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Milwaukee milk producer. Volume 9 April 1936/March 1937

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1936/March 1937

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MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9-16

APRIL, 1936 - 44

Number 1

April Fluid Milk Price Will Be \$2.05

The directors met the distributors on March 25 in an attempt to agree on a price for fluid milk for April. Commissioner Schultheiss of the Department of Agriculture and Markets and Accountant M. J. Heisman were present during the latter part of the conference.

After arguing from 2:30 p. m. to 7:00 p. m. it was mutually agreed that the decision on the fluid milk price would be left to the Department of Agriculture and Markets since the directors would not agree on a lower price than \$2.05 and because the dealers insisted that they had to buy milk cheaper in order to come out even.

The commission has taken the stand that \$2.05 will be the price of that it approves a price change none will be made. We, therefore, understand that \$ 2.05 will be the price of fluid milk for the month of April.

Due to the fact that March butter averaged 4 1/2 cents per pound less than February butter, the manufactured price has dropped from \$1.57 to \$1.38 or 19 cents per hundred.

The high quotation on 92-score Chicago butter was 37 cents in February with a low quotation of 34 1/2 cents, while the March high quotation was 35 1/4 cents and that only for the first day of the month while the low quotation which was on the last day of the month was 29 1/4 cents.

The composite price has dropped as much as ten cents per hundred in some cases, with the increase in receipts having something to do with the lower composite price. Sales of

LIST OF NEW SUPPORTERS

- Erwin Seifert, Thiensville, R. 1, Box 242
- Edward Conrad, Hales Corners, R. 1, Box 485
- Chas. Kind, Waukesha, R. 5, Box 101
- Martin Kohlwey, Grafton, R. 1
- Emil Knautz, Waukesha, R. 2, Box 144
- Andrew Loduha, Jackson, R. 1, Box 5
- L. H. Renard, West Bend, R. 4
- Henry Schubring, Waukesha, R. 3, Box 218
- Martin H. Pruess, Sta. F, R. 3, Box 787, Milwaukee
- Ed. Acker, Caledonia, R. 2
- Mrs. Wm. Acker, Caledonia, R. 2
- W. J. Staab, Waukesha, R. 2
- Chris. Stuesser, Jr., Richfield
- Geo. R. Connell, Germantown
- Albert Werning, Mukwonago, R. 2
- V. C. Trewyn, Mukwonago, R. 2
- Lillie and Torrey, Waukesha, R. 5
- Wm. Geszvain, Hartland, R. 1
- Aloys J. Weyker, Belgium
- Burr Oak Farms (John E. Jones), Waukesha, R. 1, Box 86
- Arnold B. Ziegler, Jackson, R. 1
- Ewald C. Prah, Jackson
- Ray W. Volkmann, Jackson, R. 1

INSTITUTE OF CO-OPERATION

Described as "the classroom, the clinic and the workshop" of the farmers' co-operative movement, the American Institute of Co-operation is expected to attract the largest enrollment in its history during the twelfth annual session to be held at the University of Illinois, June 15 to 19.

The institute, which has been long recognized as the authoritative educational institution in its field, is becoming more and more the clearing house for the exchange of up-to-date information on the solution of the shifting and changing problems confronting agricultural business organizations. During the 1936 meeting more than 50 recognized authorities will tell how they translated co-operative ideals and principles into practical and successful operations.

"Because of the policy which has been established of getting down to brass tacks, an increasing number of farm groups are finding it a profitable business investment to send their staff and field men to this one-week summer seminar," declared Charles W. Holman, secretary.

"Here they are able not only to check notes with workers in their own fields of activity, but they are privileged to study with other leading co-operative executives, federal and state public officials, leaders of general farm organizations, and employees of the farmers' marketing organizations.

We acknowledge with thanks being placed on the exchange list of "Milk Shed News," publication of the Nebraska-Iowa Non-Stock Co-operative Milk Association; the Kansas City Co-operative Dairyman published by Pure Milk Producers' Association of Greater Kansas City; The Milk Producer, official paper of South Texas Producers' Association, Houston, Texas; and the Richmond Milk Market Review, issued by Richmond Co-operative Milk Producers' Association, Richmond, Virginia.

milk and milk products have been rather good in March but receipts have been considerably higher also.

MARCH PRICES

COLLEGE OF AGRICULTURE

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		WISCONSIN DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .50.79	\$2.05	Fluid sales .56.32	\$2.05	Fluid sales .50.18	\$2.05	Fluid sales .50.706	\$2.05	Milw'kee 26.97	\$2.05
Out. Relief . 4.11	1.82	Out. Relief . 4.45	1.82	Out. Relief . 4.60	1.82	Out. Relief . 1.861	1.82	W'kesha .24.98	1.95
Cream . . . 17.38	1.63	Cream . . . 17.03	1.63	Cream . . . 10.64	1.63	Cream . . . 16.566	1.63	Out. Relief . .73	1.82
Manuf'd . . . 27.72	1.38	Manuf'd . . . 22.20	1.38	Manuf'd . . . 34.58	1.38	Manuf'd . . . 30.867	1.38	Cream . . . 18.04	1.63
Composite price . . . 1.78		Composite price . . . 1.82		Composite price . . . 1.76		Composite price . . . 1.76		Manuf'd . . . 29.28	1.38
								Composite price . . . 1.75	

BLOCHOWIAK DAIRY CO.		GOLDEN GUERNSEY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		FEBRUARY MILK PRICES	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
Fluid sales .60.47	\$2.05	Fluid sales .71.18	\$2.05	Fluid sales .46.37	\$2.05	Fluid sales .70.77	\$2.05	GEHL DAIRY CO.	
Out. Relief . 7.72	1.82	Out. Relief . 2.90	1.82	Out. Relief . 1.13	1.82	Cream . . . 10.32	1.63	Composite Price . . \$1.84	
Cream . . . 8.22	1.63	Cream . . . 19.87	1.63	Cream . . . 23.88	1.63	Manuf'd . . . 18.91	1.38	BAUMANN DAIRY CO.	
Manuf'd . . . 23.59	1.38	Manuf'd . . . 6.05	1.38	Manuf'd . . . 28.62	1.38	Composite price . . . 1.87		Composite price . . \$1.87	
Composite price . . . 1.83		Composite price . . . 1.92		Composite price . . . 1.75		Composite price . . . 1.87		WILKIE DAIRY CO.	
								Composite price . . \$1.86	

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 April, 1936 Number 1

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

Subscription \$1.00 Per Year

QUALITY DAIRY SOLD TO GEHL GUERNSEY FARMS DAIRY

At a receiver's sale held on Monday, March 23, Gehl Guernsey Farms Dairy purchased the Quality Dairy for \$7,500.00. It is reported that an attorney representing labor bid six thousand dollars and that a group of farmers offered seven thousand but did not go higher when Gehl raised the bid to \$7,500.00.

The attorney representing labor claims \$6,100.00 and as that is a preferred claim it would seem that after the various law firms which represent various clients are paid and the receiver gets his dues the other creditors will be left out in the cold.

At the time the receiver was appointed, the attorney for Quality Dairy said that the assets were worth twenty thousand dollars and that a large amount should be added for goodwill as the Quality Dairy was a good concern. The farmers were probably led to believe that they would fair pretty well judging from the statement of the company's attorney. This attorney highly recommended the receiver who was named as did the attorney who claimed to represent the farmers. It was stated that this receiver had acted in a like capacity for another dairy and had liquidated that dairy satisfactorily. Both attorneys failed to state, however, that nothing was left for the farmers who had produced milk for that dairy. The same, it would seem, will be true when the Quality Dairy Company accounts are finally settled by the receiver.

This is just one more notice for farmers to STOP, LOOK and

LISTEN when some new outfit tries to persuade them to take a chance.

There are at least three more concerns operating in this market who, unless all signs fail, will go the way of the Quality Dairy.

WISCONSIN COUNCIL OF AGRICULTURE

The directors of the Wisconsin Council of Agriculture held a meeting on March 19 at Madison. The principal purpose of holding this meeting was to crystalize sentiment of the co-operatives in favor of legislation affecting postal department changes.

As our readers know, no written or printed communications may pass between the dairy plants and the producers without carrying postage although the postal department does not handle these communications.

It seems that a law passed following the Civil War provided that no communications might be transmitted without paying postage. The reason for the law being that private companies were going into the business of carrying mail in competition with the government.

A recent interpretation of the law by the post office authorities stated that it would affect all communications sent by the dairy companies to farmers or by farmers to the dairy companies, co-operatives included. Exemptions are made where the hauler or carrier is an employee of the company and where such employee gets paid at the same rate that postal employees are paid with the same pay for vacation time and for time out on sick leave.

According to the best figures obtainable the average cost per dairy farmer per year would be approximately three dollars, in some cases being much higher and some somewhat lower.

Congressman Gilchrist of Iowa has introduced a bill which would exempt dairy plants from this legislation but it seems that there is little chance of having this bill become a law in this session of congress. However, the council believes that pressure may be brought on the postal department to change its interpretation of the law so that postage need not be paid on such communications since the postal department is not handling them at all.

Naturally the postal department does not wish to lose this immense amount of revenue and will probably try to collect. It is now asking four thousand dollars back postage from one company and almost

as much from another one. In this market the dairy companies are now paying postage, or at least some of them are, and it is not coming out of the producers' pockets but eventually either the producer or the consumer will be called on to pay this cost.

A report that is evidently true relates that one large chain store settled with the government for back postage on communications between its various branches for the amount of one million dollars and that an agreement was reached by which one hundred thousand dollars per year would be paid by this chain to the government on the condition that it could continue to send communications postage free without going through the postal department.

The council is asking the aid of all co-operatives in getting the law changed or in getting a different interpretation of the law by the postal department.

C. G. Huppert resigned as director of the council and treasurer, stating that he is now secretary of the Commodities Division of the Wisconsin Farm Bureau Federation and would be unable to act as treasurer of the council. The directors were very reluctant to accept Mr. Huppert's resignation for he has been a very loyal and interested worker for the council. Mr. Fred Huntzicker, Greenwood, Wis., president of the Wisconsin Cheese Producers' Federation, was elected treasurer in place of Mr. Huppert.

EXIT PRODUCER-CONSUMERS

The Producer-Consumer co-operative has been taken over by Gehl's Guernsey Farm Dairy as of April 1. The Producer-Consumer was organized a few years ago to provide an outlet for some farmers who believed that there was big money in retailing milk.

The Gladstone Dairy had a business to sell and was fortunate enough to unload on these farmers. Starting with a sick business and handicapped by lack of capital and inexperienced management, the Producer-Consumer organization has led a precarious existence. It went into federal court a few months ago pleading that it be allowed to reorganize. The members seemed unwilling to put in more capital, some of them stating that they never had received a fair price for milk delivered and the only alternative to bankruptcy seemed to be a sale of the meager assets that remained.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

"HOME NEWS AND VIEWS"

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Cream of Spinach Soup

- 4 tablespoons flour
- 3 tablespoons butter
- 1 pint milk
- 1 cup spinach pressed through colander
- 2 cupfuls spinach water
- Salt and pepper
- 1 cupful whipped cream

Heat the milk, blend butter and flour, add to milk and cook until it thickens. Add strained spinach with water, seasoning. Bring to a boil. Just before serving stir in the whipped cream.—Slinger, Wis.

* * *

Swiss Steak

- ½ cup flour
- 3 teaspoons salt
- ½ teaspoon pepper
- 2 pounds flank or round steak
- 3 tablespoons butter
- 1 No. 2 can tomatoes (2 cups)
- 2 tablespoons chopped onion

Mix flour, salt and pepper together and pound into the steak. Brown floured steak in a hot frying pan to which the butter has been added. Boil tomatoes and chopped onion together for five minutes, pour over the steak and bake or cook two hours in a moderate oven.—Oconomowoc, Wis.

* * *

Chocolate Ice Box Cake

- ½ pound sweet chocolate
- 3 tablespoons sugar
- 3 tablespoons water
- 4 eggs
- 1 teaspoon vanilla
- 30 ladyfingers
- 1 cup cream

Grate and melt chocolate in a double boiler; add sugar and water together with well-beaten egg yolks. Cook slowly until thick and smooth, stirring constantly. When cool fold in stiffly-beaten egg whites and vanilla. Line sides and bottom of a spring form cake pan with ladyfingers. Add the above filling, then ladyfingers and set in ice box for at least 12 hours. Top with whipped cream, turn on a platter and serve.

OUR FIRST ANNIVERSARY

As the month of April marks the first anniversary of our page, I think it well to meditate on its value to our readers.

Has it brought any new ideas or

given you any assistance in planning your household duties? Or maybe a smile? I would like to hear from you. As there is room for improvement write and tell me about it, won't you? It is your page.

I wish to again offer my thanks to those who have so loyally contributed and sincerely hope you will continue.

THE CITY'S HEALTH REPORT

When this issue was being made ready for the press, the Milwaukee Health Department Annual Report had been received.

The bulletin analyzes the number of cases and deaths of the various diseases in the city of Milwaukee in 1935 as compared with former years.

In commenting on scarlet fever, it states that although the disease has increased considerably during the last decade the total number of deaths is only one-third of what it was in the period of 1916-1925. This reduction is not due solely to the milder form of the disease; the treatment with antitoxin and more recently with convalescent serum must be credited with the saving of many lives which formerly succumbed to this very common and treacherous disease.

Cancer and heart disease are slowly and surely claiming more lives each year. Many deaths occur in grown-ups at a time when they are most valuable and needed by their families and communities.

The bulletin makes interesting comment on tuberculosis and also stresses the importance of early and thorough examinations.

Diphtheria, typhoid fever, pneumonia and measles were also commented on.

"HEALTH FOODS" AND DRUGS SEIZED BY PURE FOOD OFFICIALS

Stocks of "health foods" on sale at Washington, D. C., and Boston, were examined in February by inspectors of the Federal Food and Drug Administration, and six items found in violation of the law. They were labeled so as to give the impression that they were foods possessing special remedial properties. The administration says they were mixtures of various food and non-

food ingredients, and had no greater nutritive value than ordinary foods. Furthermore, in some of them there were medicinal ingredients which, in the view of enforcing officials, have no rightful place in anything sold as food.

