. Do not wait for your neighbor to act first—that is just what is

causing the trouble. Act for yourself and do it now. Then get out and ask your neighbor to cut at least one low producing cow out of his herd as you have done. If butter substitutes are being used, to discontinue their use at once and go back to the use of butter, and to use the equivalent of one additional pound each week either in butter or cream on the home table. If farmers could only be induced to concerted action along this line, we could solve any possible over-production problem for the next ten years and have our butter and dairy product markets in a healthy condition before Christmas.

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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.

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**Universal**  
natural milker



# National Co-Operative Milk Producers Federation Annual Meeting

The sessions of the National Co-operative Milk Producers' Federation at St. Paul, Minn., began on Monday, November 11th.

Preliminary to the delegates' meeting, conferences were held in order to clarify the thought of the delegates on the important problems confronting dairymen.

Committees were appointed to make recommendations to the delegates' meeting scheduled for Wednesday.

Geo. W. Slocum of the Dairymen's League, as Chairman of the Tariff Committee, reported how the data was collected for the presentation of facts to the tariff committees of Congress and their success in having fairly substantial increases written into the proposed tariff on all dairy products except casein. Their efforts to secure a reasonable increase in the tariff on casein was bitterly opposed by the paper interests in fifteen states. This Committee fought for an increase from 2½¢ per pound to

8¢ per pound on casein which is necessary to protect home markets. As now written the tariff bill fixes the rate at 5½¢ per pound.

Another fight is being waged by those who are opposing a tariff on foreign oils and fats which are rapidly displacing our native fats and oils to such an extent that we must export our home produced oils and fats and sell them on the world market. There is all the more reason that a tariff should be placed on the products of the Philippine Islands, in view of the fact that independence is being sought by the Filipinos and if they are given their independence it is very improbable that the Congress will pass a separate tariff on their products. Our slogan should be "Equality of opportunity for all Farmers."

Fred H. Sexauer, President of the Dairymen's League, led the discussion of "Problems of Price Relationship." In analyzing this question, Mr. Sexauer gave it as his opinion

that there were two major factors which contributed to a higher price in one market over another: First, a limited area of dairy inspection and second, public opinion.

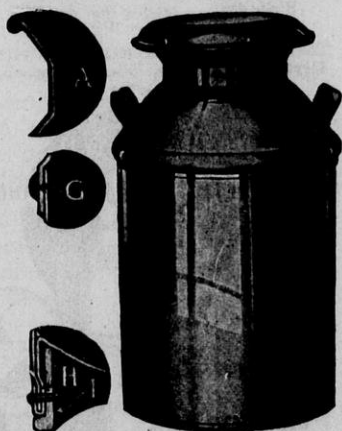
D. N. Geyer of the Pure Milk Association of Chicago, led the discussion on "Marketing Problems of Interlocking Territory." This subject evoked considerable discussion and was carried over to the afternoon session.

Robt. W. Balderston of the Interstate Milk Producers' Association of Philadelphia, presented "Problems of Membership Relations" having to do with the best means of maintaining contact with and keeping the members informed of the activities of the association. Mr. Balderston had previously sent out a questionnaire to each of the member associations of the Federation asking for detailed methods followed by each association as to how this contact work was being done and which of four methods produced the best results, with the following conclusions: Field service by direct contact with members produced the best results, but was also the most costly; while the monthly publication reached all the members some few members do not read them regularly, the news being oftentimes read by other mem-

## Follansbee Forge Security Milk Cans

### Five Reasons Why Security Cans Cost Less

#### CLEVELAND PATTERN



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#### 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.

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Milwaukee, Wis.

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

bers of the family compensating for this dereliction; local meetings were desirable, but reached only those who attended; correspondence reached only those who were interested enough to inquire about specific matters.

On Tuesday evening the visiting delegates were taken to the huge creamery plant of the Land O' Lakes Creamery in Minneapolis. This is one of the three concentration points at which butter is assembled from the numerous creameries that sell their products through the Land O' Lakes sales organization. At this plant approximately 150,000 pounds of butter is made or received daily, graded by state and federal inspectors, cut and packed in cartons and tubs for distribution in domestic and foreign markets. The Land O' Lakes also acts as sales agent for sweet cream, dried skim milk, dried buttermilk and casein and this season will sell inspected dressed turkeys with a Land O' Lakes button in the wing, for its associated creamery members. They make their own ice for refrigerating cars in which their products are shipped. The tubs in which butter reaches the plant are reconditioned and used for a number of times. These latter operations affect large overhead savings for their patrons.

Following the inspection a complimentary banquet was tendered the visitors by the Twin Cities Milk Producers' Association and the Land O' Lakes Creamery. Singing by the Northern Quartet, fancy dancing, and a humorous, side-splitting monologue by Senator Ludefisk, provided entertainment. Speeches were made by Harry Hartke, Senator C. E. Hough of Connecticut, Chas. W. Holman, National Secretary of the Federation, Vera McCrea of New York and Secretary of Agriculture Arthur M. Hyde.

On Wednesday morning Mr. F. P. Willets, Treasurer of the Federation, reported that the financial condition of the Association was better than at

any time in the past and submitted the audit of certified public accountants.

Mr. Chas. W. Holman, Secretary, reported that three dairy co-operatives had become members during the year, making 48 member associations and that applications of three others were pending. Mr. Holman reported on his activities with member organizations and the part the Federation took in preparing and presenting data to both branches of Congress to obtain tariff relief for farmers and in the passage of the bill creating the Federal Farm Board which will be of benefit to co-operative marketing associations.

The various committees submitted their reports which were based on the recommendations and discussions at the earlier conferences.

The following were elected directors for the ensuing year: Clyde Bechtelheimer, Waterloo, Iowa; John Brandt, Litchfield, Minn.; P. L. Betts, Chicago, Ill.; W. S. Moscrip, Lake Elmo, Minn.; A. G. Ziebell, Marysville, Wash.; G. H. Benken-dorf, Modesto, Calif.; W. P. Davis, Boston, Mass.; Harry Hartke, Covington, Ky.; G. W. Slocum, New York, N. Y.; John D. Miller, Susquehanna, Pa.; F. P. Willets, Ward, Pa.; R. Smith Snader, New Windsor, Md.; C. E. Hough, Hartford, Conn.; P. S. Brenneman, Jefferson, Ohio; N. P. Hull, Lansing, Mich.; C. F. Dineen, Milwaukee, Wis.; H. A. Allebach, Philadelphia, Pa.; H. L. Whiteman, Liberty Center, Ohio; J. H. Mason, Des Moines, Iowa; T. H. Brice, Los Angeles, Calif.; R. B. Melvin, Plymouth, Wis.; J. B. Irwin, Richfield, Minn.; Ralph W. Strong, Cleveland, Ohio; Don N. Geyer, Chicago, Ill.

The Resolutions Committee submitted resolutions on the tariff, overstimulation of production, tuberculin testing of dairy cattle and dairy research work.

The resolution on the tariff follows:

"We voice the conviction that in the past neither political party in

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MILWAUKEE

FIRST MORTGAGE LOANS  
FIRST MORTGAGE INVESTMENTS  
INSURANCE

ESTABLISHED 1889



writing tariff bills has given the farmers of the United States the tariff protection they should have. In the presidential campaign of 1928, both of the great political parties by platform declarations and otherwise promised the farmers of the United States that they would at once be given such tariff protection as would place them on a parity with other industries.

"In an attempt to fulfill this promise, the President of the United States called the Congress in special session. The tariff bill as it passed the House failed utterly to perform the promises made. The tariff bill as reported out by the Committee on Finance of the Senate, while better than the House Bill, still failed utterly to perform these promises.

"It is not yet too late, and heavy will be the responsibility of any group, in or out of Congress, that prevents the fulfillment of these promises. A tariff law should be enacted at once and it should be so written that farmers will have the same high degree of protection that other industries now enjoy.

"The tariff rates on milk products and vegetable oils as requested by this Federation were not named with the expectation that they would be reduced. They are the minimum rates that can be considered as affording dairy farmers adequate protection and we urge the Congress to establish such rates. The legislative situation is now such that particular reference should be made to casein. We have requested a rate of 8c per pound. The Committee on Finance of the Senate in their report to the Senate recommended a rate of 3½c per pound. This has already been increased by the Senate to 5½c per pound but this is still inadequate. Our request for a tariff rate of 8c per pound was the result of a long and careful investigation and any tariff on casein of less than 8c per pound will not be a fulfillment of party pledges, and while we recognize that powerful interests are obstructing our efforts to obtain such rates, these interests in so doing are asking both of the political parties to violate their party pledges. We respectfully urge the Congress to establish a tariff rate of 8c on casein, together with the rates that we have requested on other dairy products, all of which rates are necessary for the adequate protection that farmers are expecting."

At the meeting of the Board of Directors for re-organization and election of officers, Harry Hartke was re-elected as President; C. E. Hough, 1st Vice-President; John Brandt, 2d Vice-President; Chas. W. Holman,

Secretary, and F. P. Willets, Treasurer.

Executive Committee: Harry Hartke, John D. Miller, F. P. Willets, N. P. Hull, C. E. Hough, John Brandt and Geo. W. Slocum.

Alternates: R. Smith Snader, Clyde Bechtelheimer and W. P. Davis.

Invitations were received to hold the next annual meeting at Toledo, Ohio, Des Moines, Iowa, Boston, Mass., and New York.

### MAN VERSUS MONKEY.

O. Hanson, general manager, Farmers' Equity Co-operative Creamery, Orleans, Neb., says in Dairy Produce:

According to Professor Darwin, it took nature about one million years to make a man out of a monkey.

"The wise-cracker" says that a man can make a monkey out of himself in just a few minutes.

Sometimes we have half a notion to agree with "the wise-cracker," especially when we see a man that is trying to milk cows for a living deliver a can of cream, cash his cream check and proceed to buy cocoanut butter for his family table.

We grant that time and nature did wonders for most of the human race, but how about the man that is complaining about the low prices on dairy products, but still insists on feeding himself and entire family cocoanuts and peanuts, "the original diet of the monkey family a million years ago."

We wonder if this individual realizes that nearly all this imitation butter, margarine and "what-not" is made chiefly from cheap vegetable oils produced from cocoanuts, soybeans and peanuts; and that this kind of oil can be bought around 10c per pound wholesale.

We are writing this, because many farmers are asking us why the cream price went down at this time of the year.

The answer is simple enough. We have at the present time 30 million

pounds more butter in cold storage than we had last year at this time.

The best available statistics on substitute butter manufactured and sold last year show that the U. S. as a whole manufactured and sold just about 270 million pounds of imitation butter as compared with 300 million pounds this year.

You will please notice, friends of mine, that this foolish nation of ours, this great agricultural-dairy country, of which we are so proud, this year insisted on eating 30 million pounds more of this imitation butter than they did a year ago.

Therefore, we have at the present time, a surplus of 30 million pounds of perfectly good creamery butter in cold storage that is going begging for a market and must of necessity be sold at a discount in order to get rid of it.

I think if the "wise-cracker" knew about these figures he would say: "Your monkey family is increasing too rapidly for the dairyman's own good."

### FAITHFUL STILL.

"How's this?" asked the lawyer. "You've named six bankers in your will to be pallbearers. Of course, it's all right, but wouldn't you rather choose some friends with whom you are on better terms?"

"No, that's all right. Those fellows have carried me so long that they might as well finish the job."

"Pop, what's a monolog?"

"A monolog is a conversation between husband and wife."

"I thought that was a dialog."

"No, a dialog is where two persons are speaking."

### IS THAT ALL?

"Now," said the college boy to his dad at the football game, "you'll see more excitement for your two dollars than you ever saw before."

"I don't know about that," said the old gent, "that is all my marriage license cost me."

## 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.

**LUNCHES FOR SCHOOL BOYS AND GIRLS.**

(Continued from page 1)

ripe tomato with salt; an apple or orange; two plain white cookies; half-pint of milk.

If the supplementary hot lunch is served in school, a milk-vegetable soup may be served instead of the milk brought from home.

**Recipe for Cream of Pea Soup (25 Servings.)**

- 1 (No. 10) can peas
- 2 tablespoons sugar.
- 2 quarts water.
- 1 teaspoon salt.
- 1 gallon milk.
- 3/4 cup butter.
- 3/4 cup flour.

Boil peas five minutes and rub through sieve. Melt butter, stir in flour, and add peas, water, and milk, and cook until it thickens. Season to taste and cook gently 10 minutes.

When the boys and girls can go home for lunch, it is easier to prepare and serve their meals. Again, the meal may be simple, but it needs to be well-chosen and carefully prepared so as "to make a fellow hungry to look at it!" Here is a good home lunch:

Creamed spinach, covered with buttered browned bread crumbs; bread and butter; apple sauce; sponge cake; milk to drink.

Creamed spinach is prepared as is any other creamed vegetable. The buttered browned bread crumbs make it more attractive and add a delicious flavor which will appeal to boys and girls.

**FACING THE MUSIC.**

"What do they mean by the 'witching hour'?"

"Don't you know? That's the hour when the wife greets you with 'Which story is it this time.?'—Tit-Bits.

Padre: "You'll ruin your stomach, my good man, drinking that stuff."

Old Soak: "'Sall right, 'sall right. It won't show with my coat on."

**DUE CREDIT.**

"Who broke the window pane in your house?"

"Mother did, but it was father's fault. He ran in front of it."

**PURE REASONING.**

Teacher: "Which is farther away, Mary, England or the moon?"

Mary: "England, teacher."

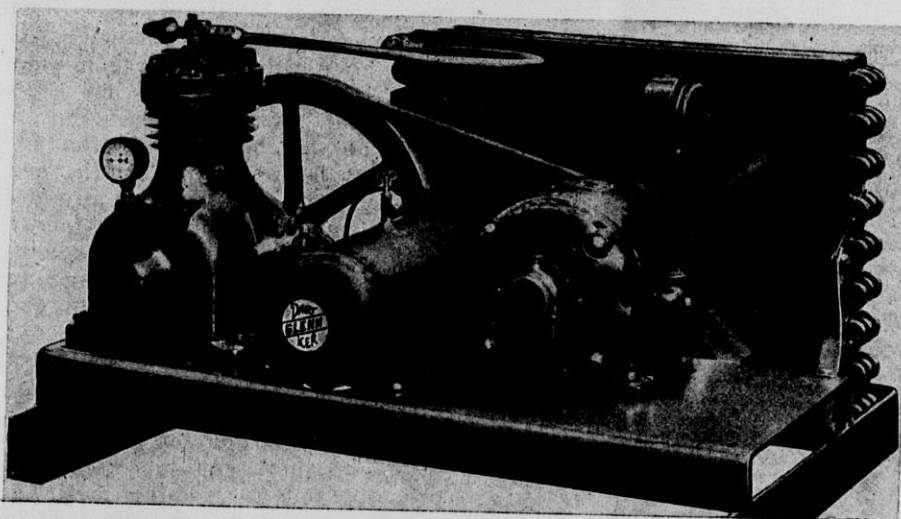
Teacher: "What makes you think that?"

Mary: "Well, teacher, I can see the moon but I can't see England."