The available stocks were seized on charges of misbranding. The charges as to each item are explained as follows: "Correcol," a mixture of mucilaginous seeds similar in characteristics to psyllium, with gum karaya (a vegetable gum), was labeled as a "colon food," although neither ingredient had any food value. It was further claimed that the product would set up normal intestinal activity which was beyond its capabilities.

"Hauser Potassium Broth" made of dried seaweed, alfalfa, okra, potato starch, beet and rhubarb leaves, contained nothing especially warranting its name, according to the allegation. The ingredients provided no more potassium than can be obtained in the normal wholesome diet. A representation that the article was a "health product" was similarly held unwarranted.

"Slim," which the manufacturer called "a delicious non-habit forming beverage," was in reality a mixture of senna, orange peel, anise, bladderwrack (a seaweed), buckthorn bark, dried apple and centaury flowers. The administration flatly charged that this product, containing mostly medicinals with only one true food ingredient was not a beverage. Also, claims for the reduction of weight were held to overreach the worth of the mixture, which could have a laxative effect only.

In a subsequent report the following statement was made: A so-called "miracle food" represented as a vitalizer, normalizer and slenderizer, brought a fine of \$50 to the Hollywood Diet Corp., Chicago. The product, "Stardom's Hollywood Diet," a mixture of sugar, soybean flour, cocoa and salt, was offered for the reduction of weight. Its labeling also contained references to vitamins, the presence of which, as determined by government experts, was insignificant. The directions called for the use of one teaspoonful of the mixture in place of a regular meal. A seven-ounce package sold for one dollar.

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

NEW REGULATIONS

At a meeting called by Dr. S. L. Pilgrim, Milwaukee Health Department, on March 27, the following regulations were agreed on:

Outdoor toilets must be fly-tight by providing a tight pit and self-closing seat covers. The pit to be ventilated by a flue passing out through the roof which must be screened. A four-inch ventilator is recommended. Location must be at least fifty feet from well and milk house. This regulation is made to prevent the carrying of filth and disease by flies.

All contagious diseases must be reported to the Health Department immediately. If not reported the shipper will be barred for duration of quarantine in case contagious disease is found by one of the department's inspectors. The Health Department will inform the shipper on precautions which must be taken in care of milk and milk utensils when notification of disease is reported by the shipper.

Milk stools must be of sanitary construction. They should be painted. Metal or hardwood stools are recommended. The stool must be hung up or placed on rack.

It is recommended that udders, tails, and flanks of cows be clipped when cows are first stabled in the fall and later on in the season if hair has grown considerably. In cleaning flanks and udders a brush should be used when dry but if wet flanks and udders should be washed. When one-third or more of the milking cows are found dirty the farm will be barred from shipping to the Milwaukee market.

Metal covers must be provided for use on strainers during milking period in order to keep out flies, dust, and dirt.

Dr. Pilgrim stated that it was not the wish of the Health Department to force farmers to spend a lot of money, but to take such precautions as seem necessary in order to produce clean, safe milk.

COMMENTS ON MILK MARKETING

The following is an excerpt from an article entitled "Economic Law and Milk Prices" issued by the Mathews Company, Milk Industry Service Bureau, in which the law of supply and demand is discussed and its relation to the effect of bargaining associations on milk.

In Wisconsin Agricultural Experiment Station Research Bulletin 125, page 1, this relation is stated as follows:

"In normal competitive conditions, when dairy farmers are free to move their products into the channels of their choice, there is a strong tendency for the prices paid farmers for milk going to the various types of manufactured dairy products to move up and down together in almost perfect unison."

In this same publication is a graph showing the prices paid for milk for butter and cheese from 1850 to 1931 and for condensed milk since 1913. From 1850 to 1890 the payment for milk for cheese was 10 to 15 cents per hundred greater than for butter. Following the discovery of the Babcock test for butterfat this margin narrows and since 1917 the variation has been slight. The payment for milk going to the milk condenseries has followed that for cheese very closely, indeed, probably because both types of manufacturing have been carried out largely in the same territories.

City Milk Prices are Higher

The prices paid the producer of milk for the fluid milk trade have quite uniformly been higher than those paid for milk for manufacturing purposes. The only brief exceptions which we have noted were in isolated instances in the case of some condenseries, operating on a cost plus basis, during the World War.

The justification for this higher price for city milk arises from the added restrictions placed on such production by health authorities. These restrictions operate along two slightly different lines.

The requirements of health authorities increase the cost of milk production.

The disinclination of health authorities to extend the area of their dairy inspection tends to limit competition in the city supply market.

Given this justification for a higher price for their milk the amount of this increase will depend largely upon the bargaining skill exercised in connection with the market.

The Wisconsin publication presents data regarding the added amount paid producers of milk for Milwaukee as compared to that received at condenseries in that same region. The data are summarized as follows:

"From 1924 to 1931 inclusive the price received at the plant by those farmers selling to Milwaukee averaged 57 cents per hundred pounds above that received by their neighbors selling to nearby condenseries.

"The following two years it has been reduced materially—to 41 and 31 cents respectively—due largely to

increased surpluses reaching the market."

Influence of Bargaining Conditions

In the Wisconsin publication the influence of a well organized, aggressive producers' organization is illustrated by the advance over condensery prices obtained for fluid milk in the two markets of Madison and Milwaukee. During the ten years, 1924-1933, inclusive, the prices paid in these two markets averaged as follows:

MILWAUKEE—

City price, \$2.209; average of four condenseries, \$1.685; difference, \$0.524.

MADISON—

City price, \$2.033; average of five condenseries, \$1.673; difference, \$0.36.

These figures indicate that at Milwaukee the bargaining ability of the well organized and energetic producers' association has been able to secure an average of 17.6 cents per hundred more for their milk than was obtained by the less active association at Madison.

Results of Too High Prices to Producers

The very success of the Milwaukee producers' association in getting high prices for milk may, in the end, be less of an advantage than might appear at first glance.

It will be noted from the data quoted from the Wisconsin bulletin that while during eight years the differential between fluid milk and condensery prices at Milwaukee averaged 57 cents per hundred pounds, the heavy surplus of milk resulting from this wide differential has narrowed the margin in 1932 and 1933 to 41 and 31 cents, respectively.

Whenever the price of milk to any city is too high this stimulates the producers to increase the size of their herds. It likewise causes other producers to seek the better market. Having once entered the city market they tend to remain.

These results suggest that where the fluid milk price for any market is higher than would be established by the free play of the law of supply and demand the excess of milk production which will be stimulated by these high prices will ultimately depress the market. This is evidently what happened at Milwaukee.

City Milk and Condensery Prices Compared

The era of low milk prices was in late 1932 and early 1933. Improved conditions are registered in more recent years.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

THE FARMERS' EYES

When seven people out of ten suffer from serious eyesight handicaps today, it is not surprising that the modern farmer is interested in his eyes and the eyes of his family.

Science has learned much about eyesight in the last few years. One of the interesting discoveries is that the eyes do not move evenly across the line when reading but actually read by a series of hops and pauses, taking in one picture at a time and then moving rapidly to the next one. Just watch the eyes of a person who is reading and observe this for yourself.

We have learned in driving cars, too, that the length of time we have to look at an object also determines in part how well we see it. How often the excuse, "I didn't see it." The amount of light thrown on an object, too, has a definite effect on the way we see. When light is insufficient, for example, in dusk or in fog, we require a longer time to make out whether an obstruction which confronts us is an automobile or a brick wall.

Another very important matter influencing the efficiency in seeing is glare. Everyone has noticed that light thrown directly into the eyes cuts down our power to see.

But most important of all, science has found, is the importance of accurate eye examinations at frequent intervals in order that we might protect and preserve our most valuable gift—eyesight.

WAUKESHA DAIRY SHOW

The recent Waukesha Dairy Show again added to its already illustrious record. Excellent exhibits of all breeds of dairy cattle as well as farm products, and handiwork of the farm household were on hand. Commercial men took all available space to tell their story to dairy farmers. Production records of dairy cows were this year recognized by increased premiums.

This show coming at a time of year when county fairs are not being held is singled out for distinction. But time of year is not all. The excellent leadership of County Agent J. F. Thomas and his able corps of assistants make this show one that all Wisconsin can point to with pride.

VISITORS

Among recent visitors to this office were Messrs. Rudolph K. Froker and H. H. Erdmann with the Agricultural Economics Department of the University of Wisconsin. Both Dr. Froker and Mr. Erdmann have spent considerable time with the Agricultural Adjustment Administration at the time when milk marketing agreements were being written for many large markets throughout the country and since returning to the university they have maintained an interest in marketing dairy products.

PURE MILK ASSOCIATION HOLDS TRANQUIL MEETING

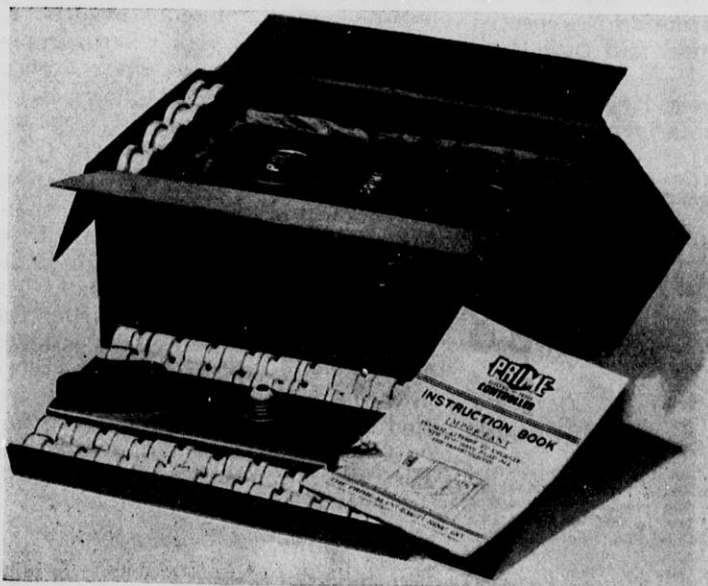
The eleventh annual meeting of the Pure Milk Association of Chicago was held on March 10. This was probably the quietest meeting ever held by Pure Milk Association. Everything went along very smoothly and delegates and visitors alike seemed to believe that the organization was getting along well and that there was no reason for any radical changes.

Don N. Geyer, manager for the past ten years, made his farewell address and it was quite evident that the membership was very reluctant to see Mr. Geyer leave Chicago.

PURE MILK PRESIDENT NAMED ACTING MANAGER

John P. Case, president of the Pure Milk Association of Chicago, has been named acting manager of Pure Milk Association by its board of directors in place of Don N. Geyer, who recently resigned.

Mr. Case is thirty-eight years old, lives at Naperville, Illinois, where he operates a 470 acre farm. He is a breeder of Holstein cattle and also runs a large drove of pure bred hogs. Mr. Case is a member of the Illinois Farm Bureau Federation and belongs to a dairy herd improvement association. He is a director of District No. 10 of the Pure Milk Association. He was formerly treasurer of Pure Milk and was elected president two years ago to succeed Chas. Pfister.



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EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

R. E. C. RELEASE

Plans for bringing electricity to 2,000 Jefferson and Rock County farmers through their own co-operative organization are on the way to Washington, D. C., for approval by the Rural Electrification Administration, Orland S. Loomis, Mauston, state rural electrification director, announced here today.

The project, which is the second submitted by the state rural electrification committee to the federal agency, calls for 650 miles of farm electric line to be built in all but three towns in Rock and three towns in Jefferson County. The six towns already have electric service.

When the project is approved and the federal loan made available for construction of the lines and connection of customers, the electric co-operative, consisting of the 2,000 prospective customers, will buy electricity wholesale at a rate of 1.3 cents per kilowatt hour and resell to members, Mr. Loomis said.

The first project from Wisconsin submitted to the R. E. A. was the Oakdale proposal for construction of 80 miles of line to serve 297 customers in six Monroe County towns.

Mr. Loomis gave especial credit to three men for their work and help in organizing the Rock-Jefferson county electric co-operative. These men are Frank Shekey, Jefferson, secretary of the Jefferson County Farm Bureau federation; H. C. Hemingway, Janesville, vice-president of the state rural electrification committee and farm bureau representative on the committee; and R. T. Glascoe, Janesville, Rock County agricultural agent.

The Rock-Jefferson County electric co-operative plans extension of farm electric lines about 30 miles into Illinois to serve approximately 100 customers there.

With an average of more than

three customers per mile of line, the co-operative comes well above the requirements of the R. E. A. in this respect.

LOOK FOR BIG INCREASE

Hog slaughter will probably increase 30 to 35 per cent between now and next September as compared with the corresponding period a year ago, according to the bureau of agricultural economics. Most of the increase is expected after May 1 when marketings of fall farrowed pigs will get under way in large volume.

Demand for pork products may increase somewhat but not enough, the bureau believes, to offset the increased supply. The seasonal decline in hog prices in May and June, therefore, is likely to be greater than in May and June, 1935, and prices during the late summer may not advance to the highest levels reached in 1935.

The bureau finds that the relationship of hog prices to corn prices in the United States the last six months has been "very favorable" for increased hog production. The hog-corn price ratio in February (19.3) was the highest in more than two years.

There were nine per cent more hogs on farms at the beginning of this year than a year earlier. Further expansion is in prospect in view of the favorable hog-corn price ratio. A "considerable increase" is likely in the production this year compared with last.

Discussing world hog and pork prospects, the bureau says an increase in hog production is expected in Canada this year, and that Hungary, where hog feeding operations have been relatively large in recent months, is exporting increased quantities of lard.

CO-OPERATIVE SCHOOL

During the six days, March 16-21, the Wisconsin College of Agriculture conducted a school in Co-operative Management. The course was designed to give help to those already having some knowledge and experience in co-operative enterprises. About seventy-five attended and came from all parts of the state representing practically all types of co-operatives. The four hours in the morning were devoted almost entirely to lectures. The afternoon discussions were generally in charge of someone from the college's staff with leaders of different co-operatives leading the discussions.

Mr. Metzger of the Bank for Co-operatives at St. Paul talked on the financial setups of co-operatives, showing where and why some failed through improper financing. Mr. Knipfel, secretary of the Bank for Co-operatives, took his place in the lecture hour the last three days. He talked along the same line, both using actual statements of different co-operatives to illustrate their talks.

Mr. Wells of the Farm Credit Administration at Washington talked on making up proper balance sheets and operating statements, showing how statements are sometimes made to mean nothing or be misleading to cover up some unfavorable condition or shortage. He showed how mistakes or even fraud and deception can readily be detected using actual sheets and statements to make his points clear.

Dean Christensen of the College of Agriculture explained the importance of the human element in co-operatives. Even when proper set-up and sound financial backing is provided, the co-operative cannot succeed unless proper personnel direct the policies of the co-operatives.

Professor Barton who for some years studied and taught in Denmark, where co-operatives do most all the business, gave a series of lectures on co-operation. In order for co-operatives to succeed on a large scale and in different lines there must be a desire to co-operate for the sake of co-operation and not only to gain financial advantages. His talks were increasingly interesting every day.

One thing seemed to stand out throughout the entire week in both the morning lectures and afternoon discussions and that was that a well informed membership is the best insurance to the success of any co-operative.

FRED A. KLUSSENDORF.

HARVEY NELSON'S GRAY VIEW FARMS DISPERSION Sale

WEDNESDAY, APRIL 15, 1936

89 HOLSTEINS 11

PUREBREDS Herd Federal Accredited and entire herd negative to blood test **GRADES**

There are 17 daughters of King Piebe 38th with records up to 441 lbs. fat as Jr.-2-yr.-olds. Several daughters of Hoesly Fobes Joe Homestead with records up to 508 lbs. fat as 2-yr.-olds, besides being prize winners at the Wisconsin State Fair. See Evergreen Segis Johanna with a fat record of 494 lbs. with average test of 4.27% in HIR. Bull offerings include: Oostie Indicator whose dam is the highest priced female sold at public sale in 1935, who has 1100 lbs. butter with average test of over 4.0%; also Fitzall Romeo Rag Apple, the first prize Jr. yearling at the Wisconsin State Fair in 1935. To complete the offerings 16 heifers from the herd of Henry C. Dicks will be sold; also four other serviceable bulls.

Nelson Farm is located 2 1/2 miles N. E. of Union Grove. Lunch at noon on farm.

A son of Oostie Indicator to be given as grand prize.

WRITE FOR INFORMATION

W. L. BAIRD or FRANCIS DARCEY
Waukesha, Wis. Watertown, Wis.

Cattle sale starts at 12:30. Sale of machinery, horses and crops in morning.

Mr. Fletcher Says: . . .

Some of the questions most frequently asked me are, "Why does the bargaining conference have so much difficulty in arriving at a price? Why wasn't a price agreed on at the last conference instead of leaving the decision to the Department of Agriculture and Markets?"

In order to understand this it must be realized that a bargaining conference is just what the term means—a meeting to bargain. Buyers are on one side and producers on the other and the idea is to get all buyers and producers in any given area to agree on prices for different classifications and methods of arriving at such classifications.

If this could be done one hundred per cent and then properly adhered to by both buyers and sellers, the percentage received of the consumer's dollar would be at its maximum with all producers within the area.

But if any group of buyers or producers decide they will not bargain for the benefit of the whole group but will bargain for their own immediate advantage on some other than the established plan, then the buyers will have an advantage that will be immediately reflected in a selling advantage over their competitors.

This will immediately cause trouble in the bargaining conference, for competing buyers will then want the same advantage taken by the dissenting or selfish group and it will become more difficult to arrive at a co-operative bargained price for the group as a whole.

That is the reason why prices are difficult to hold at the present time. Some buyers in this market are paying practically nothing for milk, some are forcing farmers to accept stock payments in lieu of cash and some are paying comparatively low prices for what is actually bottled milk.

In one other case at least, a large group which is being paid on the co-operative-bargained plan is doing nothing to uphold that plan although accepting the benefits of it.

Taking these things all into consideration and then reflecting back on what a bargaining conference is—proper co-operation between all buyers and producers—and it can be seen that selfishness on the part of any considerable group may spell disaster for all concerned.

Your organization is bound together to market co-operatively at the highest price possible under com-

petitive conditions and I believe our records show we have always done so. But we believe more could be and will be done when all groups decide to co-operate for the common good.

* * *

One of the problems much misunderstood in fluid markets is the base plan of production and the need for such a plan. Shippers either through the desire to produce milk at the most convenient time to them or through causes they cannot control, find they have much more milk at one time of year than another and wonder why the organization insists on uniform production.

When we as shippers assume the responsibility for supplying a fluid market with milk we must always keep in mind that the fluid needs of the market are fairly constant. About the same amount is needed in the summer as in the winter and if we are, collectively, to supply these needs without bringing in a large additional group of farmers during the period of short production, then we must produce a uniform supply.

If we do not do this, then when we have added a large supply of additional milk in the short period we must care for it during the period of flush production also. This means that our surplus would always be on the increase with no hope of any group receiving particular benefits from the fluid market.

After we have regulated our supply as near to the market needs as is possible we still find that some farmers, through causes beyond their control, are being penalized by the plan. That is where the adjustment committee has a difficult job to determine just what constitutes a penalty. For it must be remembered that every adjustment reduces the average price and must be shared by all the shippers to the company. However, the plan comes nearer to doing the thing most needed in all markets whether milk or otherwise—keeping supplies in line with market needs.

One of the new requirements of the Milwaukee Health Department is that farms supplying this market be equipped with sanitary toilets. In some cases this may result in farmers being compelled to put up new buildings and upon investigation we have found that through a W.P.A. project these may be purchased through local lumber yards in Racine, Waukesha and Ozaukee Counties at a very reasonable

charge. Any shipper wishing further information on this matter may obtain same from any lumber yard in any of these counties.

DAIRYMEN'S ASSOCIATION MEETING


At Janesville, Wisconsin, March 26 and 27 the Wisconsin Dairymen's Association held what old timers said was its best attended meeting in many years. A local committee headed by L. A. Markham did a wonderful job of advertising this meeting, and catchy displays attracted the attention wherever one went throughout Janesville. Six hundred fifty people attended a banquet served by the association and over four thousand men and their wives attended the meeting throughout the two-day session.

Harry E. Hill, Superintendent of Pinhurst Farms, one of the well known breeding establishments of the state, was elected president for the ensuing year.


J. E. Nisbet was re-elected secretary and treasurer.

The success of this meeting would seem to indicate that dairymen of

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BADGER STATE BANK
 "Milwaukee's Largest Outlying Bank"
 Fond du Lac Ave., and North Ave. at 21st St.

Wisconsin are taking a renewed interest in their problems.

The board of directors took favorable action on holding a summer meeting in 1936 possibly in the northern section of the state.

Fred Burhop, a member of this organization from Ozaukee County, delivered a well prepared paper on the second day of the meeting.

Professor E. B. Hart, chief of the University of Wisconsin Agricultural Chemistry Department, showed the effects of green leafy alfalfa and grass in the production of dairy products.

DAIRY PRODUCTS PRODUCTION TO INCREASE THIS SPRING

Increased production of dairy products is in prospect this spring since the relationship between prices of feeds and dairy products is favorable for dairy production, according to the bureau of agricultural economics report on the dairy situation.

Total milk production on March 1 was about four per cent greater than on March 1, 1935. Butter prices rose sharply in late January and early February when the severe weather retarded shipments, but since then have declined under more normal weather. The margin between foreign and domestic prices in early March was about the amount of the tariff rate.

There were 25,622,000 milk cows on farms on January 1, or 614,000

less than a year earlier and 1,437,000 head less than the peak two years earlier. But despite this decline, the number of milk cows per capita of the population was slightly larger on January 1 than the average for the 15 years, 1920 to 1934.

Milk production per cow on March 1 was 12.24 pounds, or 6.2 per cent more than on March 1, 1935. The increase more than offset a decrease of about two per cent in number of milk cows on farms this March compared with last.

Again the blackbirds sing,
And streams wake, laughing,
from their winter dreams.
And tremble in the April showers
The tassels of the maple flowers.
—Whittier.

"What shall I do? wailed the sweet young thing. "I'm engaged to a man who just cannot bear children."

"Well," remarked the kindly old lady, "you mustn't expect too much of a husband."—Utah Farmer.

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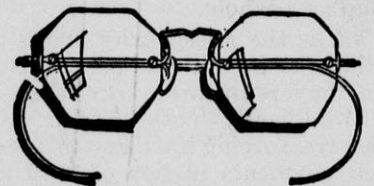
ADD a little B-K Powder to water . . . and you have the finest, most dependable, most *inexpensive* chlorine sterilizer you can buy. B-K kills germs instantly on contact . . . keeps utensils in fine condition . . . is approved by health authorities and milk plants everywhere. Don't wait—buy B-K Powder from your local dealer at once! Direction book with every bottle.

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MILWAUKEE MILK PRODUCER

"Run by Farmers" MILWAUKEE CO-OPERATIVE MILK PRODUCERS "For the Farmers"

Volume 9 MAY 1936 Number 2

May Fluid Milk Price Will Be \$2.00

No agreement was reached on May fluid price when the Board of Directors met the dealers on April 27. The dealers wanted a ten-cent reduction or cream milk at manufactured price. Neither proposition was liked by the directors and the meeting adjourned subject to call by President Hartung.

On April 29 the call was sent out for a meeting on May 1. With a few exceptions every dealer who pays the producers the bargained or ordered price attended. One rather large operator who claims his is a co-operative and who pays any price that suits him was absent as usual. The entire board was present. Commissioner F. Schultheiss attended the meeting.

The dealers claimed that they were losing money and could not continue to do so and guarantee the farmers checks. They pointed to the lower price that condenseries will pay because their price is based on butter and cheese. The Chicago price which is thirty cents over condenseries for 85 per cent of base milk was also discussed. The fact that several concerns had gone out of business owing the farmers considerable money was also brought out.

The directors had heard that a rather large distributor had withheld money from shippers in the North Lake neighborhood, claiming that he has given them a test that was too high the previous month.

(Continued on page 8)

NEW SUPPORTERS

- Emil B. Dippmann, Cedarburg, R. 1
- Bert H. Ehlike, Cedarburg, R. 1
- Art. J. Schramm, Cedarburg, R. 1
- Alvin Wedig, Cedarburg, R. 1
- Paul Gilbert, Jackson, R. 1
- Otto Gilbert, Jackson, R. 1
- Leo. Knuth, Cedarburg, R. 1
- Paul Ziemer, Cedarburg, R. 1
- Aug. Stauske, Cedarburg, R. 1
- George P. Hendrickson, Hartland, R. 1
- Otto Kison, Cedarburg, R. 1
- William Giencke, Wauwatosa, R. 8, Box 832
- Gustav H. Pipkorn, Cedarburg, R. 2
- John Bublitz, Cedarburg, R. 1
- Gust Strege, Cedarburg, R. 2
- Geo. J. Weidman, Cedarburg, R. 2
- Henry Marks, Hubertus
- Oscar Weidman, Cedarburg, R. 1
- Casper Schweitzer, Hales Corners, R. 2, Box 348
- Arthur Prochnow, Cedarburg, R. 1
- Goth. Koepke, Cedarburg, R. 2
- Frank Federmeyer, Port Washington
- Otto Damerow, Cedarburg, R. 1
- Edgar Bublitz, Cedarburg, R. 1
- Wm. C. Hart, Wauwatosa, R. 8, Box 817
- Leo J. Meyer, Port Washington, R. 1
- Paul N. Smith, Waukesha, R. 2, Box 52
- Alvin Pollock, Jefferson, R. 1
- Newton Marsh, Waukesha, R. 3
- Frank Skomski, Germantown
- Martin Buczkowski, Germantown
- Augusta Gildemeister, Colgate
- H. L. Bornheimer, Helenville
- Chas. Stephan, Sullivan, R. 1
- John Wiedmeyer, Richfield, R. 1
- Katherine Loduha, Germantown, R. 1, Box 160
- Mrs. J. V. Borkoski, Germantown, R. 1
- Jos. Carnecki, Germantown

trial School at Waukesha recently came through with a very high production record.

Member Fred Hammes, Oak Creek, Milwaukee County, had the misfortune to lose over half of a fine flock of sheep numbering over one hundred head. The sheep were killed by roving dogs who would attack the sheep and disappear as suddenly as they came.

Member C. J. Tempero, Pewaukee, takes his pen in hand to write very good letters to the papers every now and then.

In Ozaukee County the following members are serving on soil conservation township committees: Fred Burhop, Nic. N. Pierron, Walter Yahr, Erwin W. Voland, Chas. Fromm, Adolph Seifert, E. W. Krumhus, Joe. Barthel, Theo. Kurtz, A. C. Kiekhaefer and L. Ernst.

Our members have places on township committees in Washington County as follows: Jackson, Paul Bartelt and Wm. Kressin; Germantown, Harry Gettelman, Ambrose A. Wiedmeyer, August Puestow, Jacob Bast, and Art Schaetzel; Richfield, Eugene Stuesser, Ewald Schwulst; Polk, Geo. Reichert.

On the soil conservation committees in Waukesha County are the following members: Henry Schlicher, S. L. Mann, Jr., J. B. More, A. C. Schumacher, Matt. Woelfel, Harry Scheets, L. Swartz, Henry Kau, Roswell Bartlett, Lester Buth, Henry Meyer, W. A. Weber, Edwin Becker, Peter Schmitz, John Debus, John E.