**Add Dairy Refrigeration**

**. . . get more money for next summer's milk**

Glenn Special Refrigeration Units for Dairy Farms are sweeping the country because they enable the farmer to get Grade "A" prices for his milk and cream.



**Glenn Dairy Icer**

**\$370.00 Installed**

*"A machine that will do the work . . . at a price you can afford to pay."*

The above quotation having originated with our first customers just naturally is the voluntary expression of every Glenn user.

- A Profitable Investment** {
- 1. Better prices for your milk.
  - 2. Elimination of ice expense and labor of handling same.
  - 3. Costs only 3 cents an hour to operate.
  - 4. Will cool 30 cans of milk.

**CAPACITY is What You Want**

The Glenn Dairy Icer is especially designed for farm refrigeration with a capacity equal to 900 lbs. of ice melting in 24 hours. Air cooled . . . nothing to freeze up. No attention required other than oiling of motor once a month. Choice of gas engine or electric motor for power.

Write for free, working plan of modern, insulated cold box, cold room, or cork insulated concrete tank. Also, ask for prices on "knocked down" cold boxes.

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RATE—3 CENTS PER WORD

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

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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 all on Wauwatosa Ave., or County Trunk 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 every days a week. Phone Thiensville 13, Mike Sperber.



### FROZEN MILK.

The sudden coming of cold weather resulted in a great deal of frozen milk. Some only slightly so and some very badly frozen.

Some loads came in with no frozen milk, but most of them had enough of frozen stuff to make sampling impractical on the first three days of extreme cold.

Correct testing of frozen milk is not possible.

### New Supporters

Frank Smale, Eagle, Route 2.  
 Emery Smale, Eagle, Route 2.  
 Frank Kovnick, Eagle, Route 2.  
 John Cummings, Eagle, Route 2.  
 August Gutzmer, Whitewater, Route 4.  
 James W. Stone, Whitewater, Route 4.  
 L. H. Phelps, Whitewater, Route 5.  
 Harvey E. Gunderson, Oconomowoc, R. 1.  
 Thomas Rollefson, Nashotah, Route 1.  
 Louis J. Dettman, Hartland, Route 1.  
 Paul L. Zastrow, Nashotah, Wis.  
 H. E. Hasslinger, Nashotah, Route 2.  
 Alex. A. Zastrow, Nashotah, Wis.  
 Fred. Wein & Son, Hartland, Wis.  
 Walter F. Hansen, Nashotah, Route 1.  
 Carl Hasslinger, Hartland, Wis.  
 John L. Christensen, Hartland, Wis.  
 C. Hasslinger, Hartland, Wis.  
 Howard Ireland, Oconomowoc, Route 2.  
 Elmer L. Winfield, Oconomowoc, Route 2.  
 Mrs. Anna Rollefson, Oconomowoc, R. 2.  
 John Snyder, Oconomowoc, Wis.  
 Henry Braatz, Oconomowoc, Route 2.  
 George F. Huebner, Oconomowoc, Route 1.  
 Peebles Bros., Oconomowoc, Route 3.  
 Roth Bros., Oconomowoc, Route 3.  
 Fred R. Weber, Oconomowoc, Route 3.  
 Wm. Jacobs, Mukwonago, Route 1.  
 J. L. Ivens & Sons, Nashotah, Wis.  
 Edward Thomas, Pewaukee, Route 1.  
 S. G. Courteen, Oconomowoc, Route 4.  
 R. E. Goodwin, Oconomowoc, Route 5.  
 Janke & Powell, Oconomowoc, Route 6.  
 Henry Krueger, Nashotah, Route 1.  
 A. M. Nelson, Oconomowoc, Route 1.  
 John J. Miles, Oconomowoc.  
 Mr. Fred Stark, Pewaukee, Route 2.  
 Herman Huebner, Templeton, Wis.  
 Joseph Claffay, Pewaukee, Route 2.  
 R. D. Rigney, Pewaukee, Route 2.  
 V. Wildish, Pewaukee, Route 2.  
 Otto Rucks, Pewaukee, Route 2.  
 N. Christopherson & Sons, Hartland, R. 2.  
 Frederick W. Meissner, Hartland, R. 2.  
 Hugo Herms, Hartland, Route 1.  
 John Becker, Hartland, Wis.  
 Herb. Kaun, Hartland, Route 1.  
 Otto A. Schroeder, Pewaukee, Route 1.  
 J. N. Kehoss, Brookfield, R. 1, Burleigh Rd.  
 Frank Tetzlaff, Templeton, Wis.  
 John W. Kehoss, Brookfield, Wis.  
 Walter Timm, Brookfield, Route 1.  
 Alfred Riewesthal, Hales Corner, Wis.  
 Anton Sterzinger, West Allis, Route 5.  
 Nels C. Hanson, Nashotah, Wis.  
 James E. Welch, Mukwonago, Wis.  
 Carl Schilt, Whitewater, Route 3.  
 Southcott Bros., North Prairie, Wis.  
 Wm. J. Dymond, Palmyra, Wis.  
 R. H. Baerenwald, S. E. R. 12, B. 129, Millw.  
 Matheson & Ughow, Whitewater, Wis.

### BRAND THE BOARDER COW!

Whenever dairy men meet now-a-days the surplus of dairy products is a red hot subject for discussion.

Nearly every one agrees that there is a surplus but the reasons why, and the remedies, are subjects for argument.

People should be educated to understand the great need of more dairy products in the daily diet, some maintain. Better products should be produced, says someone else. Get the farmers to quit eating oleo and use butter instead is the solution according to others.

Stop telling people engaged in other types of farming that they must dairy to be prosperous. Stop the developing of new lands for agricultural purposes. Send our dairy extension workers and dairy editors, who paint such rosy pictures of dairying, down to help the marines in Nicaragua, or wherever it is that they are seeing that our millionaires' investments are being protected just now.

All of which is more or less to the purpose, but the "real experts" say the answer is "testing associations to weed out the boarder cow." All right. We will second the motion when these same leaders move to brand the Boarder Cow. Put a brand on that miscreant so that no man may be fooled into buying her for dairy purposes. Is there any one foolish enough to believe that many of the rejects from the test association members' herds are going to the block when from fifty to one hundred dollars more per head can be had by selling them as dairy cows? We don't think so.

How about it, Herd Improvement men? Shall we ask the government to put up another million dollars to promote and keep going herd improvement and sell the discards to other farmers? Is the government interested in that kind of a program? Will it ever help the dairy industry? Brand the Boarder Cow.

### A GENTLE REMINDER.

That empty gas tank gently reminds us  
 That we should not have passed up that filling station behind us.

## 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

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Office of

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

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

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### TOOT! TOOT!

"I hear that you and Bill are out the outs again?"

"He's too darn fresh! I told him my father had locomotive ataxia and the brute wanted to know if he whistled at crossings."

Market your livestock  
 at the new

All livestock sold in  
 competition to the  
 highest bidder.

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Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.-First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

**NO DELAYS IN UNLOADING TRUCKS**

# Milwaukee Milk Producer

AGRICULTURAL COOPERATION  
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Milwaukee Co-operative Milk Producers

Volume 2

JANUARY, 1930

Number 10

## January Fluid Milk Price is \$3.15

The price conference held on December 26 resulted in an agreement on \$3.15 as the price for fluid milk for January, 1930.

The dealers were inclined to stress the low price paid by condensaries as an argument against a price of \$3.15 for milk for bottling purposes.

All manufactured dairy products are in the dumps and the tendency on the producers' part to produce heavily seems likely to aggravate the situation.

All of these contentions are hard to deny but in our price conferences we always have in mind the average price which the shipper will receive for his product. If the manufactured price is low for our surplus and if the dealer, to protect himself from any possible danger of a shortage at any time of the year has

forced a large amount of surplus on the market by taking on a great many shippers, the two factors combine to make a low average price unless the fluid price is high.

We contend that if the market must be protected against all possibility of a shortage by the carrying of a large amount of surplus a high fluid price is the only solution if the farmer is to get a fair price.

Butter is cheaper than in many years and the skim products are very low with every prospect of going lower.

The Gridley Dairy Co. report fluid sales of 66.4% of their purchases and will pay \$2.64 per cwt.

Luick Dairy Co. report fluid sales of 65.4% of their purchases and will pay \$2.65.

### OVER PRODUCTION.

The stock market crash has undoubtedly caused a bad situation in all lines and is partly responsible for a decline in the price of manufactured dairy products. Aside from that, however, there is plenty of evidence that there is an over-production of practically all farm products.

In the face of this great over-production the government is getting ready to develop a great deal of new land which will, of course, result in a still greater surplus.

Farm organizations have protested against the great expense of this development which the taxpayers will have to meet but the government goes right on with a program which will mean a greater surplus and more hardships for farmers.

Some of the Dairy Co-ops, notably the Dairymen's League and Chicago Pure Milk, have started a campaign among their members to reduce the number of cows by asking each one to sell the poorest cow in the herd for beef.

Everyone who is concerned with marketing dairy products believe that a huge surplus will prevail for at least the first six months of 1930.

At the recent annual meeting of the National Dairy Union held in Chicago decision was made to continue the fight to fix an import duty on all vegetable oils. Special efforts will be made to induce such tariff legislation during the present session of congress. Everybody can help by responding to appeals that will come from time to time from our leaders who have the matter in hand. Properly regulate the production of oleo and cooking oils and the prosperity of the butter industry is assured.

### FOOD FOR THOUGHT.

Government reports show that there is around forty million pounds of surplus butter as of December 1, 1929.

The wholesale price was the lowest of any year since 1916 for the month of December and present indications point to a still lower price for January, 1930. The heaviest increase in production have been in the newer dairy areas where federal and state extension service, railroads and local chambers of commerce have been promoting dairy expansion on an extensive scale.

This promotion, in the newer dairy areas is a logical sequence to the boasting of our Wisconsin College of Agriculture, our dairy and agricultural press, extension workers and even our deluded farmers themselves of the great profits per cow and the wonderful prosperity of the dairy sections of this state.

If these claims were true there might be some justification for publishing them. When the banks in Sheboygan County, where good cows are the rule and not the exception and where the intelligent farmers and their wives and small children work three hundred and sixty-five days in the year, go broke because farmers cannot meet their obligations the lie is given to this boast of dairy prosperity.

He: "Are ye fond of moving pictures, Jennie?"

She (hopefully): "Aye, Sandy."

"Then maybe, lass, ye'll help me get a half-a-dozen doon out o' the attic."

### ANNUAL MEETING.

The annual meeting of the Milwaukee Co-operative Milk Producers will be held at The Milwaukee Auditorium on January 28, 1930. This is a stock-holders meeting and of course only stock-holders may vote according to the co-operative laws of this state.

Our Board of Directors, however, believes that all those who are paying the commission of two cents per cwt. should be granted the privilege of attending the meeting and taking part in any discussion or making any suggestions that may seem helpful and a cordial invitation is hereby extended to all supporters who may care to attend. Meeting will be called to order at ten A. M. in Engleman Hall.

CARDED

DIVISION OF

CO-OPERATIVE MARKETING



# 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 2 January, 1930 Number 10

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Subscription.....\$1.00 Per Year

## INVESTIGATIONS.

Since the price of milk has been raised from eleven to twelve cents per quart in Milwaukee there has been an effort made to have the Common Council make an investigation to find out whether the price increase was warranted. Considerable talk about the price raise caused people to think that the price was too high and as a result less milk has been sold according to what some of the dealers say.

If this is true it is bad for the producers for a falling off in sales means more surplus which of course means a lower price to the farmer.

We believe that twelve cents per quart is a fair price for good milk such as Milwaukee gets, in fact a very low price and it is up to all of us who produce milk to make our city friends and relatives understand that they are getting good milk very cheap, much cheaper, in fact, than any other city in the country, quality considered. We can conscientiously do this for if our city friends buy more milk instead of luxuries they will enjoy better health and save money and we will get more money for our product.

Some shippers argue that the dealer is making too much money. Well, would you like to sell to a dealer who is on the ragged edge and who is likely to go bankrupt when he owes you for six weeks milk or to one who is making some money and who you know can and will pay promptly?

Many of the old shippers to the city have had bitter experience with the dealer who did not make money and failed to pay the farmer for his milk. No fun to work six weeks or two months for nothing.

Some of our shippers feel that the farmer did not get a fair share of the one cent per quart raise.

It is true that we have had \$3.00 per cwt. for milk when the dealer sold at eleven cents per quart. It is also true that when the price was raised from ten to eleven cents in 1926 the dealers claimed that \$2.85 per cwt. was the limit which they could pay and stay in business. Your Board of Directors, however, got the price up to an average of \$2.92 per cwt. for fluid milk for 1927 and a little higher for 1928.

During all of this time the dealers protested that milk which was sold for eleven cents was costing them too much and the fact that many sold out or merged with other concerns thereby losing their identity and business or firm name would seem to indicate that there was some truth in their statements. If we grant that \$2.85 per cwt. was a fair price when milk sold at eleven cents or that \$2.45 as in January, February, and March of 1925 when the retail price was ten cents, was fair then \$3.15 is not so far out of line now.

Leading the consumer to think that he is paying too much for dairy products or that he is getting an inferior product reacts on the farmer. What we should try to do is to encourage greater use of our products.

A movement is on foot in Congress to free the Philippines. It has been the contention of many senators and representatives that placing a tariff on imports from those Islands would be, in effect, taxation without representation. Which is probably true. The only way to keep cheap oils and fats to say nothing about sugar from the Philippines out of this country is to levy a high tariff against them. If, in order to do that we must give them independence, let's do it.

Farmers of this country cannot maintain a decent standard of living if they must compete with the natives of those Islands. Free the Philippines.

A Word to the Wise—The Health Department insist on milk coming in at a temperature not higher than sixty degrees in cold as well as in warm weather, or, in other words, at all times of the year.

## ON BUTTER SUBSTITUTES.

In the December issue of this paper we printed an article written by P. L. Betts of the Chicago Union Equity Exchange on the use of oleo by dairymen.

One of our supporters who evidently thought that this article was written by us and expressed our sentiments wrote a rather caustic letter criticising us for accusing the farmers of using oleo to the extent that a surplus of butter resulted.

Mr. Betts represents a federation of farmer owned creameries and, we believe, is very anxious to have the members of his group get better prices for their butter. We did not write the article for this paper but we clipped it from another publication and printed it without comment with the idea that our readers might analyze and study it.

We know that many city people are using oleo and that probably some dairymen are. Perhaps our critic and all of his neighbors are using plenty of butter but that does not prove that all farmers are using enough.

We do not think that the city people can be induced to increase consumption of butter to any great extent for they are only thinking of living cheaper when they buy oleo instead of butter.

With the dairyman who makes his living from his cows, butter at 36 cents per pound, wholesale, as it is this second day of January, a different situation exists. Can he make a living at a price like that? Is there anything that can be done about it? No use to sit around and call the city man names if he buys cheap vegetable oil instead of our good butter. No good can come of fighting among ourselves about whether farmers use oleo. We might do a little good if we all talk to our city friends and relatives about the health giving qualities of butter as compared with a cheap oil product.

But it seems to us that the situation is serious enough to prompt every dairyman to give serious thought to the following paragraph which appeared in Mr. Betts' article—and then act on the suggestion.

Now figure this great possibility. If the dairy farmers would only continue to use an extra pound for each week of the fifty-two weeks in the year, it would mean the tremendous amount of two hundred and thirty-four million pounds (234,000,000 lbs.) which would not only preclude any possible surplus, but make it possible to further increase production and find a good market for all of it at reasonable prices.



## Preserving a Dairy State

About two years ago we predicted that eventually Wisconsin would lose its prestige as a cheese producing state unless we encouraged cheese factories. That prediction is fast coming true. Statistics released at Washington this week show that in 1920 Wisconsin made more than 70 per cent of all the cheese produced in the United States, and in 1928 only 62 per cent—a loss of 8 per cent in eight years.

There is a reason for this. Demands are being made by the Chicago and eastern markets for whole-milk and sweet cream. The dealers are looking to Wisconsin for our milk because it is wholesome and of a higher percentage butter fat than that of many other states. But are we justified in deserting the cheese factories?

I recall talking to a farmer some months ago, and he stated that he was making more now by shipping his milk to Milwaukee than he had made delivering it to the cheese factories. I remember saying to him: "Some day you will regret this. You are undermining your own market. The time will come when your nearby cheese factory will have to close because of lack of patrons, and once competition is eliminated, where will you find a market for your milk?"

I recall his answer: "Perhaps you are right. I never thought of it in just that light."

The fact is that he had never given it any thought at all. He was offered a favorable price and he accepted it. The milk was gathered at his door, he received his check, and the transaction was closed. On the other hand, he had to go to the cheese factory early in the morning, and this was a hardship that he got away from by shipping his milk to Milwaukee.

Let us go a little further and analyze that farmer's problems. He had stock on the farm and the growing of hogs is another asset that enters into successful farming. He had accepted the whey from the cheese factory, a by-product that he looked upon as of little value, but it had a real value on his farm in the growing of pigs.

These whole-milk and cream markets are alright to talk about, but they are far removed from Sheboygan county, and if the farmer kills the goose that lays the golden egg here at home, he will pay for his shortcomings in years to come. Within the last few years several cheese factories have ceased operation in this county. This is true in Fond du

Lac, Manitowoc, Calumet and Ozaukee counties as well.

In 1920, American cheese led all other types by 70.3 per cent and in 1928 by 76.7 per cent. Here was a 6.4 per cent increase and an 8 per cent loss in Wisconsin. More cheese is being consumed and yet Wisconsin showed a loss. We would say to the dairy farmers of Sheboygan county who have patronized their cheese factories, to bear in mind that this old state made its reputation as a dairy state through its cheese factories. If you undermine these you are undermining the market for milk. Wisconsin-made cheese has a reputation in the markets of the world, and we can hold our own if we are loyal to our state. In the competitive field for milk, your market that you have today may be the market of some other state tomorrow. Milk is milk no matter where you buy it, but when it comes to a finished product like cheese, it is pretty hard to destroy the market once the product becomes famous. When milk is distributed in Chicago or New York, customers do not inquire whether it came from Wisconsin. When it is used in ice cream and other delicacies, the housewife does not inquire whether it is Wisconsin milk, but she does know that out here in the state of Wisconsin we are producing a brand of cheese that has more than a national reputation.

Once more let me say to the farmers of Wisconsin—do not undermine your cheese industry!

C. E. BROUGHTON, Editor,  
Sheboygan Press.

### SELLING CONTROL NECESSARY.

It is right that farmers should control the selling of the products made in the sweat of their faces. They cannot survive economically, they cannot escape peasantry unless this is done. No class can long retain its independence if it must say, "How much will you take?" whenever it has anything to buy and "How much will you give?" whenever it has anything to sell. And the only way farmers can get a hearing in either case is by organization. Acting as individuals, their pathetic futility will only be laughed at.—Farmers' Federation News.

Judge—"Ten dollars fine."

Truck Driver: "Can you change a twenty?"

Judge—"Nope. Twenty dollars fine."

### KRAFT COMPANY PLANS EXPANSION IN ATLANTA, GA.

Tentative plans for a \$125,000 cheese plant in Atlanta, Ga., have been announced by the Kraft-Phenix Cheese Co. through J. H. Kraft of Chicago, vice-president and sales director of the company. The building, which will probably be located on Fair St., will contain 40,000 or 50,000 feet of floor space and will practically treble the capacity of the present Kraft plant in Atlanta.

# UNIVERSAL

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.

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## Universal natural milker



# Parity for Agriculture Means Billions for Industry

## The Republican Party's Promises to Agriculture

A protective tariff is as vital to American agriculture as it is to American manufacturing. The Republican party believes that the home market, built up under the protective policy, belongs to the American farmer, and it pledges its support of legislation which will give this market to him to the full extent of his ability to supply it.

We favor adequate tariff protection to such of our agricultural products as are affected by foreign competition.

The Republican party pledges itself to the development and enactment of measures which will place the agricultural interests of America on a

## An Open Letter to American Industry from 2,000,000 Farmers

**S**INCE 1919 the income of American industry has increased from fifty billion to seventy-six billion dollars per year.

During the same period agricultural income has decreased \$3,466,000,000 which is 75% as much as the total value of all exports from the United States.

Much of this difference is attributable to the fact that in the present tariff there is a wide disparity in the protection given industry and agriculture and we believe that the degree of protection is reflected in the relative prosperity of these groups.

This unsatisfactory condition has brought about a situation which might almost be termed a collapse of the agricultural industry, greatly reducing its purchasing power. This resulted in pledges by both great political parties to place agriculture on a tariff parity with industry.

A special session of Congress was called for the principal purpose of adjusting the schedules on agricultural products so as to place agriculture on an equal basis with industry.

We are exceedingly disappointed with the results and believe that there is grave danger that party pledges to agriculture will not be kept and that the present disastrous condition will continue.

### Sponsored by

American Farm Bureau Federation, Chicago, Ill.  
Land O'Lakes Creameries, Inc., Minneapolis, Minn.  
Twin City Milk Producers' Assn., St. Paul, Minn.  
Central Co-operative Assn., South St. Paul, Minn.  
Twin Ports Co-operative Dairy Assn., Superior, Wis.  
Minn. Farm Bureau Federation, St. Paul, Minn.  
Challenge Cream & Butter Assn., Los Angeles, Calif.  
National Cheese Producers Federation, Plymouth, Wis.  
Pure Milk Products Co-operative, Madison, Wis.  
Washington Co-operative Egg & Poultry Assn., Seattle, Wash.  
Ohio Poultry Producers Assn., Wauseon, Ohio.  
Stark County Farm Bureau, Canton, Ohio.  
National Grange-Patrons of Husbandry, Columbus, Ohio, (800,000 members.)  
Missouri Farm Bureau Federation, Jefferson City, Mo.  
Kansas Farm Bureau Federation, Manhattan, Kan.  
Indiana Farm Bureau Federation, Indianapolis, Ind.  
Iowa Farm Bureau Federation, Des Moines, Iowa.  
Nebraska Farm Bureau Federation, Lincoln, Nebr.  
South Dakota Farm Bureau Federation, Huron, S. D.  
Maryland Farm Bureau Federation, Waltham, Md.  
Montana Farm Bureau Federation, Three Forks, Mont.  
New Mexico Farm Bureau Federation, Las Cruces, N. M.  
Utah Farm Bureau Federation, Salt Lake City, Utah.  
Wisconsin Farm Bureau Federation, Madison, Wis.  
Farmers' Elevator Assn. of South Dakota, Sioux Falls, S. D.  
Farmers' Elevator Assn. of Minnesota, Minneapolis.  
Western South Dakota Alfalfa Seed Growers Assn.  
Michigan Alfalfa Seed Growers Assn.  
Wisconsin Alfalfa Seed Growers Assn.

farm units with a present purchasing power of twelve billion dollars which will make attractive buyers for American goods if they are given proper tariff protection. This buying power, we believe, will be increased by several billion dollars if the campaign pledges to agriculture as printed on this page are kept.

American industry seems to be ignoring this fact and devoting its attention to developing foreign markets at the expense of agriculture—forgetting this great potential home market.

Under equal protection the price paid by a manufacturer might be slightly higher per unit but his domestic market would be vastly greater.

The agricultural regions have supported a policy of protection in the past. A condition has developed where this policy will prove a disadvantage to agriculture unless agriculture is placed on a tariff equality with industry.

From a standpoint of fairness, we appeal to the industries of America to demand of Congress the passage of a tariff measure which will give the promised equality to agriculture.

*United agriculture has presented its case. After careful investigation minimum rates have been proposed which will keep these party pledges. The near future will tell whether agriculture is to get the tariff equality promised (and industry is to secure an additional purchasing power greater than can possibly be secured from foreign markets) or whether the agricultural collapse is to be complete.*

In its proposal to the Ways and Means Committee of the House and the Finance Committee of the Senate united agriculture (representing directly over 2,000,000 farmers) has asked for tariff rates which "will give this market to him to the full extent of his ability to supply it." These rates should be granted.

Agriculture is convinced its cause is just. The responsibility is now in the hands of industry, hence this appeal.

Let us remain "one nation indivisible with liberty and justice for all."

*to insure its prosperity and success.*

Extracts from the Republican platform, adopted at Kansas City, June 12-15, 1928.

\*\*\*

## The Democratic Party's Promises to Agriculture

*"Labor has benefited by collective bargaining and some industries by the tariff. Agriculture must be effectively aided.*

*"The Democratic party in its 1925 platform pledged its support to such legislation. It now reaffirms that standard and pledges the united efforts of the legislative and executive branches of government, as far as may be controlled by the party, to the immediate enactment of such legislation, and to such other steps as are necessary to place and maintain the purchasing power of farm products and the complete economic equality of agriculture."*

Extracts from the Democratic platform, adopted at Houston, Texas, June 26-29, 1928.

- California Milk Producers' Assn., Los Angeles, Calif.
- Chicago Equity Union Exchange, Chicago, Ill.
- Connecticut Milk Producers' Assn., Hartford, Conn.
- Co-operative Pure Milk Assn. of Cincinnati, Cincinnati, Ohio.
- Dairymen's Co-operative Sales Co., Pittsburgh, Pa.
- Dairymen's League Co-operative Assn., Inc., New York, N. Y.
- Des Moines Co-op. Dairy Marketing Assn., Des Moines, Iowa.
- Gray's Harbor Dairymen's Assn., Satsop, Wash.
- Illinois Milk Producers' Assn., Peoria, Ill.
- Indiana Dairy Marketing Assn., Muncie, Ind.
- Inter-state Milk Producers' Assn., Inc., Philadelphia, Pa.
- Iowa Co-operative Creameries' Secretaries & Managers Assn., Waterloo, Iowa.
- Lewis-Pacific Dairymen's Assn., Chehalis, Wash.
- Maryland & Virginia Milk Producers' Assn., Washington, D. C.
- Miami Valley Co-op. Milk Producers' Assn., Dayton, Ohio.
- Michigan Milk Producers' Assn., Detroit, Mich.
- Milk Producers' Assn., Akron, Ohio.
- Milwaukee Co-operative Milk Producers, Milwaukee, Wis.
- New England Milk Producers' Assn., Boston, Mass.
- Northwestern (Ohio) Co-operative Sales Co., Wauseon, Ohio.
- Ohio Farmer's Co-operative Milk Assn., Cleveland, Ohio.
- Pure Milk Assn., Chicago, Ill.
- Scioto Valley Co-op. Milk Producers' Assn., Columbus, Ohio.
- Seattle Milk Shippers' Assn., Seattle, Wash.
- Skagit County Dairymen's Assn., Burlington, Wash.
- Snomish County Dairymen's Assn., Everett, Wash.
- Stark County Milk Producers' Assn., Canton, Ohio.
- Valley of Virginia Co-op. Milk Producers, Harrisonburg, Va.
- Washington County Dairymen's Assn., Bellingham, Wash.
- Yakima Dairymen's Assn., Yakima, Wash.
- The North Central Ohio Co-op. Dairy Sales Assn., Waynesville, Ohio.
- The Gallia County Co-operative Dairy Assn., Gallipolis, Ohio.
- The Farmers' Equity Union Creamery Company, Lima, Ohio.
- The Muskingum Valley Co-operative Dairy Sales Assn., Norwich, Ohio.
- The Southwestern Ohio Co-operative Sales Assn., Georgetown, Ohio.
- Pure Milk Products Co-operative, Madison, Wis.

This advertisement was inserted as a full-page ad in the big New York and Washington daily newspapers the week of December 16-21, by the farm organizations listed in the right hand column.



## Activities in Congress

The special session of Congress has come to a close and so far as tariff legislation is concerned, the farmer is in no better position now than if the special session had not been called. In the regular session every attempt will be made by many representatives and senators to crowd the agricultural schedules down as low as they possibly can without ignoring agriculture altogether and to gain an additional advantage for industry now that the tariff question has been opened up.

Campaign pledges of parity for agriculture through adequate tariff protection is a good subject for pre-election office-seekers, but we have discovered that many hot tears of sympathy shed at that time have turned to icicles and with the pressure of industry upon them, many senators and representatives have entirely forgotten that such a pledge was ever uttered by them previous to their election and are trying to console their supporters by working for increased duties on such agricultural products as will give the least offense to industry, as well as the least assistance to agriculture.

Every attempt is now being made to bring about speedy action on the tariff question and we are being advised to accept what we can get and get it quick rather than to obstruct and endanger the passage of any tariff legislation.

Farmers are not going to be fooled into believing that promises have been kept unless such items as are of vital interest and of the most importance so far as protection to his business are concerned are fully and adequately protected.

The co-operative groups from every part of the United States, as well as the national and state Farm Bureau Federations, have united on schedules deemed adequate to agriculture and unless these schedules can be secured, we are much better off without any tariff legislation at this time.

We are in the fight so why not go through to a finish?

Some of the important items that mean so much to the entire agricultural industry are being cleverly sidestepped and there is a keen desire on the part of many of our large manufacturers who are desirous of having cheap foreign products to use, to have the general public forget all about these important items, the most important of which is vegetable oils now being imported from foreign countries.

About a billion seven hundred mil-

lion pounds of foreign oils are being shipped into the United States annually to take the place of our beef and swine products and for use in hundreds of other manufactured products that could just as well be raised here in the United States. If it is necessary to be substituting inferior goods for the real article, let's do the substituting here at home. Every pound of foreign oil that is used as a substitute for butter or lard simply means that some of our home-grown grains that might well be used to produce these products will have to go on to the surplus market for export purposes.—Land O' Lakes News.

## LUNCHES FOR SCHOOL BOYS AND GIRLS.

Mary Brady, Nutrition Specialist.

Take time enough each morning to pack the school lunch attractively. When the lunch box is opened at noon its appeal to a hungry boy or girl will depend largely upon its appearance. Foods which do not taste good when cold, such as soup or creamed dishes, should not be selected for the packed lunch.