(Continued on page 7)

WITH THE MEMBERS

Member Walter Ahlers, Grafton, Ozaukee County, is maintaining his reputation as one of the best breeders of Holsteins in Wisconsin. A cow which Walter sold to the Indus-

APRIL MILK PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		FOX DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .47.98	\$2.05	Fluid sales .52.15	\$2.05	Fluid sales .48.76	\$2.05	Fluid sales .53.23	\$2.05	Fluid—	
Out. relief . 3.88	1.82	Out. relief . 4.77	1.82	Out. relief . 4.34	1.82	Out. relief . 1.93	1.82	Milw. sales .25.47	\$2.05
Cream17.89	1.56	Cream16.96	1.56	Cream11.03	1.56	Cream23.42	1.56	Wauk. sales 24.49	1.95
Manuf'd . . .30.25	1.31	Manuf'd . . .26.12	1.31	Manuf'd . . .35.87	1.31	Manuf'd . . .21.42	1.31	Out. relief . .65	1.82
Composite price1.73		Composite price1.76		Composite price1.72		Composite price1.82		Cream18.87	1.56
								Manuf'd . . .30.52	1.31
								Composite price1.71	

BLOCHOWIAK DAIRY CO.		GOLDEN GUERNSEY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		MARCH PRICES	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
Fluid sales .57.61	\$2.05	Fluid sales .68.233	\$2.05	Fluid sales .43.86	\$2.05	Fluid sales .68.83	\$2.05	GEHL DAIRY CO.	
Out. relief . 9.46	1.82	Out. relief . 3.053	1.82	Out. relief . 1.09	1.82	Cream10.99	1.56	Composite \$1.71	
Cream 8.99	1.56	Cream 20.944	1.56	Cream 23.74	1.56	Manuf'd . . .20.18	1.31	BAUMANN DAIRY CO.	
Manuf'd . . .23.94	1.31	Manuf'd . . .7.770	1.31	Manuf'd . . .31.31	1.31	Composite price1.84		Composite \$1.78	
Composite price1.80		Composite price1.88		Composite price1.69				WILKE DAIRY CO.	
								Composite \$1.73	

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

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Volume 9 May, 1936 Number 2

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WM. WEBER, Merton.

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

Subscription \$1.00 Per Year

PROTESTS ON POSTAL REGULATIONS

The pressure applied from hundreds of sources is having a surprising beneficial result in broadening the policy of the Post Office Department with regard to its ruling on delivery of milk checks and statements.

The latest advice is that weights and test information, included on the face of a check that is not perforated, may be carried by a contract hauler, and will not constitute mail; and no one will be penalized if the producer uses a pair of scissors to cut off the information.

This, however, does not cover other information that needs to be transported by the plant to the producer, or from the producer to the plant; and, unless the Wisconsin dairy interests are united in their demands, the above ruling may be modified to permit the enforcement of the penalties.

All reliable reports from Washington are to the effect that the Post Office Department will not approve any legislation modifying the present law; and our congressmen admit that without pressure from the farms they can do nothing further.

Every one concedes that the present law is foolish, and that it is just another means of levying a disguised tax to help balance the postal budget at the expense of the dairy farmer. Dairy farmers are fair minded; they are willing to pay for services rendered. But are they willing to be taken in again because they refuse to express themselves?

Write a letter to James A. Farley,

Postmaster General, protesting against the regulation which requires postage on statements and checks carried by milk haulers.

A FAIR DECISION

The recent ruling by Circuit Judge Geo. Grimm that a farmer could not be forced to deliver milk to a plant that did not pay a fair price for milk although the farmer had signed a contract with the concern, is a good one.

This was a case in which the Watertown Milk Co-operative Association, headed by Ex-senator John C. Schumann, tried to force Theodore Zastrow and some other farmers to deliver milk because they had signed a contract with the Watertown organization. The farmers claimed that they were not paid a fair price for their product and that such action voided the contract. The money due the farmers for milk delivered must be paid, the court also ruled.

It would seem that the court ruled justly when it said that farmers had a right to sell their product elsewhere when a fair price was not paid by the concern which had contracted with them.

This decision should be good news to other members of the Watertown organization and also to farmers who have been unfortunate enough to have signed with other outfits that do not pay anywhere near the market price for milk. The theory that once farmers have signed with a co-operative they must continue to deliver even though no payment is made seems to be shot full of holes.

THE ERRATIC BUTTER MARKET

The butter market did some strange things in April. Starting the month at 29 $\frac{1}{4}$ cents per pound for Chicago 92-score butter, it advanced to 33 $\frac{3}{4}$ on April 14. On April 16 it was down to 29, a 4 $\frac{3}{4}$ -cent drop in two days' time. Ending the month at 26 $\frac{1}{2}$ cents with the average slightly under 29 $\frac{3}{4}$ cents for the month it was just low enough to bring the differential down to three cents per point in our market. The manufactured and also the cream milk is 7 cents per 100 pounds lower as a result of the drop in the price of butter.

Our members, however, have to take the loss due to the drop in butter price only on manufactured and cream milk, and, of course, on over base or excess milk, while the patrons of creameries and condenseries have to take the lower price on their entire deliveries.

DAIRY COMMITTEE HOLDS MEETING

New officers were elected and a decision to "carry on" was made at the second annual meeting of the Wisconsin Dairy Campaign Committee held in Madison last week.

Eighteen persons representing a complete cross-section of the dairy industry of this state attended and were unanimous in their decision to continue the work of the committee.

New officers chosen were E. K. Slater, Milwaukee, editor of the National Butter and Cheese Journal, president, and F. B. Lucia, Reedsburg, field representative of the Wisconsin Creameries Association, treasurer. Professor A. W. Hopkins of the college of agriculture and Wilbur G. Carlson of the dairy promotion division of the department of agriculture and markets were elected to succeed themselves as vice-president and secretary.

Slater was formerly treasurer of the committee. He succeeds George L. Mooney, Plymouth, as president. Declining renomination, Mooney was added to the executive board. A. C. Hillstad, Madison, secretary of the Wisconsin Buttermakers' Association, and E. B. Whiting, Gillett, president of the Wisconsin Cheesemakers' Association, were retained as members of the executive board.

Attending the meeting were C. C. Bell, Wausau; Herman Ihde, Neenah; O. R. Olson, Blanchardville; F. B. Lucia, Reedsburg; Mrs. Luella Mortenson, A. C. Hillstad, and Paul T. Lemmel, Madison; E. K. Slater, Milwaukee, and Charles Dineen, Cedarburg; George L. Mooney and Fred Huntziker, Plymouth; Professors A. W. Hopkins and H. C. Jackson of the college of agriculture, and Commissioner J. D. Beck, W. L. Witte, Ralph E. Ammon, Wilbur G. Carlson and Bronte H. Leicht of the department of agriculture and markets.

We are sorry that we are unable to quote the prices and percentages on all dealers but our aim is to have the "Milk Producer" in the members' mail boxes by the ninth day of each month.

We believe that most of the producers wish to have their paper as early as possible and the reports which we do print cover 90 per cent of the milk in the market.

Evidently some dealers have difficulty in getting their computations made at the time we print.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

» » » "HOME NEWS AND VIEWS" « « «

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Carrot Fluff

In a butter casserole put two cups sliced cook carrots. Cover with an equal amount of sliced cooked potato. Cover with a white sauce made with:

- 1 cup milk
- 1 cup cream
- 4 tablespoons flour
- 4 teaspoons butter
- ½ teaspoon salt
- ½ teaspoon paprika
- 4 tablespoons grated cheese

Sift browned bread crumbs over the top and bake in hot oven until thoroughly heated — 15 to 20 minutes.—Mrs. W.

* * *

Baconized Meat Balls

- 1 pound ground veal
- 1 pound ground pork
- 1 pound ground beef
- 1 small onion, chopped
- ½ cup cracker crumbs
- 1 cup tomato soup
- Salt and paprika to taste
- 1 egg
- Bacon strips
- Bay leaf
- Water

Mix the meat, chopped onion, cracker crumbs, tomato soup, salt, paprika and the slightly beaten egg, and shape into balls. Roll strips of bacon around the outside and fasten together with wood picks. Place them in a baking pan, containing a bay leaf and a small amount of water. Bake in an oven at 375 degrees F. until well browned and tender. Remove to hot platter and make a cream gravy to pour over meat balls, if desired.

* * *

Health Muffins

(12 muffins)

- 1 cup bread flour
- 1 cup graham flour
- 4 teaspoons baking powder
- 1 cup milk
- 2 tablespoons sugar
- 1 teaspoon salt
- 2 tablespoons melted shortening
- 1 egg
- ½ cup chopped dates

Sift together all the dry ingredients, except the graham flour, add the dates and graham flour. Beat the egg and add to milk. Add melted shortening. Stir the liquid quickly into the dry ingredients. Beat mixture thoroughly and pour into well oiled muffin pans. Bake from 20 to 25 minutes in a hot oven.

MEAT COOKERY KEEPING PACE FOOD SPECIALIST TELLS CHEMISTS

Meat cookery is keeping up with the machine age, and results of roasting control worked out by food specialists of the Bureau of Home Economics show that shrinkage can be cut while the product, finished for the platter, is just what the cook wants it to be. Temperature control is the secret, and this is now easy to get with modern ovens and meat thermometers, mechanical aids of the kitchen.

Lucy Alexander, associate food specialist of the bureau, addressing the American Chemical Society at Kansas City, Mo., gave them the meat of several years experience in various ways of cooking tried out on hundreds of pairs of roasts of beef, lamb and pork.

Meat always shrinks some, says Miss Alexander, because meat tissues contract when heated enough to be "done," and fat melts away during cooking. As measured in these experiments, shrinkage means total loss of weight—including what goes off in thin air in the oven and what remains as drippings in the bottom of the pan. It was found that carefully controlled oven temperatures will cut down shrinkage to a minimum.

As part of the study of meat shrinkage, 99 ribs of beef were roasted, representing four levels of fatness (very fat, fat, medium, thin). All the roasts were cooked at the same oven temperature until rare at the center as shown by a meat thermometer. The fat content of the raw meat and losses in pan drippings were closely related, as were also water content of the raw meat and the volatile losses in the oven.

Similar results were obtained on 342 legs of lamb representing five different levels of fatness. Pork loin also was shown to shrink according to the amount of fat on the cut.

When ribs of beef were roasted to the rare stage in an oven at about 257 degrees F. beef lost less weight than when the oven temperature was about 347 degrees F. In contrast, when beef was cooked well done with the oven at 257 and at 347 degrees there was very little difference in the shrinkage. Well done beef

lost much more weight than rare beef. These results show that the stage to which beef is cooked has more influence on shrinkage than the oven temperature.

Similar results were obtained when lamb legs were roasted medium-done and well-done, using in each case an oven temperature of about 257 degrees, in contrast with 347 degrees or close to it.

The saving of weight by preventing shrinkage, Miss Alexander points out, is not only a matter of the good appearance, palatability, and nutritive value of the meat, but of the quantity available for serving. This is a considerable item for homemakers and for hotel and restaurant keepers, and is not overlooked by manufacturers of cooking equipment or meat producers.

SIT OR SET

When a country woman was asked if one should say a hen sits or a hen sets, she said: "That doesn't interest me in the least; the one thing that worries me is when my hens cackle. I don't know whether they have 'laid' or 'lied'."

Crocheted collars look perkier if you dip them in thin starch after you wash them. They stay fresh longer. Shape while damp, and pin to a bath towel. Let dry. Professionals use this method to preserve original size and to eliminate pressing.

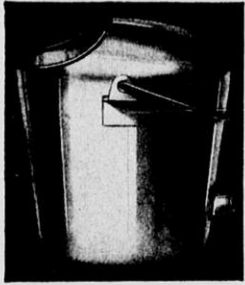
When making cinnamon toast cut bananas in thin slices, arrange on toast, sprinkle with sugar and cinnamon, and brown under the broiler.

The wife of one of our members visiting our office in speaking of house cleaning gave us the following as a very good cleaner for painted and enamelled walls and woodwork: 1 cup vinegar, 1 cup kerosene and the balance of the pail warm water. She stated it did not remove the paint nor leave the walls streaked and dull. It restores the shine and leaves them looking like new.

Umbrella plants should be liberally watered during the summer months. When shoots begin to grow out at base of plant, cut off to give plant shape and water freely.

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

The Cream City Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS Hooded Dairy Pail

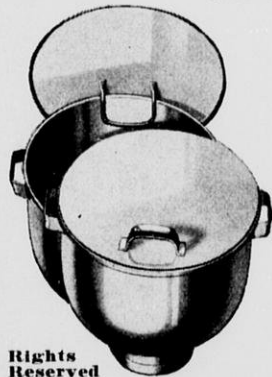
Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.



Rights Reserved

STEP THREE "HOOK-ON" STRAINER COVER

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis

THE FARMER'S EYES

The old colored gentleman said, "I'se O. K.," and a mighty good slogan it is, too, especially when spelled "Eyes O. K." The eye is the most useful organ in the entire body. Sight is the connecting link between the world outside and the world within. Eighty-five per cent of all impressions come from our eyes, and 80 per cent of all of our physical action is guided by our eyes. Our memories are largely stocked by the outlines and colors which our eyes have brought us.

Yet very few eyes are optically perfect. We enter life on a fairly equal basis insofar as the eye itself is concerned. Ripley says that all white children are born with blue eyes—"Believe it or not." However, we do not all possess eyes with equal ability to see when we come into the world. Science now believes that many abnormal conditions affecting eyesight are present at birth.

Then, too, conditions under which we work and live affect eyesight. Light itself when there is too much or too little may cause eye strain. Improper use of the eyes, particularly at close work, may produce strain. Care of the eyes plays an important part, too.

However, the most important part of all is the wearing of proper glasses when defective vision exists. The ancient Greeks commanded, "Know thyself." Find out if your eyes are right. Unfortunately, there are no means of comparison to tell us if our eyes are normal, for even the familiar test card with its jumbled letters does not reveal the presence of eye strain.