Variety in the kind of bread used in the sandwiches helps in having them all eaten. Graham or whole wheat, or varying the white bread by adding raisins, a few nut meats, or some orange peel to the usual sponge mixture are ways of doing this. Also baking the bread in a new form loaf, or occasionally cutting the sandwiches in fancy shapes will stimulate the appetite. How the bread is cut, buttered and filled makes a great deal of difference too. No child likes to eat thick, uneven, crumbly sandwiches. The bread should be cut rather thin and even. The crusts may be left on and the softened butter spread evenly over the entire inner surface. Besides the fine food value of the butter, it forms a coating which prevents the filling from soaking into the bread and making it

unattractive and hard to handle. The filling should be spread evenly, and not too thick, over the entire surface between the slices. In using meat filling it is better to cut it in small pieces so as to make it easier to eat.

Wrap tomato, celery, nuts, raisins, or dates in oiled paper, and put the portion of salt in its own piece of paper. Loosen or remove the skin from the orange, and put stewed fruit or the baked custard in a custard cup or glass, with a closely fitting cover. Two paper napkins, one for a tablecloth to spread on the desk, should be included. Putting a "surprise" in the lunch adds to the child's pleasure in eating and also is an indirect aid to digestion.

It is wise to study the child's need for food and try to pack only what he will eat. Three or four kinds of food are quite enough to provide each day. Bringing back home a half-filled lunch box day after day has the effect of lessening his appetite. It is also a waste of food and time used in packing.

Here are some sandwich fillings which will appeal to any boy or girl: orange marmalade, honey, chopped egg mixed with mayonnaise, chopped dates, cottage cheese with a flavoring of chopped onion, peanut butter, peanut butter and chopped dates, ground ham with mayonnaise, American cheese and jam. Don't they all sound good enough to eat?

Feed prices have not come down in the same degree that butter has which would seem to indicate that farmers will buy feed even though it is unprofitable to do so.

"I'm going to buy myself a harem."

"What do you mean? You can't buy a harem, can you?"

"Sure, I saw a sign at a gas station that said: 'Six gals. for a dollar.'"

## 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.

**TARIFF READJUSTMENTS.**

In this issue we reproduce a full page ad which appeared in the New York Times and the Washington Post. This ad was sponsored and paid for by the farmer organizations listed with the purpose in mind to bring to the attention of the people of this country, particularly manufacturers, the need of increasing the purchasing power of the farmer. We believe that this can be done by protecting the market and giving it to the farmers of the United States just as the manufacturer has his market at home protected.

That everyone in these United States will gain and that we will have a better country if the farmer's purchasing power is increased is self-evident. If agriculture does not get a fair deal in the present Congress not only the farmers but the whole country will suffer.

**DAIRY COMPANY IN SOUTH PLANS \$30,000,000 EXPANSION PROGRAM.**

Plans for the expenditure of approximately \$30,000,000 in plant improvements, new plant construction, acquisition of new properties and the establishment of demonstration dairy farms by the newly merged Foremost Dairy Products Co. and the Southwest Dairy Products Co. were recently announced by C. M. Conway, vice-president of the organization.

Of this amount \$5,000,000 will be spent in Texas, \$2,000,000 in Arkansas, \$2,000,000 in Louisiana, \$2,000,000 in Alabama, \$500,000 in Mississippi, \$2,000,000 in Georgia, \$1,000,000 in Florida, \$500,000 in South Carolina, and \$1,500,000 in North Carolina. In addition to this, approximately \$10,000,000 will be spent in acquiring properties in territories not yet covered by the two organizations.

A total of \$6,000,000 will be spent in establishing demonstration dairy farms and in co-operative work with dairy farmers already established. Demonstration farms are already in operation in Tampa, Fla., and Savannah, Ga.

New plants of the company will be devoted to making powdered milk, evaporated milk, cheese, butter, ice cream, buttermilk, and pasteurized sweet milk. Plans are also underway for the establishment of plants for making bottles and other containers.

**New Supporters**

- Julius Kapke, Sta. F., Route 11, Milwaukee.
- W. G. Boyd, Route 3, Box 87, Waukesha.
- H. Manke, Route 1, Templeton.
- Eugene Hecker, Templeton.
- Wm. P. Condon, Route 2, Pewaukee.
- Aug. Thiel, Route 2, Pewaukee.
- John Le Dain, Route 2, Box 27, Pewaukee.
- Chas. Vick, Route 2, Pewaukee.
- Joe Adams, Route 1, Pewaukee.
- Chas. Dopke, Route 2, Pewaukee.
- H. Westphal, 1417 37th Ave., Milwaukee.
- Julius Peterson, Hartland.
- G. A. Schultz, Route 1, Pewaukee.
- Robert Craft, Hartland.
- Wm. A. Koester, Route 2, Nashotah.
- Archie Peterson, Route 1, Oconomowoc.
- John Stuesse, Route 2, Menomonee Falls.
- Arnold Bente, Route 5, Oconomowoc.
- T. Trawczynski, R. 2, B. 179, S. Milwaukee.
- Herman L. Krause, Hartland.
- H. J. Kreuzer, Route 2, Menomonee Falls.

**STRIKING ADS.**

Wheeling (W. Va. News)—“Want-ed: Two ladies to wash dishes and one man.”

Springfield (Mass.) Union—“For Sale: 120 R. I. Red pullets, 13 cock-erels, hatched March 5, all laying.”

Santa Anna (Cal.) News—“For Sale: 10 R. I. Red pullets, ready to lay four-hole wood cookstove with pipe.”—Lucy Thompson.

**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.

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**DAIRY BUSINESS OVERDONE?**

**Kosciusko, Miss.**—Erection of a new \$10,000 creamery plant for the Kosciusko Creamery Co. is now underway, according to Z. O. Graham, manager of the company.

**Hughson, Calif.**—The contract for a new \$75,000 milk receiving building and dry milk plant to be built by the Hughson Condensery was let recently. According to W. H. Low, manager of the plant, the building will be of re-inforced concrete and steel.

**New York, N. Y.**—The Creamery Associates, Inc., of Kings has been incorporated for \$25,000 by Louise Meier, 1547 Brooklyn Ave., Brooklyn; Michael J. Griffin, 15 Wyckoff St., Brooklyn, and Walter J. Trudden, 172 Barbey St., Brooklyn.

**Cazenovia, Wis.**—An addition to the Cazenovia Co-operative Creamery Co. plant will be built in the near future.

**Rupert, Ida.**—The contract for the building of a new casein plant to cost between \$30,000 and \$40,000 was let by the Jerome Co-operative Creamery Co. on Thursday, November 21. The structure must be completed within 75 days. The Jerome company operates plants in Jerome, Burley, Gooding, Hagerman, Buhl and Twin Falls.

**Grangeville, Ida.**—Plans for opening a creamery in Grangeville by February 1 were announced by R. A. Maier of Reichle, Mont. The plant will be located in the Parker Building.

**Fitzgerald, Ga.**—Fitzgerald will be among the places in which Foremost Dairy Products, Inc., of Jacksonville, Fla., will establish a creamery.

**Tekamah, Nebr.**—Sites for a new creamery are being considered by shareholders of a newly formed creamery company in Tekamah.

**Lusk, Wyo.**—Plans for organizing a co-operative creamery company in Niobrara County are underway, following a meeting of farmers of the county in Lusk on December 5.

**Salt Lake City, Utah.**—Additions and improvements on four dairy companies acquired by the Sego Milk Products Co. will be made soon, according to Roy Bullen, vice-president

and general manager of the organization. Approximately \$200,000 will be spent by the company. Included among the four plants upon which the money will be spent is the recently purchased Western Creamery Co. of Salt Lake City.

**Richmond, Va.**—The Kraft-Phenix Cheese Corporation has purchased a site in Richmond for the erection of a \$100,000 plant.

**Butler, Mo.**—Among Missouri charters recently granted is one for McVenn's Creamery, Inc., of Butler, Mo. The company is capitalized at \$12,000 and will handle butter and cheese as well as other dairy products.

**Morgan, Wis.**—The Red Springs Cheese Factory has been sold by Ira Richards to William Hohn. Mr. Hohn was previously connected with a factory near Shawano.

**Pampa, Tex.**—Excavation for the foundation of a new creamery building in Pampa is now underway. The building, which is being erected by the Gray County Creamery Co., will cost approximately \$18,000. Definite time for completion of the plant has not been set.

**Hico, Tex.**—Purchase of the Hico Ice and Creamery Plant by Joe T. Bonner of Temple, Tex., and associates, was recently announced. Mr. Bonner bought the plant for \$45,000 and plans to operate it on a large scale. The plant has been closed for the last six months.

**Richmond, Calif.**—About \$5,000 will be spent by the American Creamery Co. of Richmond in remodeling their creamery plant.

**Corydon, Ia.**—W. R. Vandermeer of Dumont, Ia., has been making a survey of Wayne County with a view of locating a creamery in Corydon. Mr. Vandermeer and his father intend to build and run the plant.

**Wautoma, Wis.**—The Wautoma Creamery Co. is contemplating building an addition to their plant. The addition will be 12 by 30 feet.

**Abilene, Tex.**—O. D. Dillingham, owner of combination creameries and ice plants at Abilene, Winters, Breckenridge and Ranger, Tex., let a contract recently for a \$12,500 creamery and ice plant at Coleman, Tex. Work

**NOTICE!**

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

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

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**WM. STEWART**

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**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.

on the new plant will begin as soon as the lot on which it will be built has been cleared.—Butter & Cheese Journal.

Editor's note — And still some people say that the dairy business won't be overdone.

**Market your livestock at the new**

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

**MILWAUKEE STOCK YARDS**

Canal Street and Muskego

ROUTE.—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.-First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

**NO DELAYS IN UNLOADING TRUCKS**

# Milwaukee Milk Producer

AGRICULTURAL COOPERATION  
FILE COPY

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

Volume 2

FEBRUARY, 1930

Number 11

## Price Conference

On January 29 we met the dealers to confer on a price for fluid milk for the month of February.

The session began at 2:00 P. M. and ended at 5:30 without a price being agreed on.

The dealers pointed to the great difference that exists between manufactured milk prices and our fluid milk price and predicted that our price was bound to come down sooner or later because it is top-heavy. We countered with the argument that because of the low manufactured price and the large amount of surplus milk our average price will not be too high.

That the dealers have taken on shippers in excess of the normal needs of the market is no fault of ours, and if they are bound to load up with shippers so that plenty of milk is on hand through the shortest period of the year, leaving them free from worry and care on that score, they should be good sports and not complain about too much milk. If this great amount of milk is carried so that the consumer is always sure of a safe supply of milk it seems to us that the consumer is called upon to pay for that protection.

When we ask our feed dealers to have several varieties of feed on hand whenever we need them he charges us for that service and when we ask our bank to have money on hand for us when we need some he

charges us for it—and how? It's about time some one besides the farmer should have to pay and carry a risk once in a while.

No price was arrived at on February 5 when we met the dealers on February fluid price and adjournment was taken to February 12 at 2 p. m.

A suggestion that the dealers pay us \$3.15 for fluid milk and deduct 5 cents per cwt. for advertising was not to the liking of some of the dealers.

Low price of butter and an exceptionally low price of skim milk products resulted in a manufactured price of \$1.39.

The surplus was reduced by about 3.5 per cent because of the amount of excess milk over base quantities.

The Gridley Dairy Co. reports surplus of 35.27 per cent and will pay an average price of \$2.53.

Layton Park Dairy Co. reports surplus of 35 per cent and will pay an average price of \$2.53.

The Luick Dairy Co. reports surplus of 34.96 per cent and will pay an average price of \$2.53.

Sunshine Dairy Co. will pay \$2.53.

The Blochowiak Dairy Co. reports fluid sales amounting to 64.65 per cent and a surplus of 35.35 per cent and will pay \$2.53 as an average price.

## ANNUAL MEETING.

The annual meeting of our organization held in the Milwaukee Auditorium on January 28 was one of the best meetings held in many years. Some spirited discussion was indulged in but good feeling prevailed throughout the meeting.

The well known fact that dairy products are not being consumed in sufficient volume to provide a market for all we produce prompted several members to advocate an advertising campaign. There is no getting away from the fact that the whole dairy industry has been asleep as far as a selling program is concerned. It has

gone along on the assumption that dairy products should sell themselves and has let an inferior product, made from cheap oils and fats, but well advertised, take the place of our good dairy butter on the tables of many consumers.

We welcome letters from our supporters expressing their views on the subject.

George Drought, Edward Hartung, John Wick and Charles Dineen were elected to succeed themselves as directors for the next three years.

Mr. Christman brought in his band from Menomonee Falls and pleased the members by rendering some very good music.

## STATE WIDE CONDENSERY CO-OP TO ORGANIZE.

For some time past there has been considerable agitation and a movement on foot to organize the condensery shippers of our state into a co-operative.

The Agricultural Commission at Madison through a recent law which has been passed must take the initial step in forming such an organization. With this in mind the Commission called together eight of the largest condensing interests in the state. There was a complete discussion of the whole matter and the result was that the operators agreed to meet the producers at some future date to discuss their problems with them.

Having progressed this far the Department of Agriculture through its Division of Co-operative Marketing called a conference of Condensery Producers. This meeting was held in Madison on January 28 and invitations to attend were extended to several fluid milk marketing organizations with the idea in mind that they might be able to lend suggestions which might help in formulating plans for an organization.

The conference was well attended by producers from all over the state. A thorough discussion was entered into and the result was that an executive committee of eight condensery producers representing eight counties was appointed. This committee is to meet in the near future, draw up plans of organization and then meet the condensery operators.

It is very evident that the condensery farmers are anxious to organize. They are very much dissatisfied with existing conditions. They feel that their price is very low and they lay it to numerous reasons chief among them being the big mergers of dairy interests and the total lack of organization on their part.

Several outstanding men recognized as authorities on co-operative marketing were in attendance and called upon to express their views. Some of the highlights in their talks should be food for thought for all producers.

Emerson Ela, General Manager and Counsel for the Northern Wisconsin Tobacco Pool, stressed the idea that any organization must fol-

(Continued on page 5)

FEB 17 1930

DIVISION OF  
COOPERATIVE MARKETING



# 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 2 February, 1930 Number 11

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Ave., Milwaukee.

## DIRECTORS

A. C. Klekhaefer, R. 2, Thiensville.  
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 oleo manufacturers are raising Cain because some County Agents are advocating the use of butter rather than some of the slimy spreads that are so widely advertised.

Yes, it is sure hard on the oleo fellows to have the public told about the cheap oil—ten cents a gallon we are told—that is used in making their spreads.

Let's all talk about the good qualities of butter and also use a little more of it ourselves.

President Glenn Frank did not scare worth a cent when the oleo fellows tried to put him in a hole for allowing the County Agents to talk butter instead of their oil spread.

Cocoonut oil may make a good soap but who in 'ell wants to eat soap?

On another page we print the notice of the annual meeting of The National Cheese Producers Federation.

Notice is also given of the loan made to the Cheese Federation by the Federal Farm Board. It would seem that the cheese business will gradually work into the hands of the co-ops. where it rightfully belongs. Too many people who are not needed in the game are making fat profits from jobbing and handling cheese.

When the farmer gets twenty cents per pound for his cheese and the consumer pays from forty to sixty cents per pound it is quite evident that something is wrong.

## REGARDS FROZEN MILK.

In receiving test cards from the Association office during these winter months it often occurs that on some particular date a test is missing. The reason for the absence of a test is because in zero weather there is considerable frozen milk. This makes it very difficult to sample the milk correctly and so usually sampling by the company and our fieldmen is discontinued for that day. Not all the milk is frozen but there is enough of it in this condition so that any attempt to sample that which is in good shape would cause great delay in taking in the day's supply.

This delay mentioned would be due to the way in which the weigh tanks are constructed. In practically all cases they are equipped with screens and agitating plates which they remove when milk is badly frozen. If they were left in and sampling was attempted there would be a considerable collection of frozen milk on these screens resulting in incorrect weighing. Time also must be taken to clean this milk from the screens, cutting down the unloading time, and thus causing delay in dumping. In zero weather every effort is put forth to unload as speedily as possible because the trucks are usually on the road longer and if they have to stand in a congested alley it affords just that much more opportunity for the milk to freeze.

Sampling with these screens and agitators removed is not advisable because it does not insure a correct sample. The agitators are used to mix the milk thoroughly as it is being dumped.

We have been criticized in the past by some producers because of the absence of tests on certain dates. They have wondered whether we neglected sampling their milk, or whether we were taking a little vacation.

Many of our members ship milk that is never frozen and it is to enlighten these producers that we print this article.

If you receive a card showing no tests on certain days you will know that either your milk was frozen or that all sampling for that day was discontinued.

ROY P. KNOLL,  
Senior Fieldman.

## CLIP THE COWS.

Clipping the cows makes the rather unpleasant job of keeping them clean an easier one. Cleaner milk and the satisfaction of having the cows look well is worth something also.

## OFFICERS ELECTED FOR 1930.

At the organization meeting held on January 29, the Directors elected officers for the ensuing year as follows:

John A. Davitz, President.  
Edward A. Hartung, Vice President.  
Charles Dineen, Secretary.  
Wm. Kerler, Treasurer.

## CREAM SPREADS FOR BREAD.

There are indications that the near future is to witness the appearance of an increase of new cream products which, to the creamery industry, offer some interesting matters of speculation.

The development of high fat separators to a degree of efficient operation has caused enterprising dairy people to experiment with high testing cream. The well-known Fairmont organization has introduced a new cream spread in recent months. Bridgeman-Russell has also become active with a honey butter, so referred to because of it being a blend of heavy sweet cream and honey. There will be others.

Those who are experimenting with these products and people who have tasted of them testify as to their palatability. The range of possibilities for flavor or fruit combinations is broad.

Just what is the future of such products? They come under the head of dairy products, yet they are more or less strangers in the fold. Should they be received with a considerable enthusiasm by the consumer, they will bring new considerations to the dairy industry just as a new member in any family generally does.

They will not come within the definition of butter as established by law, yet they will to the extent they are used as a spread for bread displace the standard product. Butter has always been the dairy product spread for bread. It has had for competitors, spreads of a foreign nature made of other than butterfat as a base, but colored to look like butter and flavored to make them taste something like butter. Sometimes the fat of the alleged substitute has been churned in milk to get the milk or butter flavor.

But there is nothing foreign about these new spreads. They come from within butter's own dairy ranks. Must butter now move over to make room for an enterprising newcomer in the butter family?

Will the cream spreads be fads or have they the quality of permanence? Do they mean greater consumption of dairy products? These are interesting questions.

# PROGRAM Sixteenth Annual Meeting

National Cheese Producers' Federation

College of Agriculture, Madison, Wis.

February 12th and 13th, 1930

### WEDNESDAY, FEB. 12—STOCK PAVILION

9:30 A. M.—Open to Public

1. Call to Order.....Pres. Gus. Brickbauer
  2. Song "America".....All Standing
  3. Federation Progress Report
    - A. Federation Field.....F. G. Swoboda
    - B. Federation Cheese Sales.....L. J. Gaynor
    - C. General Federation Progress.....Gen'l Mgr. F. A. Cornlea
  4. Federation Song.....James C. Stone, Lexington, Ky.,  
Vice Chairman of the Federal Farm Board
  5. Address.....
- Adjourn for Lunch—

### WEDNESDAY AFTERNOON—1:15 O'CLOCK

1. Call to order.....
  2. Group Song.....T. M. Bewick, leader
  3. Milk and Cream Marketing in Wisconsin Dairy Marketing Program.....  
D. N. Geyer, Gen. Pure Milk Association
  4. Song.....On Wisconsin
  5. Address.....Hon. Walter J. Kohler, Gov. of Wisconsin
  6. Uncorking a Bit of Cork.....J. N. Kavanaugh, Green Bay
  7. Address—Inter-relationship of Dairy Co-operatives.....John Brandt,  
Pres., Land O' Lakes Creameries
  8. Group Singing.....
- Adjourn—

### WEDNESDAY EVENING—7:30 O'CLOCK

Auditorium Agricultural Hall

1. Vice President W. H. Hutter.....Chairman
  2. Federation Song—By All.....T. M. Bewick
  3. Music by Short Course Orchestra.....
  4. Helping the Foreign Cheese Producer to Help Himself.....Jos. Acherman,  
Mgr. Foreign Style Cheese Dept.
  5. Solo.....Walter Pocock, Madison
  6. A Marketing Program for the Producer.....Ralph A. Peterson,  
Director Dept. of Cooperative Marketing
  7. Fiddlin' Wit.....J. N. Kavanaugh
  8. Music.....Short Course Orchestra
  9. Coops and the Tariff Struggle.....Chas. W. Holman
  10. Community Song.....
- Adjourn—

### THURSDAY, FEB. 13—AUDITORIUM

9 A. M. for Delegates and Members Only

1. Call to Order.....Gus. Brickbauer, Pres.
2. The Federation Goal for 1930
  - A. Field Activities.....F. G. Swoboda
  - B. Sales.....L. J. Gaynor
  - C. General Program.....F. A. Cornlea
3. Federation Song.....T. M. Bewick
4. Presentation of the Annual Financial Report.....
5. Federation's New Financing Program.....Emerson Ela,  
Federation's Legal Advisor
6. Questions and Free for all Discussion.....
7. Adjourn for Lunch.....

### THURSDAY AFTERNOON—1:15 O'CLOCK.

1. Call to Order.....Gus, Brickbauer, Pres.
2. Roll Call.....
3. Report of Credentials Committee.....
4. Reading of Minutes of 1929 Annual Meeting.....
5. Election of Directors (8 in number).....
6. Unfinished Business.....
7. New Business.....
8. Report of Resolutions Committee.....
9. Adjourn.....

Lunch Served at Noon Both Days at Livestock Pavilion

## CHAS. GUENTHER

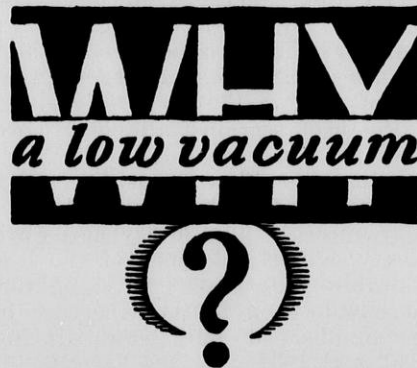
Phone: Milwaukee 8585-R3

Having discontinued Farming I offer for sale the following:

- New Grain Drill Hay Rake
- McCormick Mower
- Sulky Cultivator Hay Rack
- Aspinwall Potato Planter
- Chicken Coop 8' x 10'

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.



**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



# The Outlook for Dairy Products

"Dairymen face a period of readjustment. While an annual increase of about one per cent in milk cow numbers is necessary to increase production sufficiently to balance increasing demand, the number was increased 3 per cent in 1929. The number of heifers, 6 per cent greater than a year ago, is sufficient to cause still further increases in cow numbers in 1930. While the underlying situation is not so bad as would appear from current butter prices, the duration of the period of readjustment will depend partly on the promptness with which producers adjust their methods to meet the situation, by close culling out of their old or low-producing cows, and by either marketing a larger quantity of milk in the form of veal or, in the beef sections, allowing more calves to run with the cows. With present lower butter prices, dairy cows will be fed less purchased grain this winter. Unless dairy herds are closely culled and more of the less desirable heifers sent to slaughter, there will be a further increase in the number of milk cows during 1930, and 1931.

"Over a longer period the general

dairy outlook is unfavorable because of the large number of heifers now on hand and being raised, and because of the probability of a marked upward trend in beef production during the next five years or more. There is an increasing number of dual-purpose cows which will be milked whenever the price of butter is sufficiently high and the price of meat animals is sufficiently low. On the whole, a conservative policy in regard to raising dairy calves is called for. Probably more calves were raised in 1928 and 1929 than can be raised to advantage hereafter. Dairymen who have to buy dairy cows will probably be able to buy replacements at less cost in two or three years than they can now.

"Total milk production for all purposes in 1929 was apparently but slightly in excess of 1928. In the eastern market milk areas production was slightly below 1928 until about September, but well above 1928 after that. In the areas chiefly devoted to manufactured dairy products, production exceeded 1928 during the favorable pasture season, averaged about the same as 1928 during the remainder of the year, but

the year closed with production generally showing slight increases over 1928.

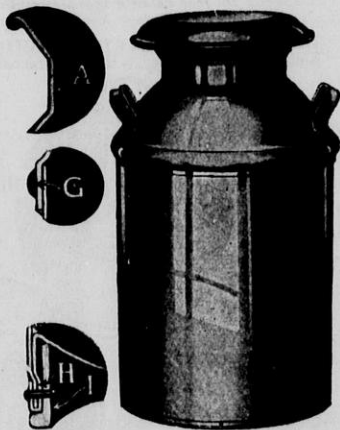
"Production of manufactured dairy products in 1929, in terms of milk equivalent was about the same as in 1928. Estimates for the year show increases of about 2 per cent in creamery butter production, 8 per cent in condensed and evaporated milk, and a decline of 14 per cent in cheese production.

"Trade output or the quantity of butter absorbed by our markets is estimated to have declined about 1.5 per cent. Until April about the same quantity was consumed as in 1928, but afterwards the rate of consumption was less, and with increased production the largest storage stocks on record amounting to 169,000,000 pounds on September 1 were accumulated. At the close of the year those stocks had been reduced to 82,000,000 pounds but were still 38,000,000 pounds heavier than a year earlier. Prices were about the same as in corresponding months of 1928 through April, from April until October they followed the usual seasonal course below the level of 1928 by 2 or 3 cents, then prices declined

## 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

instead of making their usual seasonal rise. Coincident with the decrease in the trade output of butter, there has been a corresponding increase in the production of butter substitutes.

"Trade output of cheese in 1929 was about 7 per cent less than in 1928. The decline in production was, however, even greater and stocks were reduced during the year. Prices of Cheddar cheese though the lowest since 1922 did not show as marked declines as took place in the price of butter.

"Trade output of condensed and evaporated milk increased approximately 4 per cent during the year. The increase in production was somewhat greater and stocks at the close of 1929 were much above those of 1928. Prices were not materially different from corresponding months of 1928 until August when reductions, which were maintained for the remainder of the year, took place. Reductions were more marked for evaporated than for condensed milk.

"About the same amount of milk appears to have been taken by city consumers for fluid milk consumption as a year ago, at retail prices which were generally the same as in 1928. Outside of special local situations, prices to producers for milk for fluid milk uses in cities were maintained at about the level of 1928. In the eastern milk producing area the net price paid members of co-operatives was generally above that of 1928 until October. The decline in butter and cream prices lowered the price of surplus milk during November and December, and increased production caused a sufficiently larger proportion of the milk to be disposed of as surplus to lower the net prices to producers materially.

"The number of milk cows in the United States, after remaining practically stationary for several years, was increased about 3 per cent during 1929. Including some heifers two years of age but not yet in production the number of milk cows on the first of January was about 22,499,000 compared with around 21,800,000 on that date during the three preceding years. The increase appears to have been shared by all sections of the country except local areas which are suffering from a shortage of feed. Perhaps a third of this increase has resulted from the bringing into production of an increased number of heifers; the remainder of the increase apparently being due to a continued decrease in the number of old cows sold for slaughter.

"This tendency to keep more cows

does not as yet appear to have been checked. The price of milk cows is still high and December stockyard receipts of cattle from the dairy states still showed abnormally small numbers. The tendency towards expansion of milking herds is also shown by the fact that practically all states report an increased number of yearling heifers being kept for milk cows, the increase in the country as a whole being about 6 per cent. The total number of such heifers on the farms on January 1 is estimated at approximately 4,669,000 compared with 4,413,000 on January 1, 1929; 4,184,000 in 1928; and 4,059,000 in 1927. The number of heifer calves on hand, while less significant, seems to indicate that fully as many heifer calves were saved in dairy states in 1929 as in the previous year, and up to the first of the year the stockyard receipts of calves from the dairy states seem to indicate that farmers were still saving rather more than the usual number of calves.

"Indications are that the previous upward trend of production per cow was continued through 1929 in fluid milk areas, but that in butterfat areas this trend did not continue after the first half of the year, partly in response to poorer pastures after mid-summer and partly in response to higher feed prices and lower product prices in the fall.

"The increase in production in the North Atlantic States in the fall of 1929 appears to have been due to the fact that farmers adjusted their program in expectation of a fairly strong market for fluid milk during the fall and winter months. Insofar as there has been an increase in fall freshening some decrease in production later in the year is to be expected. In the United States as a whole production per cow increased materially from 1925 to 1927, but has increased only slightly since then.

#### THE KNOCKER.

The knocker is a curious cuss;  
He never starts to whine  
Or fling his envious shafts at us  
Until our work is fine.  
It's only men with skill to do  
Real work he tries to block:  
And so, congratulations to  
The one the knockers knock.  
—Clipped.

#### HINT FOR TRAVELERS.

To close a trunk when overpacked.  
1. Lose key down the well.  
2. Trunk lid will automatically slam and remain permanently locked.—Dublin Opinion.

### STATE WIDE CONDENSERY CO-OP TO ORGANIZE.

(Continued from page 1)

low lines of sound business practice. With the actual producer 100 per cent loyal to the Co-op. it can be the best in the world. The members must not look for inflated prices but should consider investment, cost of production, plus a reasonable profit. In concluding Mr. Ela said that he was willing to offer his services at any time that they might be needed.

Mr. Hutter of the National Cheese Producers Federation stressed the difficulties of organizing farmers. He said that it was hard work, disheartening at times and could not be accomplished in a year. He received splendid applause when he stated that it is the "Farmer who must put any organization across by sticking and keeping his shoulder to the wheel."

Prof. K. L. Hatch of the University of Wisconsin stressed both Mr. Ela's and Mr. Hutter's statements that the local group must be loyal and that along with this they must be enlightened about all their problems so that there is no chance for dissatisfaction to creep in due to misinformation and misunderstanding.

This conference is just the starting point and we hope that the Executive Committee will form the foundation for a real co-operative marketing organization. After this has been done the organizing steps will be taken and right here is where the success or failure of the venture will rest. We do hope that every condensery producer will get behind the movement, stick through thick and thin and be 100 per cent loyal. Listen to the counsel of these men who have been in this work the greater part of their lives, they know from experience.

ROY P. KNOLL.