Only a thorough eye test by a competent eyesight specialist can tell the true condition of our eyes. When he has completed with his examination, he can tell us exactly what condition our eyes are in and what we should do to best preserve our most precious possession. For safety and efficiency, then, everyone should have their eyes examined at least once every two years.

DAIRY PRODUCTS PROMOTION GOING WELL

Projects undertaken thus far by the state in its campaign to increase the consumption of Wisconsin dairy products have brought better health to hundreds of school children and have benefitted the dairy industry, Wilbur G. Carlson of the dairy promotion division, department of agriculture and markets, pointed out recently.

More than 8,000 posters illustrating the breakfast habits of children in foreign lands recently were delivered to schools throughout the state, Carlson said, and reports coming in from teachers using them in their classrooms indicate that from the standpoint of health alone that project is paying for its cost many times over.

To further indicate the effectiveness of the project, he pointed out that before the posters were added to the studies of 11 children in one school all of the youngsters had been eating poor breakfasts. After they had been taught the story of what constitutes a good breakfast every one of these youngsters began to eat the kinds of breakfast they had been influenced to think of as "good."

The next effort to promote the use of Wisconsin dairy foods will be centered in the St. Louis trade area to intensify the benefits gained last fall at the National Dairy Show. The slogan, "Ask for Wisconsin dated state brand cheese" will be very definitely impressed upon the minds of consumers through newspapers and electrical outdoor advertising store demonstrations, and other merchandising efforts. A similar campaign will be made for Wisconsin butter during the same period.

BUTTERMAKERS OFFERED PRIZES

Wisconsin buttermakers received special encouragement to exhibit their butter at the 1936 annual convention of the National Creamery Buttermakers' Association in La Crosse this year, with the announcement by commissioners of the Department of Agriculture and Markets that special prizes will be awarded for exhibits.

A watch, gold plaque, and silver plaque will be given by the department to winners of first, second and third place in both the cold storage butter and fresh butter exhibits.

These prizes are offered to the Wisconsin buttermakers who rank the highest in the two classes of competition. The commissioners hope that every buttermaker in the state who is eligible to compete will do so in order to bring to Wisconsin the banner signifying that the state has the highest average score.

Entry blanks and shipping tags for the cold storage exhibits are being sent to every buttermaker in Wisconsin this week in order that the entries for this class will reach their storage by June 1, the closing entry date for this division. Entry blanks for the fresh butter division will be mailed at a later date.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

W. A. T. A. RELEASE

Danger of "catching" tuberculosis from infected milk has been pretty largely eliminated by area tuberculin testing of cattle. Now the bovine tuberculosis campaign, fathered and carried on by forward-looking dairy producers, is pointing the way toward a new and successful method of fighting the spread of the disease from one human being to another.

Public health workers who have just returned from the National Tuberculosis Association meeting at New Orleans report that no movement for many years in the entire anti-tuberculosis campaign has swept over the country to the degree of tuberculin skin testing of humans. In state after state, school children and young adults by the thousand are being tested with a harmless skin test on the arm similar to that used on cattle. In Wisconsin, for example, through the year-round program of the Wisconsin Anti-Tuberculosis Association, financed by the annual sale of Christmas seals, close to 25,000 children and young adults in scores of Wisconsin communities have been tuberculin tested.

Human reactors to the tuberculin test cannot be treated in the same way as bovine reactors, of course. Nor is it necessary. A human reaction means only that the tubercle bacilli have been taken into the system at some time, in most cases without any damage being done. The W. A. T. A. finds that approximately 17 per cent of children of high school age react.

All reactors, however, especially among young people, are advised to have an X-ray and physical examination. Failure to react to the tuberculin test rules out the presence of

tuberculosis; a reaction means simply the possibility of disease—something to be determined by further study.

The particular value of the tuberculin test and X-ray method is that it simplifies the search for early disease tremendously. Early discovery means early recovery. But early discovery of tuberculosis is not as easy as it sounds. The very case may have few or no symptoms. Intensive clinical and laboratory study of the patient is therefore required to establish a diagnosis. Use of the tuberculin test means that 80 to 85 per cent of children of high school age can be "screened" out as not needing any further study for the present. The remaining fraction can be studied with all the exacting procedures necessary. The cost of finding early cases is thereby reduced and more complete diagnoses obtained.

Use of the tuberculin skin test with X-rays and further study for positive reactors is being stressed throughout Wisconsin during the spring months as part of the annual Early Diagnosis Campaign of the Wisconsin Anti-Tuberculosis Association. Whenever one case of tuberculosis has been present in a family, physicians of the association advise all other members of the family to go to their physician for a tuberculin test at once. If positive, this should be followed by X-ray and physical examination; then, if active disease is found, by immediate sanatorium care.

GOOD LINE OF DAIRY UTENSILS

Geuder, Paeschke & Frey Company have an ad in this issue which

we hope our members will study if they are in need of dairy utensils.

The company has been making a special effort to turn out good dairy equipment and the results are very satisfactory.

THINK THIS OVER

There are enough butter substitutes manufactured in the United States every year to displace the products of more than a million dairy cows. Are you guilty of competition against yourself and trying to displace the dairy cow?

HANDY EQUIPMENT

The General Hardware Co., 3530 West Pierce Street, Milwaukee, has a fine catalog which tells about the equipment the firm manufactures. Copy of the catalog may be had by sending a postal card or by telephoning.

The goods are high class and the price is probably lower than the mail order houses are asking.

Usually the "forgotten cow" cuts the herd profit.

VISITOR

H. D. Allenbach, for many years president of the Inter State Milk Producers' Association, bargaining and service organization of the 30,000 farmers who produce milk for the Philadelphia market, and now heading the producers' committee of the Evaporated Milk Authority, visited this office last week.

Mr. Allenbach now has an office in Chicago and his territory takes in all the states where condensed or evaporated milk is produced in any considerable volume.

Now is the Time to Install a Prime Electric Fence Controller

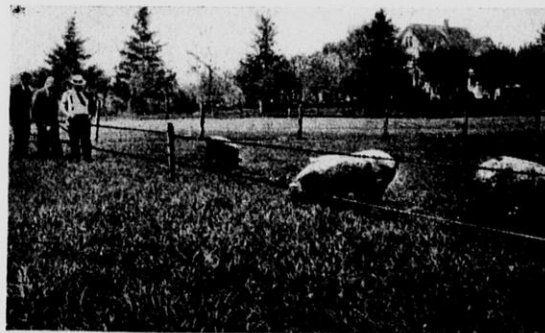
It is the ORIGINAL PATENTED fencing unit. Proven successful by thousands of satisfied users. Manufactured by a reliable Milwaukee firm. Operates off battery, high line or home plant.

Price Complete, Including Insulators

\$34⁵⁰

E. J. GENGLER

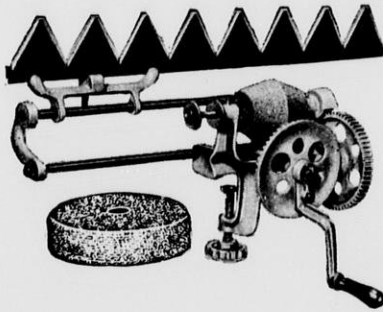
Station F, Milwaukee, Wis. Phone Hilltop 9515-R-1
(Located on Highways 100 and 57, 4 miles North of Milwaukee)



AGENTS AND DEALERS WANTED IN WAUKESHA ... RACINE ... KENOSHA ... OZAUKEE AND MILWAUKEE COUNTIES

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

SICKLE and TOOL GRINDER



Designed especially for farmers who want best quality sickle and tool grinder. Extra heavy, sturdily built for long, hard usage. Oil Cups provided for main bearings, pinion guarded for safety. Gear Ratio 25.4 to 1, resulting in smooth high speed grinding with minimum effort. Clamps on mower wheel or bench. Special sickle-holding attachment accurately grinds six sections of mower knife before reclamping.

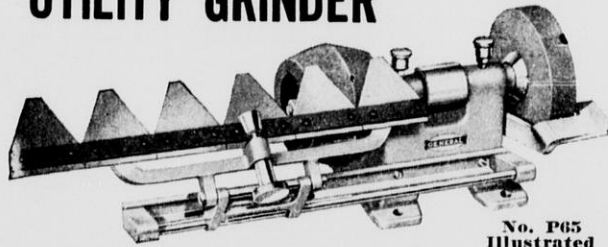
Equipped with highest grade abrasive wheels.

Sickle wheel size $3\frac{1}{2}'' \times 3\frac{1}{2}'' \times \frac{1}{2}''$.
Tool wheel, size $4'' \times 1'' \times \frac{3}{8}''$.

Packed one in a corrugated carton.

S-30—Without Tool Wheel.....\$3.50 each
S-35—With Tool Wheel.....\$3.75 each

UTILITY GRINDER



No. P65
Illustrated

Extra heavy well built general utility grinder for farm work — improved sickle attachment permits sharpening six sections without reclamping in holder. V or flat belt drive.

No. P55—Size Wheel $5 \times 1 \times \frac{1}{2}$ inch—Price.....\$4.00
No. P65—Size Wheel $6 \times 1 \times \frac{1}{2}$ inch—Price.....\$5.50

No. P75—A very high quality machine that will give years of satisfactory service. Extra large babbit bearings (tight and loose pulleys) equipped with a $7 \times 1\frac{1}{4}''$ medium grit vitrified wheel and a $5\frac{1}{2} \times 3\frac{1}{2}''$ sickle cone. Special designed sickle attachment. Weight, 45 pounds. Price \$12.00.

Prepaid within a radius of 150 miles when check or money order sent with order.

Also

Shovels — Rakes — Hoes — Weed Cutters — Pruning Shears — Hedge Shears — Vises — Hand Tool Grinders — Grinding Wheel and Sharpening Stones, etc.

WRITE FOR PRICES AND CATALOG ON
OUR EXTENSIVE LINE

MANUFACTURERS

GENERAL HARDWARE CO.

3530 W. PIERCE ST., MILWAUKEE, WISCONSIN

ROPY MILK

A number of producers have sent in milk that becomes stringy or ropy after it is about 24 hours old.

Some distributors have had complaints from consumers and made tests on all milk received. A sterile bottle is partly filled with milk taken from a producer's shipment, capped and allowed to stand over night at a temperature of 65 degrees. If infected a string of milk can be drawn out of the sample on a fine wire hook or with a tooth pick. Pasteurization at 145 degrees may not kill the germ and therefore it is not safe to use such milk.

Most authorities agree that the reasons for ropy milk are contaminated water supply, moldy feeds or utensils that are not properly cleaned.

Some people think that mastitis or garget may cause the condition but our investigations lead us to believe that such is seldom the case.

In a bulletin issued by the New York State Agricultural Experiment Station, Geneva, N. Y., the author C. D. Kelly states that "On one farm the whole place was infested. Ropy organisms were isolated from well water, wash water, cooling water, the cooler, pails and strainers. Though the milk sampled directly from the udders of the 13 cows was shown to be free from ropy bacteria, it contained as many as 5,000 of these organisms per c.e., after it had been strained.

"The general source of the contamination seemed to be the water from the well which was poorly constructed and allowed surface drainage. The utensils were poorly sterilized and received continued contamination from the wash water. The milk received ropy organisms at the cooler both from a poorly sterilized surface and from a leak which allowed infected cooling water to mingle with milk. With the water supply such a potential source of trouble, little could be accomplished until the well was cleared of organisms and made safe against surface drainage. This the farmer declined to do. The organism responsible for the trouble was found to persist on the farm over a period of three years. Although it did not cause trouble during all this time, it could be isolated with little effort from a number of places on the farm.

"These results show that the trouble was aggravated by poor dairy practice. The lack of sufficient sterilization of the utensils made it possible for milk which was free of ropy organisms as it left the cow to contain as many as 5,000 per c.e. after coming in contact with pails and strainer.

"Another farm showed a slightly different picture and here the causative organism was found to belong to a somewhat different type. Ropy bacteria were found in this case on the coat of the cow, in the bedding, milk pails, strained milk, and in milk in the final bottle.

"The manner of controlling ropy bacteria on the farm is practically the same as for the control of bacteria in general. Numerous investigators have demonstrated that on the ordinary farm the greatest number of bacteria enter the milk from improperly sterilized utensils or utensils which have been contaminated subsequent to sterilizing. The coat of the cow is considered as a possible contributing factor to the number of bacteria in milk. Bacteria are also added in smaller number from several other sources, such as dust and dirt. Still other sources, including polluted water, may make it more difficult to keep ropy bacteria out of the utensils and so out of the milk, but most of the contamination is likely to come from the two sources first mentioned.

"On the farm the bulk of the ropy bacteria presumably find their way into the milk from improperly ster-

(Continued on page 7)

SERVE CHEESE AND SERVE THE NATION

Mr. Fletcher Says:

At the present time there is a pronounced drive on all over the dairy sections to increase the quality of milk so that the finished product may reach the consumer in better condition and thereby increase, by desire, the amount of dairy products consumed. This is a laudable work and will undoubtedly do much good to the dairymen of the country. Fluid markets, such as ours, have always prided themselves on the fact that their milk supply was superior to outside milk and probably because that condition was true, they were able to hold down the volume of milk entering such markets. However, with this program on it becomes necessary for the fluid producers to further increase the quality of their product, not only to meet competition of other farmers within their market, but also to hold and increase the sales of fluid milk against the sales of other dairy products such as condensed milk.

We believe this can be done without much additional expense to the producer and that by following sensible methods much high count, off flavor or bad odor milk can be eliminated. This will, we believe, result in increased sales for the finished product will be more attractive to the consumer.

With this in mind your organization is doing all possible to assist in this work. A microscope has been purchased so that studies may be made of milk samples to determine the cause and character of rejected milk so we may assist producers in avoiding these troubles. As fast as information is available it will be passed on to the members.

* * *

The more I travel around the milk shed and talk to farmers the more convinced I am that sensible bargaining organizations in fluid markets are the only answer to our local problems.