#### MACKLIN GETS FARM BOARD APPOINTMENT.

Among the three organization specialists recently employed by the federal farm board is Theodore Macklin, agricultural economist at the University of Wisconsin.

Macklin will speak on co-operative marketing and agricultural organization at various points in the country during the next few months. Talks to be given in Florida, Southern California, and Texas are being planned.

The other specialists employed by the board are W. H. Avery, Wakefield, Kan., and Prager Miller, Roswell, New Mexico.



### CURTAILING PRODUCTION.

The editor of a farm paper, in discussing the low price of butter and the large surplus on hand, suggested several remedies but stated that reducing the production per cow was not the right thing to do.

We do not have any feed manufacturers advertising in our columns and are not under obligations to them. We do think that some farmers could feed a little less high priced grain, cut down production somewhat and have just as much profit if not a little more.

There are other ways of keeping milk off the market. The suggestion that has appeared in many papers regarding feeding veal calves to a greater weight and thereby selling some milk as veal, is, we think, worth trying. There is a range of from four to six cents per pound in favor of the fat, heavy calf over the thin and light calves.

Then there are the cows with defective udders, the kickers and others that are for one reason or another, rather undesirable. Most of us could do something about this surplus if we would try. It's the job of every milk producer to help reduce the surplus if he can figure out a way that fits his case.

If two pounds per cow, per day, less milk was shipped into this market the total receipts per month would be nearly three millions pounds less. This would result in a much lower surplus and a higher average price.

We know that every good cowman likes to feed well and have his cows producing right up to their capacity but stop and think seriously about it before you decide to keep on flooding the market with surplus milk at \$1.40 per cwt. less cartage.

Every city market, every condenser section and the butter and cheese communities are all in the same condition — over-producing. What does the manufacturer do when there is a slump in the demand for his products? He reduces his output. Hadn't we better do the same?

### LAND O' LAKES CREAMERIES GETS \$3,000,000 U. S. LOAN.

Washington—(U.P.)—A loan of \$3,000,000 to the Land O' Lakes Creameries, Inc., Minneapolis, was approved by the federal farm board today. The board announced \$1,000,000 was to assist the co-operative association in merchandising dairy products handled by it, and \$2,000,000 to enable the association to advance to its members a greater share of the market price of the dairy products delivered.

### CHEESE PRODUCERS WILL DEBATE TARIFF.

R. A. Peterson, head of the department of co-operative marketing, will be one of the speakers at the 16th annual meeting of the National Cheese Producers' federation at Madison, Feb. 12 and 13.

Tariff rates on dairy products will be the main topic of discussion.

Charles Holman, Washington, D. C., executive secretary for the National Milk Producers' federation, a leader in the fight of dairymen for increased rates on their products, will direct the study of the proposed tariff rates at the meeting.

John Brandt of the Land O' Lakes corporation and D. N. Geyer of the Pure Milk Association, Chicago, will address the convention. Several members of the federal farm board may attend.

### HULL SEEKS HIGHER LEVY TO AID FARM.

Washington — With Wisconsin dairy farmers confronted with great losses because of the drop in the price of their products, particularly butter, Representative Merlin Hull, Black River Falls, is getting impatient for the senate to pass the tariff bill providing increases in the duties on dairy products.

Representative Hull was the only Wisconsin congressman who voted against the tariff bill in the house of representatives, opposing it because he thought it did not give enough increases in agricultural products to put them on a par with manufactured products.

He appeared before the senate finance committee urging higher rates on dairy products, which were granted, and in general the senate has amended the bill to provide higher duties on farm products, with some reductions from the house level on manufactured products.

**Lose \$75,000 Monthly.**

The Black River Falls congressman says that the farmers of Jack-

son county alone are losing \$75,000 a month now because of the low price of butter.

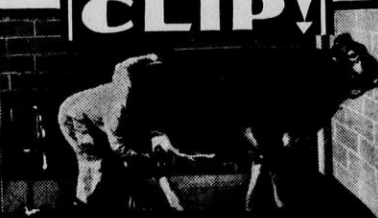
### MUST CUT BUTTER PRODUCTION, BELIEF.

Temporary reduction in the manufacture of butter because of the present excess in supply, due to a lessened consumption for some months past, would do much toward stabilizing the market, according to members of the board of agriculture and marketing.

"The excess of butter in the market," said Commissioner Charles L. Hill, "amounts to just about one week's supply. If production could be stopped for a week, there would be a shortage, rather than an over supply."

Coupled with the under consumption during the past few months has been an increase in the amount of butter manufactured. The splendid pasturage during the fall this year increased the normal milk supply for the fall months, according to the commissioners.

CLIP!



by electricity

This new Stewart Stockman, priced at 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

Write for  
**FREE**  
Catalog

## 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.

**FALLING BIRTH RATE PERILS  
AGRICULTURE, FARM EX-  
PERT FINDS.**

The downward trend of the birth rate, which may soon be so low as to make the population stationary, is fraught with serious consequences for American agriculture, Dr. O. E. Baker, former University of Wisconsin student, now senior agricultural economist of the United States department of agriculture, declared Friday afternoon in a lecture at the engineering building at the university.

The increased production of American agriculture aggravates the problem, Dr. Baker declared.

"The birth rate in the United States declined from 24.5 per 1,000 population in 1913 to 19.7 in 1928 and estimates place it at 19 for 1929," said Dr. Baker.

Continued fall of the birth rate, he feels, will soon bring it below 17, the minimum necessary to maintain the population at its present level, since only a slight increase in the life span may be expected.

**Farm Output Mounts.**

He pointed out that the production of the American farmer in the last 30 years has increased over 50 per cent and over 20 per cent in the last 10 years, due to more efficient machinery, increased efficiency in utilization of feed, and changes to more productive classes of animals and crops.

As an example, he pointed out that "the automobile and tractor have caused a reduction of over 7,000,000 in the number of horses and mules in the United States, releasing 20,000,000 to 25,000,000 acres of crop land which has been used principally to feed meat and milk animals."

Factors in the increased production are likely to continue for several decades, with new developments in agricultural technique causing a further recession in the point of diminishing returns, Dr. Baker feels.

**Suggests Solution.**

A national land policy, designed to draw farmers away from poor land, is suggested by Dr. Baker as the logical preventative of ruin of the farm industry.

Decrease in the values of farm land, forcing abandonment of the poorer farms and raising taxes on those that remain, thus forcing a migration to the cities, is foreseen by Dr. Baker.

Dr. Baker is the author of several books on agricultural and geographical subjects. He came here to study agriculture in 1908 and was on the staff of the Wisconsin agri-

cultural experiment station until 1912. He has been with the United States Department of Agriculture since. He obtained his Ph. D. from the University of Wisconsin.—The Wisconsin State Journal, Madison.

**NEW SUPPORTERS.**

- George Klumb, Muskego, R. 1.
- I. G. Turkiewicz, Hales Corners, R. 2.
- A. Siedlecki, Hales Corners, R. 2.
- Andrew Koelsch, Hales Corners, R. 2.
- John Dalka, Hales Corners, R. 2.
- Emmer Bros., Menomonee Falls, R. 2.
- Herman Kannenberg, Jackson, R. 2.
- G. J. Siegel, Caledonia.
- Otto A. Fischer, Brookfield, Box 21.
- H. Fischer, Brookfield, Wis.
- Albert Rammelt, Waukesha, R. 1, Box 73.
- Gustav J. Gudexon, Waukesha, R. 1.
- J. W. Mueller, Mukwonago, Wis.
- Peter Baden, Hales Corners, Wis., R. 1.
- Max Zeisse, Caledonia, R. 1.

If you lose your temper and say things to people, and fume and fret and everything, you won't be a nice old gentleman when you get old.

**WANT DEPARTMENT  
RATE—3 CENTS PER WORD**

Minimum Charge—\$1.00.

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

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**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.

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### WARNS FARMERS TO CUT YIELD OR DOWN GO PRICES.

Washington, D. C.—Stern warnings to American farmers that they must hold down the production of surplus crops if they expect to regain prosperity were sounded in unison today by the two highest federal authorities on agriculture, Chairman Alexander Legge of the federal farm board and Secretary of Agriculture Arthur M. Hyde.

Launching what apparently is to be a countrywide educational campaign to limit surplus production at its source—on the farm—the two officials voiced their pleas for crop limitation in radio speeches over a forty-station hookup of the National Broadcasting company, during an agricultural outlook program arranged by the department of agriculture.

#### Quotes Outlook Report.

Both speakers called attention to the departments' outlook report issued yesterday, predicting little, if any, increase in farm commodity prices during 1930, if overproduction continues.

Declaring that the success of the co-operative marketing program of the farm board cannot be a complete success despite the use of the board's 500 million dollar revolving fund unless farmers co-operate in limiting their crops, Mr. Legge urged them to be cautious during the planting seasons. Developing and broadening of markets to provide an outlet for farm products, he said, is only one step toward a solution of the farm problem.

"We must recognize," Mr. Legge said, "that after all there is a limit to the quantity of any commodity beyond which it will be impossible to find a profitable outlet and it seems clear in the case of some of our commodities that production now is in excess of quantities that can be disposed of at prices that will afford a reasonable return to the producers."

We'd like to see a Girl Scout grow up to be a woman driver and do one good left turn a day.

### AN IMPORTANT STATEMENT.

Alexander Legge, chairman of the Federal Farm Board, recently made the following statement:

"In the past, much effort and large sums of money have been spent trying to improve local conditions, but much of this effort has been directed toward improvement in methods of production; that is, to encourage the raising of more and better crops.

"However, all this effort meets only a part of the agricultural problem. Obviously, nothing is gained by raising a larger crop of better quality if, after having done so, you are unable to dispose of it on a basis that will yield a reasonable return for the effort expended.

"It is when we approach this part of the agricultural problem that the need for organization becomes imperative. There it is that the problem of the farmer most closely parallels that of every other industry, and it seems to us that the treatment to be applied can be described in one word, 'organization.'

"To illustrate, if a thousand farmers attempt to sell the same kind of product at the same time in the same market, and in most cases to a very limited number of buyers, the mere competition among themselves puts them at a disadvantage. But if these same thousand farmers place the same product in the hands of a single selling agency, that agency at once becomes an important factor in the market."

#### MARKET CO-OPERATIVELY

At the annual meeting of the Farmers Creamery Co., Dunkerton, Ia., it was voted to market the product of the creamery co-operatively with 30 other creameries in this section. Officers elected were: C. W. Smith, president; R. D. Jeffersons, vice-president; T. R. Fisher, secretary; F. P. Davis, treasurer; W. H. McIntosh and J. N. Fettkether, directors.

How to make prosperity come true—just spend all your money, and then the people who get it will be prosperous.

## NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

**6% Interest 6%**

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## WANTED

**40 to 100 ACRE  
DAIRY FARM**

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

P. O. Box 1020 - Milwaukee, Wis.

### OR GET RICH BEHIND A ROLLS-ROYCE.

"Papa, I saved ten cents today. I ran all the way to school behind a street car."

"Why didn't you run behind a taxicab and save a dollar?"—Iowa Wesleyan Woofus.

**Market your livestock  
at the new**

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

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Canal Street and Muskego

ROUTE:—South on 13th Street (Muskego avenue is a continuation of 13th Street) if coming over 6th st.-First ave. Viaduct. Leave viaduct at incline to Canal Street thence west to Muskego Avenue.

**NO DELAYS IN UNLOADING TRUCKS**

# Milwaukee Milk Producer

OWNED AND PUBLISHED BY  
Milwaukee Co-operative Milk Producers

AGRICULTURAL COOPERATION  
FILE COPY

Volume 2

MARCH, 1930

Number 12

## February and March Fluid Milk \$3.10

In our February issue we announced that no price for February fluid milk was decided on when we met on January 29. Adjourning to February 5 did not help matters and the meeting held on February 12 ended without an agreement on a price. At that meeting some thirty shippers were present exclusive of the board of directors. Very few of these men had ever been present at a price conference before and they took a keen interest in the proceedings.

On February 26 we met the dealers again and on that day had quite a delegation of shippers present.

A strong argument was made by a dealer for a reduction in price of fluid milk to \$2.85. This would mean, we presume, a retail price of eleven cents per quart.

The dealer's contention was that consumption of milk would be greater and that production would not be so heavy. As a result the surplus would be lower. We would get credit for going along with other markets and would be in a better position to ask for more money later.

Our board did not agree with this, although some members profess to see some good points in the argument.

After much argument and when a price of \$3.15 had failed to get the support of the dealers, a motion for \$2.85 was voted down by the shippers. A motion was then made for a price of \$3.10 for fluid milk for February and was agreed on after a great deal of argument.

When we talked about price for March milk it seemed that there was danger of a deadlock but a motion for \$3.10 for that month finally prevailed.

As a result of this concession of five cents per cwt. the dealers have reduced the price of milk in the schools from  $2\frac{3}{4}$  cents per half pint to  $2\frac{1}{2}$  cents.

Butter prices continue low and the manufactured price is \$1.39 per cwt., the same as in January.

Gridley Dairy Co. report fluid sales of 62.72 per cent and will pay an average price of \$2.46.

Luick Dairy Co. reports fluid sales of 62.80 per cent and will pay an average price of \$2.46.

Layton Park Dairy reports fluid sales of 62 per cent and will pay \$2.45.

Sunshine Dairy will pay an average price of \$2.46.

### DIFFERENCE IN PRICES.

You will note that the average price is lower than in January due in part to a five-cent cut in fluid milk and also because of the surplus being two per cent higher. The manufactured price remains the same as last month.

Surplus is about ten per cent greater than in February last year and the manufactured price is seventy-five cents per hundred lower, the fluid price is twenty cents higher and the average price is twenty-two cents lower.

Chicago ninety-two score butter averaged better than forty-nine cents for February last year and for

February this year the average was thirty-five and one-third cents; to be exact a difference of thirteen and eighty-three one-hundredths of a cent.

With a yield of four pounds of butter from one-hundred pounds of three and one-half per cent milk this makes a difference of fifty-five and one-third cents per hundred for fat alone and the skim products are also much lower.

These figures show that while we get twenty-two cents less than for the same month last year the creamery patron gets fifty-five and one-third cents less even though he figures his skim milk as high as last year.

### CONFERENCES ON CHEESE AND BUTTER.

The department of agriculture and markets has announced that a conference of creamerymen and also of cheese men will be held at Madison at an early date. Butter has been very weak despite reports of heavy increases in consumption, and cheese which had held very well took a drop of one and three-fourths cents per pound.

If the present low prices hold over a long period it can mean nothing but bankruptcy for dairy farmers in many parts of the country.

Not so long ago the three hundred pound, fat cow was considered profitable but not now with thirty-three cent butter and seventeen cent cheese.

### PLATTEVILLE MERCHANTS CUT PRICE OF CHEESE.

Platteville, Wis.—American cheese is being displayed in Platteville grocery store windows with placards quoting a price of 25 cents. Thus the merchants are answering an appeal of the Southwest Wisconsin Cheese Association for a retail price of 25 cents for cheese. A wholesale price of 21 cents was asked in resolutions adopted by the association. One merchant is serving free lunches of cheese, sandwiches and coffee to his patrons.

The Twin Cities have dropped the retail price of milk to eleven cents per quart and the farmers are getting \$2.40 per hundred for 3.5 per cent fluid milk for February.