During the past few years many eloquent speakers and shrewd salesmen have convinced many farmers that the true answer to the milk problem is marketing organizations. Our organization has steadfastly stated we doubted the wisdom of this policy and the results are proving we were correct.

During this past period many farmers have put thousands of dollars into marketing organizations, elected or employed what they believed to be competent men to operate the business, in some cases gave them their milk to try to save the structure and have seen the entire organiza-

tion topple with appalling financial losses. Not in one instance has any farmer received one cent more for his product in the classification it was used in than formerly or than his neighbor farmers received, but in most cases they received less. And as one travels through the territory and talks to some of these men it seems as if the depression has just really commenced for most of them.

The answer seems to be that while the theory may be correct, yet the milk industry is so highly competitive and the margin of profit per unit so small that it takes years of experience and ample working capital plus the initiative of personal ownership to make a success of this business—and even then they do not all succeed.

In the meantime and for all times we are giving you a few simple rules to follow that we believe will produce the kind of milk you want to make and that your dealer will be glad to get.

1. Before milking rinse all utensils with a chlorine solution.
2. After milking rinse all utensils with clean cold water. Never allow any utensils to remain in stable over night.
3. Wash utensils with washing soda—soap will not cut grease.
4. Wipe cows' udders clean before milking.
5. Use cotton disc filters in strainer—no top cloth. Use metal cover on strainer between each pouring.
6. Wash your hands before milking—night and morning.
7. Place each can when milked in clean cold water and agitate with stirrer.
8. Drain milk tanks twice daily—never allow stirring utensils in the water of the milk tank.

9. When cooled to below 60 degrees place cover on cans tightly.

These simple rules, if followed, should produce high class milk providing the milk from the udder is not infected. And it does not cost money or much additional effort.

(Continued from page 6)

ilized wet or damp utensils. Dust and dirt from the cow may also contribute to the number. Clean cows and clean sterile dry utensils with careful handling of the milk should do much to keep ropy bacteria from becoming established in the milk. Care must also be taken to have the premises as clean as possible and to safeguard the water supply. Chlorine preparations are extensively used in ridding farm dairies of ropy bac-

teria. Such places as cooling tanks should be cleaned out and treated with a chlorine solution."

The producers are interested in avoiding any practices that cause milk to go wrong for the consumers will turn against milk if that kind is served them.

(Continued from page 1)

Jones, Ben. Schuyler, G. A. Wonoski, Wm. Loomis, Delbert Kingston, Julian Ries, Harry Bolter, Avery Ryan, V. J. Egan and C. T. Guthrie.

In Milwaukee County the following members are serving on soil conservation township committees: Messrs. E. J. Gengler, M. J. Poellman, E. E. Jante, John Spitzer, Edw. Jante, A. J. Meyer, Edw. Hartung and Arthur Dittmar.

DAIRY INDUSTRY NEWS

"Let's tell the world about the 1939 world's fair," is being stamped on 250,000 milk bottles as a beginning in one of the publicity activities in behalf of the world's fair to be held in San Francisco in 1939. The bottles are being used for milk sold in San Francisco retail stores.

WANT DEPARTMENT

RATE—3 CENTS PER WORD
Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.
Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price



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

RITE-WAY PRODUCTS CO.

Dept. C, 4009 N. Tripp Avenue, Chicago

FOR SALE—Second Hand Pipe, Fittings, Pipe Columns, Angle Iron, Beams, Channels, Cable, Rods and Machinery. Miller Bros. Iron & Metal Co., 471 So. 11th St., Milwaukee, Wis.

MEMBER

BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"

Fond du Lac Ave., and North Ave. at 21st St.

RELEASE TO THE LA CROSSE MILK PRODUCERS FROM THEIR CO-OPERATIVE

Dear Milk Producer:

Enclosed is the filter disk showing the amount of sediment and dirt from one pint of your milk, as delivered at the plant today.

To keep this material from getting into the milk, we recommend that:

1. Cows be kept clean and brushed off, especially around the flanks and udder.
2. Wipe udders and flank with damp cloth just before milking. Wash if necessary.
3. Milker's hands and clothes be clean.
4. Milk "dry-handed."
5. Put in clean containers free from dust and dirt and protect with good covers.

If each producer does his part in seeing his dairy get a clean, high-quality product, it means less milk

returned to the plant unsold, and thus, less surplus to each patron.

The amount of milk actually sold for fluid consumption in bottles, tells the story in dollars as to just how big each member's milk check will be.

We are interested in helping the producer furnish the plant a high quality milk and cream in order that they be assured commensurate returns for their efforts.

Sincerely,
JOHN J. TAYLOR,
Fieldman.

MAY FLUID PRICE WILL BE \$2.00

(Continued from page 1)

Taking all these things into consideration the directors finally agreed to sell fluid milk for five cents per hundred less for the month of May.

The directors when making agreements always bear in mind that while it is important to get an agreement on the best price possible for the members' milk it is also important that the buyers pay for the milk that is delivered.

Attention Farmers

If you are interested in an

ELECTRIC FENCE

phone or see

WM. O. ROWLANDS
Phone Genesee 136
Route 1 - Waukesha

Most Dependable and Economical CHLORINE STERILIZER

You Can Buy!



POWERFUL
B-K Powder sterilizing solutions can be made for 1-6¢ per gallon. Cost for average dairyman, 1¢ a day. B-K kills bacteria instantly on contact... meets health department regulations... keeps utensils in good condition... direction book with every bottle. Buy B-K from your local dealer today.

GENERAL LABORATORIES DIV.
Pennsylvania Salt Mfg. Co.

Widener Bldg. Philadelphia, Pa.

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST



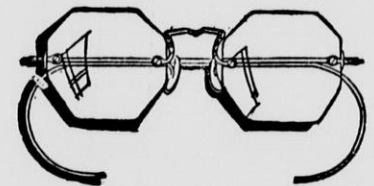
HOT METAL COATING OF STAMPINGS AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

A New . . .

OPTICAL SERVICE

. . . For Milwaukee Co-operative Milk Producers Members and Their Families



Through special arrangement, the Kindy Optical Co. will extend the benefit of their Group Eye Service Plan to the members of the Milwaukee Co-operative Milk Producers and their families. Special Discounts on Glasses, Lenses and Optical Repairs.



- Substantial Discounts on Glasses, Lenses and Optical Repairs.
- Written guarantee of satisfaction.
- Special arrangements for credit.
- Glasses straightened, adjusted, frames polished without charge.

Open Daily until 6 P. M. Wednesday until 9 P. M.

KINDY OPTICAL CO.
615 No. Third St. - Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

JUNE 1936

Number 3

JUNE FLUID MILK STAYS AT \$2.00

Your Board of Directors met the dealers on May 26th and agreed that the fluid milk price for June be \$2.00 per hundred as in May. The dealers argued for \$1.95 but the directors would not yield. Because fat tests are down about three points below the tests in December, January, February and March the dealers are saving considerable money for they get the same price per quart for 3.55 per cent milk as for 3.85 per cent. Cream milk will continue to be 25 cents over the manufactured milk price for June.

THE AMERICAN INSTITUTE OF CO-OPERATION

Co-ordination in thought and activity between the members, management and directors of co-operative associations and the manner in which it may be best achieved, will form one of the important topics of discussion at the twelfth annual session of the American Institute of Co-operation to be held at the University of Illinois, June 15 to 19.

Generally recognized as the keystone of successful co-operation, satisfactory membership relations involve such problems as keeping the members informed; preventing them from being misinformed; and achieving an intelligent understanding on the part of both management and the members, of the problems of the other.

While these subjects will have a place in each of the eight commodity conference series, they will be given special emphasis during the first day

(Continued on page 8)

NEW SUPPORTERS

Clarence Maerzke, Hales Corners, R. 2
Goelzer Bros., Oakwood
Chas. Kraut, Oconomowoc, R. 1
August Zurowski, Hales Corners, R. 1, Box 380
Chafin Farm Home, East Troy
Adolph LeDain, Pewaukee, R. 1
Wm. Denman, Waukesha, R. 4, Box 107
Emery Snyder, Waukesha, R. 5, Box 365A
John Michels, Hales Corners, R. 2, Box 129
Clarence Gosmire, Caledonia, R. 2
Ben. J. Miller, Waukesha, R. 3, Box 222
Arnold Belling, Menomonee Falls, R. 1, Box 182
Alfred Roskopf, Colgate, R. 1
Steele Bros., Waukesha, R. 5, Box 461
Elsie Petzold, Milwaukee, Sta. F., R. 1, Box 357
Alfred Schultz, Sta. F, R. 1, Box 469, Milwaukee
Paul Zimmermann, Wauwatosa, R. 7, Box 215
Richard Lange, Wauwatosa, R. 7, Box 210
Otto Neubauer, Waterford, R. 1
Erich Weber, Wauwatosa, R. 8, Box 822
C. E. Stender, Sussex
John Witkowski, Caledonia, R. 1
Wesley W. Rankin, Hartland, R. 1
Margaret Schraufnagel, Wauwatosa, R. 7
Frank Moser, Hales Corners, R. 2, Box 321
Richard Roberts, Waukesha, R. 1
John H. Prochnow, Rockfield, R. 1
Fred Uphoff, Colgate

milk is beginning to become an important feature of quality control. It has in recent years proven beyond a doubt to be very valuable and highly efficient. The common types of bacteria associated with milk have been so classified that when they are present in milk it serves as a practical guide in locating the trouble for the producer.

In view of this and with the increased stress laid upon quality by the dealers we have purchased a microscope and are now in a position to help any of you who might be having trouble with your milk.

Those of you who have been producing for the larger companies have had the benefit of this form of service and help because these companies have carried on this sort of work for sometime. They have rendered an excellent service in locating and eliminating causes of bad odor and off flavor milk brought about by improper practice, methods of handling, diseased udders, etc.

There are a good many dairies not rendering a service of this nature and it is the shippers to these plants whom we feel might need and would appreciate assistance most if they should encounter bad odor or off flavor difficulties with their milk.

The Pure Milk Association of Chicago has long been a pioneer in this type of work and has rendered much valuable service to its members. We hope to do likewise.

ROY P. KNOLL, Chief of the Laboratory Division.

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN
MADISON
FOX DAIRY CO.

A NEW FEATURE OF SERVICE

For sometime your Board of Directors have felt that our laboratory should do some work in connection with the bacteriological angle of milk production.

Direct microscopic examination of

MAY MILK PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		Pct. Price	
Fluid sales	46.02 \$2.00	Fluid sales	50.14 \$2.00	Fluid sales	45.91 \$2.00	Fluid sales	50.04 \$2.00	Fluid sales:	
Out. relief	3.29 1.77	Out. relief	3.89 1.77	Out. relief	3.73 1.77	Out. relief	1.55 1.82	Milw.	24.35 \$2.00
Cream	17.11 1.41	Cream	16.01 1.41	Cream	9.43 1.41	Cream	23.09 1.56	Wauk.	25.22 1.95
Manuf'd	33.58 1.16	Manuf'd	29.96 1.16	Manuf'd	40.93 1.16	Manuf'd	25.32 1.31	Cream	16.97 1.41
Composite price	1.61	Composite price	1.64	Composite price	1.59	Composite price	1.64	Out. relief	.43 1.77
								Manuf'd	33.03 1.16
								Composite price	1.60

BLOCHOWIAK DAIRY CO.		GOLDEN GUERNSEY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		APRIL PRICES GEHL DAIRY CO.	
Fluid sales	56.28 \$2.00	Fluid sales	67.38 \$2.00	Fluid sales	44.44 \$2.00	Fluid sales	67.01 \$2.00	Composite price	\$1.70
Out. relief	8.25 1.77	Out. relief	2.53 1.77	Out. relief	.89 1.77	Cream	10.53 1.41	BAUMANN DAIRY CO.	
Cream	9.04 1.41	Cream	20.17 1.41	Cream	22.58 1.41	Manuf'd	22.46 1.16	Composite price	\$1.71
Manuf'd	26.43 1.16	Manuf'd	9.92 1.16	Manuf'd	32.09 1.16	Composite price	1.74	WILKE DAIRY CO.	
Composite price	1.70	Composite price	1.79	Composite price	1.59			Composite price	\$1.65

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 June, 1936 Number 3

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

Subscription \$1.00 Per Year

MILK CONSUMPTION SHOWS SLIGHT DECLINE

A survey made by a Milwaukee newspaper indicates that the per family consumption of milk was lower in the year ending January 15, 1936 than in the year ending January 15, 1934. While the difference is slight it is significant that the buying power of consumers was better in 1935 than in 1934. Perhaps the short sighted dealers who caused dairy council work to stop because of their refusal to co-operate were not as smart as they thought. Quotations from the survey follow:

"Regular milk is used by 96.6 per cent of greater Milwaukee families. This is a fraction of one per cent less than in 1934 but the growth in total population has been sufficient to offset the loss.

"In 1934, 65 per cent of all families using regular milk were having their milk delivered to their doors. This year the percentage increased to 68.6. The families which have milk delivered and also buy part of their supply from a neighborhood store amounted to 21.4 per cent of all families in 1934, but this percentage decreased to 19.0 in 1936. Families buying their milk exclusively from the neighborhood store amounted to 13.2 per cent of the total families in 1934, but dropped to 11.5 per cent this year.

"The average consumption of regular milk during the 12 months ending Jan. 15, 1936, was 48.6 quarts per month per family. While this consumption is a fraction of a quart less than it was in 1934, it is interesting to note that the average consumption has increased appreciably over

what it was 10 years ago. It is evident that the extensive merchandising and advertising of regular milk has had an important effect upon the buying habits of Greater Milwaukee families."

Year Ending	Average Consumption by Families Using Product	
	Monthly	Per Family
Jan. 15 1936	48.6	Qts.
1934	49.3	Qts.
1927	40.1	Qts.
1926	42.4	Qts.