Too much outside milk pressing to get into the cities is given as a reason for the reduction in price. It was thought that if the city price was nearer to the manufactured price the outside milk would stay in the factories rather than seek a city market.

The Twin City Milk Producers' Association had a surplus of 56 per cent for January and the net price to the farmers for 3.5 per cent milk delivered in Minneapolis and St. Paul was \$2.13.

Too much milk is the answer, we think.

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DIVISION OF  
COOPERATIVE MARKETING



# MILWAUKEE MILK PRODUCER

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Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor  
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Phone Kilb. 2050 MILWAUKEE, WIS.

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Arthur Christman, Menomonee Falls.

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

Subscription.....\$1.00 Per Year

Just around the corner is spring and probably some very warm days which may find some of us off our guard in regard to cooling the milk.

Have we a good market for this milk? If so we had better do our best to supply a good, clean, wholesome product. We have no right to ask for a price higher than manufactured milk markets bring if our product is no better. Our argument for a higher price is based on a claim that we can produce high grade milk and we believe that ninety-eight per cent of the shippers to this market do make good milk but there are always a few who don't care to bother about little details. Perhaps they can make a living without shipping milk. If so and if they find the regulations burdensome it might be well to try some other line of endeavor for a while. No danger of a shortage of milk if we have a few less shippers.

## HEALTH DEPARTMENT HOLDS INSPECTORS' MEETING.

The health department had a meeting recently of its own inspectors and those employed by the various milk distributors. We were invited to sit in at this meeting.

The various regulations were taken up and discussed. The cleaning of milking machines seems to be quite a problem and a committee of three was named to study the subject and make recommendations regarding the cleaning of milking machines and where they should be kept when not in use.

The health department feels that some shippers are not using small

top pails and states that milking time inspection will be made and if open pails are being used the offending shipper will be barred forthwith.

Orders issued on shippers to do certain things are to be complied with in the time given but if for some good reason the shipper feels that he cannot get the work completed in the allotted time, an extension should be asked for from Dr. Pilgrim before the time has expired.

The thought was stressed that clean cows, clean barns and milk houses and clean utensils plus clean handling and quick and thorough cooling were the most important requirements for making good milk.

For his own information and protection every shipper should have a card showing the rules and regulations of the health department regarding the production of milk for this market posted in his milk house, should study it and be guided thereby.

## LOW PRICE OF BUTTER FAVORS GENEROUS USE IN RECIPES.

There is no need this year to stint the family during the season, on cakes and other foods rich in butter. The wholesale price of butter in December, says the U. S. Department of Agriculture, was the lowest it has been any month since April, 1925, and lowest for December since 1916.

The present butter market, the Bureau of Home Economics says, offers the housewife a good opportunity to make generous use of the recipes the family enjoys—recipes rich in butter, such as pound cake, layer cakes, or Scotch short bread, which, as the name implies, requires a generous amount of "shortening" of fine flavor. Cream puffs, brownies, rocks, and many other home-made small cakes and cookies are enjoyed most when the flavor of butter is evident. The same is true of butterscotch, fudge and other confections.

Butter sauces, like hollandaise, parsley butter or plain melted butter may be used more freely than usual just now, with foods like fish, oysters and most vegetables. Both flavor and food value are enhanced thereby, the home economics specialists say. Plenty of butter may also be used to season stuffings for poultry or meat and to enrich bread crumbs scattered over the top of various dishes for browning.

Butter contributes valuable vitamins to the children's diet. Recent literature dealing with the right food for children emphasizes the requirement of at least some butter every day for every child.

## STILL ANOTHER MILK MERGER.

Recent dispatches from Chicago reveal the information that a merger of the Kraft-Phenix Cheese Company and the National Dairy Products Corporation is under way. It is doubtful that this information would be given out until the negotiations had reached a stage where consummation of the union was practically certain. The combined sales of the two companies is given as \$400,000,000 annually. The Kraft-Phenix Cheese Company is itself a merger of many dairy concerns, and is no small factor in the industry.

The National Dairy Products Corporation was organized as a holding company in 1923. The principal companies merged under it since are as follows:

Akron Pure Milk Company.....	Delaware
Arctic Dairy Products Company..	Michigan
Breakstone Brothers, Inc.....	Delaware
Breyer Ice Cream Company.....	Delaware
Breyer Ice Cream Co., Inc.....	New York
Carpenter Ice Cream Company....	Missouri
Castles Ice Cream Company.....	New Jersey
Chapell Ice Cream Co., Inc.....	Delaware
Chestnut Farms Dairy, Inc.....	Delaware
Clover Farm Dairy Corp.....	Delaware
Collis Products Company.....	Delaware
Consolidated Buttermilk Corp....	Delaware
Consumers Dairy Company.....	New Jersey
Franklin Ice Cream Corp.....	Delaware
General Ice Cream Corp.....	New York
Harding Cream Corp.....	Delaware
Hydrox Corporation.....	Delaware
Hydrox Ice Cream Co., Inc.....	New York
Keystone Dairy Company.....	New Jersey
Lawlor Electrical Refrig. Co.....	Pennsylvania
Luick Dairy Company.....	Delaware
Luick Ice Cream Company.....	Delaware
Merchants Ice & Cold Stor. Co....	Delaware
Nashville Pure Milk Company....	Tennessee
Nat. Dairy Prod. Purch. Corp....	New York
Research Laboratories of Nat. Dairy Products Corp., Inc.....	Maryland
Rieck-McJunkin Dairy Co.....	Pennsylvania
Sanitary Milk Company.....	Ohio
Sheffield By-Prod. Co., Inc.....	New York
Sheffield Cond. Milk Co., Inc....	New York
Sheffield Farms Company, Inc....	New York
St. Louis Dairy Company.....	Delaware
Supplee-Wills-Jones Milk Co.....	Pennsylvania
Telling-Belle Vernon Company....	Ohio
Trinity Advertising Corp.....	New York
Tri-State Butter Company.....	Delaware
Union Ice Cream Company.....	Tennessee
Alexander Grossman & Co., Inc....	New York
Allen Ice Cream Company.....	Illinois
Clover Farm Dairy Company.....	Tennessee
Consolidated Products Company...	Nebraska
Erie County Milk Assn.....	Pennsylvania
Harding Cream Company.....	Nebraska
W. E. Hoffman Company.....	Pennsylvania
Jamestown Ice Cream Co., Inc....	New York
Joliet Ice Cream Company.....	Illinois
Laher Ice Cream Company.....	Pennsylvania
Lily Ice Cream Company.....	Tennessee
Louvain Construction Corp.....	New York
Moore Brothers Company.....	Pennsylvania
Palisade Cheese Company.....	New York
Pittsburgh Ice Cream Co.....	Pennsylvania
Rieck Ice Cream Company.....	West Virginia
Sheffield Farms Co., Ltd.....	Quebec, Canada
Thompson Ice Cream Company....	Illinois
Wisconsin Creameries, Inc.....	Wisconsin
Edburg Creamery Company.....	Canada
City Dairies, Inc.....	Canada
Baker Evans, Inc., Cream Company	Ohio
Clover Dairy Company.	
National Creamery Company.	
Jersey Ice Cream Company.	
Cert. assets of John J. Muller Dairies, Inc.	
Fred H. Muller, Inc.	
Shetler Ice Cream Company.	

## 39% CHILDS PURCHASES ARE DAIRY PRODUCTS.

Thirty-nine per cent of the money spent for food supplies for Childs Restaurants is for dairy products, according to their latest report. We need to get people eating at home just like they do at Childs.

**MADISON MILK PRODUCERS' ASSOCIATION.**

**Members' News Letter.**

February, 1930.

The January price for pooled milk testing 3.5 was \$2.19 per cwt. to Kennedy Dairy Co. patrons and \$2.24 at the Mansfield-Caughey Co. Manufactured milk brought \$1.39 per cwt. The above prices are unusually low for this time of the year but at the same time they seem to be better than the markets around us. The Madison Board of Health has received so many applications for licenses to peddle milk in Madison that they have been compelled to draw up a new ordinance to protect the consumers of milk. It appears that all of these applications are from communities several miles from here where Madison conditions and board of health requirements are not clearly understood. We producers all know that producing the quality of milk that our market requires is no easy task and the slightly higher price is necessary to make our efforts worth while. The new ordinance states that all pasteurized milk sold in Madison must be pasteurized in a plant situated within five miles of the Capitol. This ordinance, if passed, will not only protect the consumers of milk in Madison but will also protect us producers who after great expense are producing a quality of milk that has met the approval of the Madison Board of Health. Let's continue to do our part. It might be well to add that it is a known fact that the degree of success of an organization like ours depends not only on its ability to meet but also on its ability to exceed the quality requirements of the market.

**DO YOU USE OLEO?**

Many co-operative organizations are expelling all members caught buying or using oleomargarine. Some are even persuading the merchants not to sell it. How do we stand on this subject?

**PIQUE.**

All right then, stay away and see if it means anything to me. If you are going to take this line the loss is certainly not mine. I've other friends, and plenty, too. I don't need to run after you. And do you think that some day when you 'phone and want to come again I'll actually let you come? You know darn well I will, you bum!

—Myra M. Waterman.

**MINNEAPOLIS AND ST. PAUL MARKETS.**

**Decrease in All Manufactured Products Reduces Price.**

We are paying \$2.13 per hundred for 3.5 per cent milk delivered Twin Cities for January.

We have explained the whole dairy situation elsewhere in this bulletin and hope our members will read all the articles.

Production increased over four million pounds, as compared with January last year and sales to distributors remain practically constant. Only 44 per cent of our total production was sold to dealers and the rest was manufactured as shown by the following table:

	Pounds
Sold to distributors.....	13,698,675
Separated for sweet cream and butter .....	14,693,946
Made into cheese.....	1,792,983
Made into condensed milk and ice cream.....	2,368,052
<b>Total.....</b>	<b>32,553,656</b>

The average New York Extra quotation has declined 11.3 cents in January this year, as compared to January last. Disregarding the milk sold as market milk and that going into cheese and condensed milk, there were 283,588,000 pounds of butter made in Minnesota last year. Assuming that the price decrease will continue the entire year this would mean a loss to the butter producers of Minnesota alone of \$32,045,444.00. This should be sufficient reason for the business men in the state getting behind the tariff rates asked for on fats and oils and casein.

The price of milk to distributors for February is \$2.45 per hundred.—Twin City Bulletin.

**FEED CALVES MILK.**

Whole milk might well replace calf meals in the rations of heifers that are being raised this year. No one well dispute the statement that whole milk is at least as good a calf feed as any substitute that has been concocted.

Of course farmers who have skim milk available can sell their butterfat and have a heifer no worse off at the end of a year for being denied the cream. But there are many whole milk marketers and many who sell to condenseries that do not have skim milk, whey, or any other home grown milk substitute.

The more milk that is fed to calves, the more the present surplus will be reduced. Some surplus milk is selling as low as \$1.40 a hundred. That does not cost enough more than calf meal to pay for the bother of mixing the stuff with warm water.

**CHAS. GUENTHER**

Phone: Milwaukee 8585-R3

Having discontinued Farming I offer for sale the following:

- New Grain Drill
- Hay Rake
- McCormick Mower
- Sulky Cultivator
- Hay Rack
- Aspinwall Potato Planter
- Chicken Coop 8' x 10'

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 dairy-men 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**



# Butter Without Churn

H. D. Wendt of Sharples Separator Co. Announces Centrifugal Process Covering Dairy Products—"Super-Cream"  
Brings New Considerations

Herman D. Wendt, Westchester, Pa., formerly director of the Bureau of Dairying of the Michigan State Department of Agriculture, now director of Dairy Research and Sales with the Sharples Separator Company, has announced the invention and development of a new process on which he has been working for several years for producing a plastic "Super-Cream," as an article of manufacture, and as a base product for ice cream and other milk or cream products, including the making of high quality butter without going through the usual churning method.

Mr. Wendt states that his basic invention or discovery is in the development of centrifugal equipment, permitting the production of a cream testing in the neighborhood of 75 per cent of milk fat, obtained either direct from whole milk or by re-separating farm skimmed cream.

In the case of sweet cream, it is said that the new product may displace much of the standard 40 per cent shipping cream, both fresh and frozen, as it is claimed that this "Super-Cream" may be packaged, handled, shipped and stored like butter, resulting in a material saving in transportation, cost of handling, packaging and in storage space. These points will interest ice cream manufacturers and makers of cream cheese, and related products, such as spreads, for which purpose the new product, as a base raw material, seems to have many possibilities.

The manufacturing of butter from this "Super-Cream," which may be done entirely without churning, or by a greatly reduced churning period, suggests many revolutionary economic possibilities for buttermakers in all parts of the world. In this, Mr. Wendt says, his basic invention again is in the creation of a very high fat cream by special centrifugal means, requiring only simple kneading to change the fat phase and dispel the buttermilk. The usual practices of pasteurizing, culturing, coloring, washing, salting and working of the butter are all incorporated in the new process, and it is claimed butter may be made by this new method at less cost of manufacture and a high quality of butter obtained. According to Mr. Wendt, samples of butter made by his process have been scored as high as 93

by government graders on the Philadelphia market. It is claimed also that simple rules will permit farmers to make better butter at very much less labor than is now the case where churning is by hand power.

It is expected that developments in connection with this "Super-Cream" will be rapid, as it probably will become a matter of wide general interest.

## CANADIAN DAIRY EXPORTS DECREASE.

Figures Reveal Increase of Imports Over 1928 Season.

(State Journal Washington Bureau)

WASHINGTON—Exports of most dairy products from Canada decreased last year, while imports of all dairy products except milk and cream into Canada increased.

Exports of dairy products from Canada to all markets of the world the last two years were: 2,385,754 gallons of cream in 1929 as against 3,043,418 gallons in 1928; 3,291,819 gallons of milk in 1929 as against 3,959,812 gallons in 1928; 1,400,400 pounds of butter in 1929 as against 1,994,800 pounds in 1928; 92,946,100 pounds of cheese in 1929 as against 114,152,500 pounds in 1928; 17,853,200 pounds of condensed milk in 1929 as against 20,424,800 pounds in 1928; 5,236,000 pounds of milk powder in 1929 as against 4,888,500 pounds in 1928; 8,893,100 pounds of evaporated milk in 1929 as against 6,693,500 pounds in 1928.

Imports of dairy products into Canada in the two years were: 20,035 gallons of milk and cream in 1929, as against 16,801,656 pounds in 1928; 2,103,724 pounds of cheese in 1929 as against 1,778,761 pounds in 1928; 178,968 pounds of condensed milk in 1929 as against 137,252 pounds in 1928.

These are official statistics issued by the Canadian bureau of statistics, and made public here by the United States department of commerce.

## ZOOLOGICAL WHAT-IS-IT?

Teacher—"Johnny, to what class of the animal kingdom do I belong?"

Johnny—"I don't know, teacher. Pa says you're an old hen and ma says you're an old cat."—Pathfinder.

## FALLING BIRTH RATE IMPERILS AGRICULTURE, FARM EXPERT FINDS.

The downward trend of the birth rate, which may soon be so low as to make the population stationary, is fraught with serious consequences for American agriculture, asserts Dr. O. E. Baker, senior agricultural economist of the United States Department of Agriculture.

The increased production of American agriculture aggravates the problem.

"The birth rate in the United States declined from 24.5 per 1,000 population in 1913 to 19.7 in 1928, and estimates place it at 19 for 1929," Dr. Baker says.

Continued fall of the birth rate, he feels, will soon bring it below 17, the minimum necessary to maintain the population at its present level, since only a slight increase in the life span may be expected.

Dr. Baker calls attention to the fact that the production of the American farmer in the last 30 years has increased over 50 per cent and over 20 per cent in the last 10 years, due to more efficient machinery, increased efficiency in utilization of feed, and changes to more productive classes of animals and crops.

As an example, he points out that the automobile and tractor have caused a reduction of over 7,000,000 in the number of horses and mules in the United States, releasing 20,000,000 to 25,000,000 acres of crop land which has been used principally to feed meat and milk animals.

## AN ANSWER, PLEASE.

Oh, tell me, please, for goodness sakes:

Must night fall because day breaks?

Must fleas fly because flies flee?

Must ships have eyes when they go to sea?

Must pens be pushed and pencils lead?

Must there be spring in the ocean bed?

But most of all, I want an answer, Is a busy-body a hula dancer?

If you are planning an auto tour this year, get a large road map. It will tell you everything you want to know, except how to fold it up again. —Life.

A Scotchman is a fellow who eats salted peanuts on his way to a friend's house to get a drink.

## Dry Milk Markets Weak and Unsettled— Stocks Heavy—Demand Conservative

Dry milk markets failed to show any improvement during February, and at the close of the month were weak and unsettled. Concessions were being offered in many quarters in an effort to reduce stocks which were still abnormally heavy and burdensome. In spite of the conservative buying policy followed by dealers, sales were larger than is usual for this season of the year due mainly to the efforts of the manufacturers to broaden their outlets and their willingness to sell. A growing demand on the part of animal feeders and feed manufacturers, no doubt, helped to increase sales.

Reported selling prices, for the month of January, averaged .04c, .21c and .11c lower, respectively, for dried skim milk, dried whole milk, and dried buttermilk. In comparison with the same period a year ago, skim and whole milk were respectively .89c and .68c lower, while dry buttermilk was .30c higher in price. The continued higher price of dry buttermilk in comparison with a year ago reflects the greater demand for this class of product.

In spite of a relatively indifferent demand for some classes of dry milk, all classes showed an increase in the volume sold during the month of January both in comparison with the previous month and the same month a year earlier. As one would expect at this season of the year when hatching operations are about to start, dry buttermilk and skim milk showed the greatest relative gain in sales. In comparison with December, sales were respectively 1,534,882 pounds, 12,674 pounds and 705,529 pounds heavier for dry skim milk, whole milk and buttermilk. Compared with a year ago the relative increases amounted to approximately 3,385,000 pounds for dry skim milk, 18,000 pounds for whole milk, and 1,160,000 pounds for buttermilk.

While total stocks of dry whole milk were approximately 30 per cent lighter on February 1 than on January 1, stocks of dry skim milk had decreased only 1 per cent during the same period. In comparison with the same date a year ago stocks of both whole milk and skim milk are relatively heavier, in fact, stocks of skim milk show a gain of 135 per cent. A "same firm" comparison bears out the above conclusions.

Production of dry skim and buttermilk showed further gain in comparison with the previous month

and year. In comparison with December, the production of dry skim milk increased 1.5 per cent during January while the volume of buttermilk manufactured during the same month increased 30 per cent. This relatively heavy increase in the make of dry buttermilk indicates a greater utilization of buttermilk for drying purposes, as the manufacture of butter did not show a corresponding upward trend. Evidently a larger percentage of the livestock kept on farms had been marketed earlier this year and as a result less buttermilk was sold back to farmers for feeding purposes. In comparison with a year earlier the production of skim milk increased 24 per cent, and the production of buttermilk 65 per cent. While these increases in production appear large at first thought, an ever widening outlet for these products makes some additional stock necessary. The production of whole milk and cream powder is relatively small in volume and of but little importance in the dry milk trade.

Exports of dry milk products exceeded imports by approximately 802,000 pounds. Exports during January of the current year were practically three times as heavy as for the same period of the previous year, while imports were about two-thirds as heavy.

—Government Report.

### COOKING FATS LOSE.

Dairy Produce received word of the decision in the government's case in Kansas City, involving cooking fats colored like butter, barely in time to include a paragraph announcing the decision in its Milk Plant issue.

This decision is a victory for the dairy industry, as well as the government, but the fight is probably not ended. The cooking fats people are expected to appeal to the Federal Court of Appeals; but the winning of the first round in the fight is a big advantage.

If the decision holds, as it is expected to do, cooking fats, when colored like butter will have to pay the 10-cent tax assessed against colored oleomargarine.

Early in the appearance of these fats on the market, they received a ruling from the internal revenue department that they were not taxable because they contained no milk fat.

They had not then appeared noticeably as a substitute for butter, but later when they were being packed in cartons as butter is packed and were advertised as a spread for bread, they made considerable inroads into the butter market and became a dangerous menace to the butter industry.

Dairy organizations started a campaign to meet this menace. Six state legislatures have passed laws recently governing cooking fats, and in other states similar legislation is pending. The government later changed its position in regard to these fats, and sent out an order to assess cooking fats when colored like butter. Efforts were made to get through Congress an amendment to the oleomargarine law making these colored fats subject to tax but there have been discouraging delays. The recent decision in Kansas City, if it holds, will make the efforts at national and state legislation unnecessary; for under it all yellow cooking fats will be out of the market unless labeled oleomargarine and sold under license and tax as oleomargarine is sold.

An effort on the part of a manufacturer of a brand of cooking fat to recover \$500 from the government that had been paid on demand of the internal revenue department was the basis of the Kansas City case. The complainants in their complaint attacked the constitutionality of the oleomargarine law, which by the decision is again upheld.

The National Dairy Union and the American Association Creamery Butter Manufacturers joined in employing Judge Doran of Kansas City to look after dairy interests and assist Assistant District Attorney Thomas of Kansas City who prosecuted the case for the government.

### UNION RULES.

They were court-martialing the soldier for desertion, and the case looked very black until the young officer acting for the defense arose. "Sir," he said, addressing the president, "I admit appearances are against this man. But I propose to prove that in civic life he was a plumber—and he was only going back for his bayonet."

"Acquitted."—Border Cities Star.

"Eat More Butter. It is the best of all foods. It contains the Sunshine Vitamin A so vital to the health, happiness and energy of human beings, the growth of babies and the young—more than any other food."



### MORE ABOUT THE PHILIPPINES.

An argument in favor of independence for the Philippines has been advanced by beet-sugar farmers and others in the United States, who say that the entry of cheap Philippine sugar into this country without tariff hurts their industry and profits.

No sooner was this point raised than the answer was made by American publicists that it was a very low and gross-minded view to take. Even to consider Philippine independence in reference to the prosperity of American farmers was, they said, ignoble and base.

Well, we don't see why.

One reason for keeping colonies—a valid reason throughout all history—is to increase the prosperity of the mother country; not to decrease it.

It is foolish to go into the colony business if it interferes with the prosperity of the home folks. And we think it is perfectly proper and reasonable to be frank about it.

There are other things to be taken into consideration, however, as to why colonies should or should not be kept.

First, no doubt, is the question of the money to be made by home investors. Well, the restrictions here are such that probably not one in the United States is making much if any money out of investments in the Philippines.

Nor do the islands provide good jobs for worthy patriots, as in the case of the colonies of European countries.

Most of the good jobs are held by the Filipinos themselves. White men find it hard to adapt themselves to the climate. They don't thrive there physically, and mentally and spiritually they don't like being there.

Another traditional reason for having colonies is to provide opportunities for settlers. But American farmers cannot live well in the Philippines and don't want to try it.

It is maintained by some that the islands get us trade with China, but of course that is absurd. They don't help us get any trade with China, or our other far-eastern customer, Japan.

But they do get us into trouble. And that brings us to still another favorite argument of the advocates of keeping the Philippines—the argument of national defense.

As we have said before in these pages, the Philippines, instead of being a source of strength to our military and naval forces, are a source of weakness. They extend our lines much too far.

There they are, 7,000 miles out in

the Pacific, and we have agreed not to fortify them. If anything could be an incentive to some Japanese Bismarck to dream dreams of an easy victory over the United States, our present situation in the Philippines is the thing that will do it.

There would be no possibility of our holding the islands if Japan wanted them. They are ours by Japanese sufferance only.

Should the Japanese take them, as they took Port Arthur from Russia, Tsingtao from Germany, and Korea from the suzerainty of China, we could not get them back, save possibly by means of a long and costly war. And if we did get them back they would be of no more use to us than they are now.

There seems to be some nationalistic trend of mind as regards real estate.

Keeping what we have acquired, no matter what happens, seems to have something to do with our national honor.

We suppose we'll just leave the Philippines out there in the Pacific until somebody takes them. What else can we do, unless we make them as great a naval base as Singapore?

When they are taken, we hope we will have the good sense to let them go. Because we couldn't get them back if we tried, and if we did get them back (to repeat what we have just said) they would be of no more use to us than now, which is precisely nothing at all.—Liberty.

### WASTED NO ENDEARMENTS.

"I want some golf balls for a gentleman, please."

"Certainly, madam. What sort does he like?"

"Well, the only time I saw him play he used a small white one. But I cannot say I gathered the impression that he exactly liked it."—Punch.

If you want a thing done well, let your wife do it herself.

### VEAL PRODUCTION PAYS.

R. K. Froker, in addressing the farmers that attended the farmers' institute at Stoughton, told those men that there was a time this winter when veal calves paid as high as \$3.00 a hundred for their milk up to a month of age.

If that is true many farmers can afford to make their calves a great deal heavier even though veal prices do drop off slightly.

While some farmers contend that calves may ruin the udders of their cows, others contend that it makes very little difference providing all four quarters are thoroughly stripped out after the calf is through feeding.

There seems to be no more udder trouble in the herds of owners who allow the calves to nurse than among those herds whose owners pail feed all calves from the beginning. Pail fed calves never carry the amount of bloom that a cow raised calf shows and consequently feeding for veal might be more profitable in the latter case.



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**COSTS \$147 TO KEEP A COW ONE YEAR, SPECIALISTS FIND.**

Farm management specialists at the Wisconsin college of agriculture have found that it costs about \$147 to keep a cow a year. Of this amount 48 per cent was spent for feed and 27 per cent for labor. The individual herds studied varied from \$96 a cow to \$228 a cow according to I. F. Hall, farm management specialist at the Wisconsin college of agriculture.

Next to feed costs, labor costs were highest. Feed made up 48 per cent of the total cost of keeping a cow and labor costs 27 per cent. Feed costs in individual herds varied from \$49 to \$126, with an average of \$82. Labor costs ranged from \$27 to \$80, averaging \$47, finds Hall.

**Production Varies.**

The average production per cow on the 21 Barron county farms included in the study varied from 4,600 to 10,500 pounds. Butterfat production varied from 208 to 381 pounds.

"The highest producing herd produced a pound of butterfat for 38 cents while the lowest producing herd had a cost per pound of over 60 cents.

"Those farmers who fed a grain ration containing one-fourth high protein supplement produced a pound of fat for 16 cents a pound less than did those who fed only home grown grain."

**PHILIPPINE INDEPENDENCE.**

The increased use of oleomargarine this past year with its attendant disastrous effect upon the butter market, it would seem, should place the dairy farmers of America squarely on the side of granting independence to the Philippine Islands, from a matter of self interest, if for no other reason. Under the present situation, their fats and oils that are being used in the manufacture of oleomargarine, are coming into this country duty free. If the Philippines were granted their independence, their product would naturally have to pay a duty the same as any other nation. This would be an important measure of protection for the dairy industry of this country.

There are, of course, other factors to consider other than the interest of the dairy farmers of America. According to our best information, during the thirty years that we have exercised a mandate over the Philippines, they have established a much better government than the nations around them and they desire to maintain their own independence. The United States is spending twelve to fifteen million dollars every year in

military and transport service on the Island without a dollar in return. In case of war, they would be the first point of attack in the Pacific and would cost us hundreds of millions of dollars, and possibly thousands of lives, to defend.

We hope the present Congress will take some constructive action upon this subject.

—Holstein-Friesian World.

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## MORE EFFICIENCY AND SURPLUSES.

The February number of Nation's Business tells how a combination of experts and institutions, including the federal government, a state agricultural college, and John D. Rockefeller, Jr., have increased the production of wheat and reduced its cost through a demonstration in the efficiency of wheat farming in the state of Montana. The homestead farms of 160 and 320 acres are held to be too small for efficiency in wheat farming in the semi-arid lands. A corporation was organized and financed by Mr. Rockefeller in the sum of \$125,000. The smaller farms were combined into one large farm of 1,000, 2,000 and 3,000 acres each, and equipped with power machinery. A 15-horsepower tractor runs a three-plow unit. A 30-horsepower tractor draws six plows, and plows 20 acres, disks 90 acres, and seeds 120 acres in a 10-hour day. They are operated by one man. In the Northwest the man-labor to grow a crop of wheat is seven hours per acre. With the six-plow tractor in the efficiency plan they have reduced it to 2½ hours per acre, and they expect to reduce it to two hours per acre. In Montana generally the cost, exclusive of rent and marketing, is about \$13 per acre. They reduced it to \$8.70 per acre, and expect to get the cost down to \$7 per acre on the efficiency plan. The minimum sized farm for one man is 800 acres, and the one-family farm may be as much as 3,000 acres. For "factory farming," the high type of efficiency, two or more 3,000-acre farms are acquired, or to be acquired. The owner buys a corresponding number of tractor outfits and hires men to run them. Profits run from \$2,000 to \$6,000 a year on the units reported. An exhibit showing the result of this efficiency plan of wheat farming was devised by the Montana Agricultural College. It was loaded on 15 cars and traveled the state for two months to visualize the results to wheat farmers, who came in groups of 200 to 800 to see and hear the system explained.

Every one of these 3,000-acre one-family farms absorbs 20 of the quarter-section or 160-acre farms. It removes 19 families from the farms,

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 Arthur E. Quast, Saukville, Wisconsin.

and leaves one. One wonders if the Montana farmers who drive from 10 to 40 miles to see the demonstrations realize that the success of the plan must cause 19 out of every 20 of them to give up their farms and their homes.

Another view of the picture comes through the Washington dispatches. The Federal Farm Board finds 25 bushels of wheat where only 20 bushels are needed. It is spending a part of \$500,000,000 government money in an attempt to overcome the effect of the surplus. It is appealing to farmers to reduce acreage and production as the only practical hope of realizing the cost of production for the next crop. The board is authorized to spend \$500,000,000 to market the surplus. The federal and state governments are spending \$26,000,000,000 to increase production and help create the surplus. President Hoover seems to be inclined to ap-

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point commissions to adjust our economic and industrial troubles through co-operation of those concerned. Why not a commission to create co-operation between government employees, so that one group of them would stop creating farm troubles which another group is trying to relieve?

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