ROSES

A very nice letter from Commissioner Jos. D. Beck, department of agriculture and markets, was received last month. In that letter Mr. Beck praised an editorial in the May Producer. He also had a good word for Mr. Fletcher's page.

THORNS

In the same mail with Mr. Beck's letter was a very short and critical one from one of our very good members. This letter found fault with an article which Mr. Beck praised.

Someone has said that "variety is the spice of life." So what?

COUNCIL PLANS FALL MEETING

At a meeting of its Board of Directors and representatives of member organizations held at Madison, Wis., on June 1, the Wisconsin Council of Agriculture made plans for a Get-Together conference to be held at Eau Claire, Wis., in October. The meeting will be a two-day session, the exact dates to be decided on later.

The council hopes that farmers of the state will get together on a constructive program. One of the subjects that will probably be discussed is how the Wisconsin potato market may be regained for Wisconsin potato growers. Dairying of course will have a place on the program as will also co-operative marketing of farm products.

NO OVERBASE MILK FOR THE NEXT FIVE MONTHS

Because of an insistent demand from many producers that they be allowed to ship more milk at the average or composite price or have their bases raised, the Board of Directors decided on May 26 that no producer would be held to a base for the five months beginning with July. In other words each and every producer may ship his entire production for July, August, September, October, and November without having excess milk.

The producers have complained in the past that it was a hardship to

build a higher base if part of their shipment was paid for at the excess milk price during the base making months.

BUTTER

The price of 92 score butter, government quotations at Chicago averaged \$0.26347 for the month of May as compared to \$0.29717 for April. May 1935 average was \$0.259354.

There was little variation in butter price in May, the low figure was 26 cents and the high being 27 $\frac{1}{4}$ cents and that for only one day. A considerable volume of cheese factory milk was separated, the cream shipped to city markets or manufactured into butter and casein made of the skimmed milk.

Cheese prices advanced one cent per pound on May 22 and one-half cent on May 29, which ought to help the butter market. The lower butter price and a slight drop in manufactured skim milk products caused our manufactured price to drop 15 cents per hundred pounds.

CHICAGO PRICE PEGGED

Pure Milk Association members who had received thirty cents over the evaporated milk price for 85 per cent of base milk will get a pegged price of \$1.62 $\frac{1}{2}$ per hundred for 85 per cent of base milk delivered for May and June for milk of Grade A quality.

If, however, the 30 cents over condensary will yield higher the producer may get that price. The producer who exceeds 85 per cent of his base is penalized three-fourths of one cent for every per cent that he exceeds 85 per cent of base. In other words if 86 per cent of base milk is shipped the price would be \$1.61 $\frac{3}{4}$ instead of \$1.62 $\frac{1}{2}$.

THE LAW'S DELAY

Efforts of the State Department of Agriculture and Markets to straighten out certain milk dealers who have consistently violated or disregarded the orders of the Department have been void of results, principally, we are told, because of court delays.

It seems that these milk dealers prefer to hire several lawyers to figure out ways and means of evading the orders of the commission and obtaining continuances of their cases in court instead of using the money to pay farmers for milk.

One case has been in court for nearly six months and unless some speed is shown it may be there for the rest of the year.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

"HOME NEWS AND VIEWS"

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Stuffed Green Peppers

- 6 large green peppers
- 3 medium sized tomatoes
- 1 tablespoon butter
- 1 teaspoon salt
- 1/2 cup bread crumbs
- 1/2 pound hamburger steak or lean meat
- 1 cup corn
- 1 small onion
- 1/4 teaspoon paprika

Cut tops from peppers and remove seeds; chop tomatoes, onion and add corn, steak, crumbs and seasonings; fill peppers; place in greased baking dish and cover with grated cheese. Bake in moderate oven. Serve with a tomato sauce if desired.

Soda Biscuits

- 2 cups flour
- 1/2 teaspoon soda
- 3 tablespoons butter
- 1 teaspoon salt
- 1 cup thick sour milk or buttermilk

Sift together salt, soda and flour. Work in butter. Add milk gradually, mixing to a stiff dough. It may not be necessary to use all the milk. Place on a floured board. Knead until smooth. Roll to one-half inch in thickness. Cut with a small round cutter and bake in a hot oven 12 to 15 minutes.

Brides Salad

- 1 large can sliced pineapple
- 1 large can pears
- 1 large can white cherries
- 1/2 lb. almonds
- 1/2 lb. marshmallows

Drain and cut the fruits. Chop the nuts and cut the marshmallows with a wet scissors. Make the following cooked dressing:

- 1/4 cup milk
- Yolks of 4 eggs
- Juice of 1 lemon
- 1/2 teaspoon mustard

Cook this over hot water until it thickens. Cool. Fold it into 2 cups whipped cream. Combine with the fruit, which has been well drained, add the nuts and fold in the marshmallows carefully. Put in refrigerator overnight and when serving surround with crisp lettuce.

CHEESE DISTRIBUTED AT P. T. A. BANQUET

One-quarter pound favors of Wisconsin American cheese which the department of agriculture and markets had distributed at a banquet of

more than 2,000 P. T. A. delegates in Milwaukee recently, were praised as fitting souvenirs from the dairyland of the nation and for their value to the state's great dairy industry, according to reports from many parents and teachers who attended.

The cheese was neatly wrapped in waxed cartons bearing information of educational value to consumers in purchasing cheese dated to suit their tastes. Wisconsin State Brand outline maps were also printed on the packages together with the slogan, "Your Souvenir from the Dairyland of the Nation." At each end of the cartons was the information that the cheese was made in October 1935, and that it was nippy in flavor.

Dressed as dairy maids, two Milwaukee girls distributed the souvenirs among delegates who had come from all parts of the United States and its possessions and reported that the favors were eagerly received and discussed with a great deal of interest.

A greater regard for existing humane laws and influences is expected to result from action taken by the powerful Wisconsin Federation of Women's Clubs to actively champion the teaching of kindness education, according to George F. Comings, state humane agent.

Kindness committees are being appointed from each of several hundred Wisconsin clubs belonging to the federation. Selections for approximately 100 of these groups have been made thus far. Each committee will exert its influence to strengthen the kindness efforts of humane organizations and officials.

In a letter sent to hundreds of club presidents and the newly-appointed committees, Comings suggested that co-operation of school superintendents and teachers be sought with a view to using projects which would intensify the interest of children in humane activities.

The Wisconsin statutes require that 30 minutes be given each month in our public schools to the teaching of humaneness, kindness to animals, a knowledge of the lives and habits of animals and their value to mankind.

As the summer season is drawing nearer, there will be many picnics, parties, weddings, club socials, and

other events interesting to our readers taking place.

Beginning with this issue we are inaugurating a new feature to cover these social gatherings. We are asking our readers to kindly forward all information regarding the above to our office and we will be glad to publish same.

SOCIAL NOTES

At 5 o'clock Saturday, May 30, St. John's Lutheran Church at Mequon, was the scene of the wedding of Miss Elmira Kiekhaefer and Mr. Fred Westendorf. Two of the bride's sisters were her attendants and she was given in marriage by her father. Mrs. Westendorf is the daughter of Mr. and Mrs. Arnold Kiekhaefer, of Thiensville. A reception followed the ceremony and was held at Community Hall.

Mr. and Mrs. William Koehler, Thiensville, Wis., were the honored guests at a surprise party given by their children, on Saturday, May 16, the occasion being their thirtieth wedding anniversary.

The citizens of Racine County are forming a band to be known as the Waterford Community Band. It is to comprise about 40 instruments and are planning to furnish concerts at the village park. Director George Drought's granddaughter is one of the musicians.

On Sunday, May 24, Mr. and Mrs. Jos. Schmit became the proud parents of a son. From all reports mother and son are doing nicely. Mr. Schmit is employed as a laboratory technician with our organization.

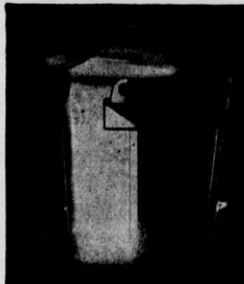
The Lindenwood 4-H Club of Ozaukee County received top honors at a contest held at Port Washington recently. Four other Ozaukee County 4-H groups competed.

The title of the winning play was "Detour Ahead" and the cast comprised the following young people: George Knuth, Anita Knuth, Harvey Gierach, Elvira Klug, Walter Bellin, Robert Engel and Renata Prahl.

The cast will go to Madison the week of June 15th, to again produce the play in a state-wide 4-H Club contest which will be held at that time.

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

The **Cream City Way** TO **PURE MILK**



Pat. Pend.

STEP ONE
ALL SEAMLESS
Hooded Dairy Pail

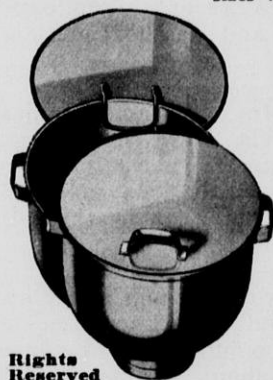
Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

"SKY-TEST" MILK FILTERING STRAINER
Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.



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STEP THREE
"HOOK-ON"
STRAINER
COVER

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH"
MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

SPRING TESTS DROP

As is customary, spring brings with it the seasonal drop in butter-fat tests. March, April, and May are usually the months of the year which begin to show the decline in test.

You no doubt have all studied, read, and drawn your own conclusions on this important yet perplexing subject of drops and variations, their causes and remedies. For this reason it is needless to go into the wherefores and what nots of it all.

This spring though, we have had, especially in the latter part of April and early part of May, a more decided drop than has been experienced in quite a number of years. I am just going to mention what I have concluded.

Last summer during the growing season we had abnormally good rains, conducive to rapid growth. Farmers in feeding last fall complained that regardless of how much and how well they fed, the cows just didn't seem to produce as they should on last summer's crops.

This spring we have had exceptionally warm weather, particularly the first week or so in May. This coupled with the natural uneasiness of the cow in her desire to get on pasture along with last year's feed which did not have the usual food value of other years has done the most to cause these exceptionally low tests.

A great many herds went on pasture by the middle of the month and the warm weather abated some with the result that tests again began to climb.

I submit below as proof of the above statement one particular load that we sampled for two successive periods showing that eleven of the fifteen herds increased the second period over the first.

No.	1st	2nd
Shipper	May	May
	Test	Test
1	3.55	3.60
2	3.35	3.55
3	3.80	3.95
4	3.35	3.60
5	3.00	3.20
6	3.25	3.15
7	4.00	4.00
8	4.20	4.50
9	4.55	4.70
10	3.55	3.80
11	4.80	5.05
12	4.70	4.70
13	4.30	4.50
14	4.20	4.20
15	3.40	3.50

ROY P. KNOLL, Chief,
Laboratory Div.

"I'm going to marry a pretty girl and a good cook."

"You can't. That's bigamy."—Michigan Farmer.

THE FARMERS' EYES

They called Theodore Roosevelt a man of vision, a man of wide knowledge, education, broad viewpoints, a man who was able to look ahead, to judge and plan the future because he saw it correctly.

Notice how many times words implying impression of our sense of sight are used in that statement.

But, "strange as it seems," Theodore Roosevelt was not always a man of vision. In his youth he was sickly, slow, backward in his studies. He didn't mix well with other youngsters. The difficulty was discovered quite by accident. His eyes were bad, and he had never really seen.

Once Roosevelt's defective vision was corrected with glasses, his real life began to develop. From then on his health began to improve, and his mental growth was astounding. After proper glasses had been fitted, Roosevelt indeed became "a man of vision."

The most common errors of eyesight are nearsightedness, farsightedness, astigmatism, and double vision. It has been estimated that 90,000,000 men, women, and children in the United States alone do not see as well as they can see. 85,000,000 of these people need not suffer from the handicap of vision, because optical science can correct their eye difficulties.

With this alarming condition of defective eyesight, is it any wonder we have campaigned for safe driving? Just think of the number of people abroad on our highways who cannot see clearly, who cannot see safely.

But all safety campaigns finally narrow down to a one man campaign. Every man must take it upon himself to be certain that he above all others can see safely, so that he can work safely and drive safely.

Only a thorough eye test by competent eyesight specialists can tell us the true condition of our eyes. When he has completed with his examination, he can tell you exactly what condition the eyes are in and what should be done to best preserve this gift of vision. For safety and efficiency, everyone should have their eyes examined at least once every two years.

STATE FAIR HAS NEW
PUBLICITY DIRECTOR

Gordon Crump, editor of the Cambridge News, has been appointed publicity director for the 1936 state fair, Manager Ralph E. Ammon announced. Crump began his publicity duties on June 1.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

BARGAIN MILK THREATENS FARMERS' PRICE

Cut-rate prices for milk sold by a number of stores was the principal factor under discussion. It was admitted that competition was keen to hold store trade. Dealers maintained there is a point of distinction between meeting or making a reduced price to stores. Everyone agreed that an entering wedge of chiselled retail prices starts the ball rolling toward a reduction in paying price to producers.

The Detroit Retail Grocers' Association is carrying a leading article in their organization paper, "The Spotlight," exposing the danger to farmers' income from chiselled milk prices. It appeals to storekeepers not to patronize distributors who try to get trade by offering cut-rates, gifts, etc.—Michigan Milk Messenger.

PHILADELPHIA FEARS SHORTAGE

Philadelphia milk producers fear a milk shortage next fall and are warning members to be prepared to produce more milk or else share the market with outside producers. The milk producers' co-operative under the leadership of Art Lauterbach is now in process of reorganization and reports that two thousand new contracts have been signed.

OTHER MARKETS

Technical changes made in the emergency milk order for the Kokomo, Ind., area, effective June 1, placed the price for Class 1 milk at \$2.00 per hundred-weight, with Class 2 specified as the national evaporated code price. Class 3 will be computed as four times the price of 92 score butter at Chicago, plus 10 per cent. The state milk control board ordered the change.

Howard G. Eisaman, director of the Pennsylvania farm show, was appointed chairman of the state milk control board by Governor Earle, May 15. He succeeded James S. Pates, who resigned, effective May 20.

The Indiana Milk Control Act has been upheld by the Indiana Supreme Court in a case brought by two South Bend distributors which attacked the law on 22 points, including the constitutionality of the Act.

TOPEKA MILK HEARING

The A. A. A. scheduled a public hearing on a proposed marketing agreement for milk distributors of Topeka, Kans., held in that city on May 27. City health officials of Topeka have been urging the consumption of milk from inspected dairies, following the outbreak of a scarlet fever epidemic.

PROPOSE MILK CONTROL FOR LOS ANGELES AREA

Acting on a petition signed by a large group of milk producers in Los Angeles and four surrounding counties, Director of Agriculture Brock at Sacramento called a hearing on the proposal to place Los Angeles under a milk control board. The hearing was held in Los Angeles June 1. Prices to be paid producers and a code of ethics for distributors was provided in the proposed regulation, but the fixing of retail prices for milk was not contemplated.

COWS GOING UP IN PRICE

During the last thirty days the price of cows in the Milk Shed has increased to a marked degree. Several herds have changed hands around \$100 per head, while one herd was

sold for \$125 per head. The apparent scarcity of cows is due to tests and retests for abortion, as well as higher beef prices.

Inquiries for pure bred bulls has also increased, as more dairymen realize the importance of raising calves for future replacements, rather than tackling the hard task of buying good cows. Dairymen report that the better cows are not available in many localities, as dairymen hesitate to part with their stock.—Falls Cities Co-operative Dairyman, Kentucky.

HEALTH DEPARTMENT CONFISCATES CANS

During the last month the Omaha City Health Department has put on a better milk can campaign and a large number of old milk cans have been confiscated.

The health department advises us that they are going to continue the inspection of cans and any milk can that has a defect in it will be confiscated.

There are still some cans being used that need retinning. Others have broken seams and some have poor lids. These may be repaired at a small cost and still be a big saving to the producer.—Milk Shed News.

FEDERATION DIRECTORS TO MEET IN JUNE

The directors of the National Co-operative Milk Producers' Federation are called to meet at 4:15 p. m. June 16th at Urbana, Ill., on the campus of the University of Illinois, according to an official notice signed by President N. P. Hull and Secretary Charles W. Holman. At that time the place and date of the annual meeting for this year will be determined and other business will be transacted.

Practical Farmers Buy the PRIME ELECTRIC FENCE



There's a great deal more to electric fencing than the simple charging of fence wires. The savings obtained through the use of electric fencing are so immense that the thoughtful farmer does not risk his investments by buying an imitation device — something supposedly "just as good." Your protection lies in buying this money-saving unit from a reliable firm. A guarantee can be no better than the company behind it. Prime Controlled Electric Fence is the original unit covered by the Gengler Patents.

E. J. GENGLER

Station F, Milwaukee, Wis.

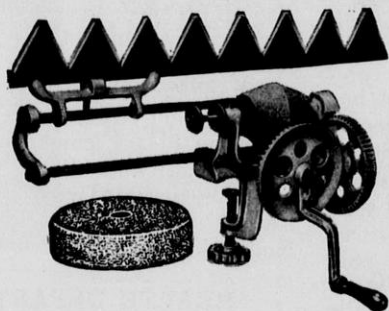
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WAUKESHA . . . RACINE . . . KENOSHA
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Designed especially for farmers who want best quality sickle and tool grinder. Extra heavy, sturdily built for long, hard usage. Oil Cups provided for main bearings, pinion guarded for safety. Gear Ratio 25.4 to 1, resulting in smooth high speed grinding with minimum effort. Clamps on mower wheel or bench. Special sickle-holding attachment accurately grinds six sections of mower knife before reclamping.

Equipped with highest grade abrasive wheels.

Sickle wheel size $3\frac{1}{2}$ " x $3\frac{1}{2}$ " x $\frac{1}{2}$ ".
Tool wheel, size 4" x 1" x $\frac{3}{8}$ ".

Packed one in a corrugated carton.

S-30—Without Tool Wheel.....\$3.50 each
S-35—With Tool Wheel.....\$3.75 each

UTILITY GRINDER



No. P65
Illustrated

Extra heavy well built general utility grinder for farm work — improved sickle attachment permits sharpening six sections without reclamping in holder. V or flat belt drive.

No. P55—Size Wheel 5 x 1 x $\frac{1}{2}$ inch—Price.....\$4.00
No. P65—Size Wheel 6 x 1 x $\frac{1}{2}$ inch—Price.....\$5.50

No. P75—A very high quality machine that will give years of satisfactory service. Extra large babbitted bearings (tight and loose pulleys) equipped with a 7 x $1\frac{1}{4}$ " medium grit vitrified wheel and a $5\frac{1}{2}$ x $3\frac{1}{2}$ " sickle cone. Special designed sickle attachment. Weight, 45 pounds. Price \$12.00.

Prepaid within a radius of 150 miles when check or money order sent with order.

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Shovels — Rakes — Hoes — Weed Cutters — Pruning Shears — Hedge Shears — Vises — Hand Tool Grinders — Grinding Wheel and Sharpening Stones, etc.

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PARISH SHOWS OF THE WISCONSIN JERSEY CATTLE CLUB

The Wisconsin Jersey Breeders have divided the state into eight districts, some of which have already been organized for the advancement of the Jersey breed. Each district is organized and have officers including president, vice-president, secretary, treasurer, auxiliaries, and calf clubs, which work together in these various districts to promote the Jersey breed of dairy cattle.

District No. 1, 2, and 3, will hold parish shows at which cattle will be judged, speakers will include Mr. Jack Nesbit of the Wisconsin Dairyman's Association, Professor Humphreys, Mr. Werner, Mr. Collentine, of the State Agricultural College, and Mr. Fred Itse, of the National Jersey Cattle Club. Picnic dinners with the addition of Jersey Milk and Ice Cream will be served at noon. Judging to take place at 10:00 a. m. Ribbons will be given as prizes. Speeches and other entertainment to follow.

District No. 1 Parish show will be held at the Wisconsin State Fair Grounds at Milwaukee, June 16. District No. 2 at the Gilbar Farms, Janesville, Wis., June 17. District No. 3 at Livingston, Grant County, June 18. A good time as well as an educational meeting will be had by all in attendance.

We invite all dairy farmers to leave farm work for a day and enjoy themselves and families at this galaparis picnic.

Signed,

A. F. RHEINECK, M. D.
President of the Wisconsin
Jersey Cattle Club

LABORATORIES ON WHEELS TO VISIT WISCONSIN AND OHIO CHEESEMAKERS

Two automobiles recently converted into "traveling Swiss cheese laboratories" by the U. S. Department of Agriculture will be used by federal cheese specialists in helping Swiss cheesemakers in Wisconsin and Ohio to maintain a closer control over the scientific processes they use. About three-fourths of the Swiss cheese now made in the United States is produced in Wisconsin and Ohio.

Cheesemakers in the United States make almost three times as much Swiss cheese as they did 20 years ago. In 1934, the latest year for which production figures are available, they made 39,449,000 pounds—almost six times the quantity imported that year from Switzerland.

WILL ADVERTISE WISCONSIN CHEESE

Wisconsin cheesemakers and dealers have requested a quarter of a million placards of postcard size which are designed to increase the sale of Wisconsin American cheese by telling consumers how to buy it, according to Wilbur G. Carlson of the dairy promotion division of the department of agriculture and markets.

The placards will be distributed by the industry to stores throughout the United States which sell Wisconsin cheese. Of convenient size to place in sales counters, the card suggests to consumers that they ask for Wisconsin State Brand American cheese.

Other education data contained on the placards reveal that Wisconsin cheese is dated on the date it is made; that cheese flavor varies with age; that mild cheese is one to two months old, mellow cheese is two to six months old, nippy cheese is six to 12 months old, and that sharp cheese is 12 or more months old. In addition, the suggestion is made to consumers that they look for the Wisconsin State Brand as the highest quality brands bear that mark.

SERVE CHEESE AND SERVE THE NATION

Mr. Fletcher Says:

An important change in the base plans have been adopted by your board of directors that I believe may be beneficial to the market as a whole if properly respected by the producers.

During the base months of this year, July, August, September, October, and November, all milk excepting criticized milk will be accepted and paid for by the distributors at the average price.

This means that if a shipper wishes to increase his present base by a reasonable amount he may do so without being forced to ship any part of it at the excess milk price.

Personally I believe this change in the base plan should have a tendency to level off production. However, it must be remembered that if the shippers flood this market with milk because production restrictions have been partially removed, it will only result in extremely high surplus supplies in the future. Produce the amount you need in base months to meet fair production needs for the rest of the year and the market will be good for everyone. But if production goes far beyond the needs of the market and is then continued, we would be forced on rigid control plans again.

* * *

It may be interesting to some of you to know how the quality of milk in this market compares with a year ago and what is the prevalent causes of milk being returned.

In checking over the intake records of the dairies we deal with I find a much smaller percentage of returned milk this year than last. This would indicate that the producers are taking much better care of their product and they are to be complimented for their efforts. Good milk means consumer confidence in our product which should result in

increased sales. And increased sales are the biggest need of the dairy farmer today.

However, we still have some returned milk that is a definite loss to the producer. Probably the biggest loss is in high temperature milk. This can be overcome by using the thermometer in each can before it leaves the farm so you know it is below or at 60 degrees. One of the losses from high temperature milk to farmers being paid on a bacteria count basis (Grade "A") may be caused by slow cooling of the night milk. If cooled as rapidly as morning milk the count should be materially reduced.

Another loss comes from off-flavor milk caused by strong feeds such as quack grass, rye, sweet clover, or sour silage. If trouble is being had from these causes it is always wise to keep such feeds away from the cows for several hours before milking.

There has been some trouble from dirty sediment and this can be corrected by proper brushing of the udders and getting cows out of marsh land early in the afternoon so the udders may dry off. Better care of milk means more money in your pocket and certainly every producer needs every cent he can get.

* * *

A case that may clearly illustrate how farmers are deluded by fake impressions to pay the outstanding obligations of a dairy and also pay for any inefficiencies that may develop within the plant is that of a co-operative organization operating in this market.

This company is making a deduction of 25 cents per hundred weight on all milk received, for stock. Inasmuch as the intake of the plant is approximately 18,000 pounds daily this deduction amounts to \$45 per day. With thirty days to a month the total deduction amounts to \$1350 monthly. According to the statement of one of the members

they are showing "profit" enough to reduce their obligations by \$1000 per month. But with the deductions exceeding the balance by \$350 monthly it looks as if the farmer is paying the "profit" and also paying for a plant loss of \$350 per month.

Remember now that this deduction has, I believe, been authorized and approved by the commissioner in charge of this market, otherwise such deduction would be illegal. I am also led to believe that producers are to receive "indefeasible ownership" stock for such deductions, that should be covered by tangible value. Yet if this continues that so-called watered stock of Wall Street would pale to insignificance in comparison. In fact one former shipper reports a deduction of \$700 for a stock certificate of \$350 before he finally quit in disgust.

I wonder if this so-called co-operative had to pay for its milk as its competitors must, whether it would not discontinue its well-known "chiseling" methods?

WANT DEPARTMENT

RATE—3 CENTS PER WORD
Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.
Blind Address — 25c EXTRA to cover postage in sending out replies from this office.

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price

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

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WEST ALLIS STORE
1637 S. 83rd Street
On 83rd just north of National
Telephone GR cenfield 0094

(Continued from page 1)

of the session in the livestock and fruit and vegetable groups. J. W. Jones, principal agricultural economist in the co-operative division of the Farm Credit Administration, will present the subject for the stockmen. N. L. Allen, general manager of the National Fruit and Vegetable Exchange, and Cornelius Bus, manager of the South Haven Fruit Exchange, will lead the discussion before the perishable produce men.

C. C. Teague, president of the California Fruit Growers Exchange, will talk on "Essentials of Management and Control" during the general session of the Institute on Tuesday morning. Mr. Teague is the head of the Limoneira Company, which owns the largest fruit ranch in California, and is also a heavy producer of walnuts. The Sunkist organization, which he heads, is the oldest large scale co-operative enterprise in the United States, leading all others in

the dollar and cents volume of business.

Building membership understanding in fluid milk associations encounters serious handicaps because of the complexity of the marketing problem involved. These handicaps, and the manner in which they are being overcome in various milk sheds, will be the subject of a special dairy section conference at which the principal speakers will be H. W. Mainland, director of the Midwest Dairymen's Association of Illinois; Fred T. Flynn, manager of the Falls Cities (Kentucky) Co-operative Milk Producers Association, and E. W. Tiede-

man, president of the Sanitary Milk Producers of St. Louis.



BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"
Fond du Lac Ave., and North Ave. at 21st St.

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REBUILD and RETIN YOUR
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GUARANTEED CANS
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HOT METAL COATING OF STAMPINGS
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STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

Electric Fencing!

Battery, High Line, Home Plant

You've heard that it's good,
but wait until you try it.
You will say — "Take my
manure spreader, mower
and motor car, but leave
my electric fence."

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helps keep
DAIRY UTENSILS
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A B-K sterilizing rinse on your cans, buckets, strainers, will instantly destroy 99% of harmful bacteria. B-K has been America's leading dairy sterilizer for 24 years and is approved by health authorities. At 1/6c per gallon, B-K Powder makes the most inexpensive chlorine sterilizing solutions you can use. Buy B-K from your local dealer today.

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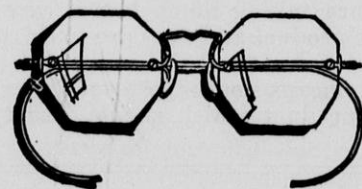
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Through special arrangement, the Kindy Optical Co. will extend the benefit of their Group Eye Service Plan to the members of the Milwaukee Co-operative Milk Producers and their families. Special Discounts on Glasses, Lenses and Optical Repairs.



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MILWAUKEE MILK PRODUCER

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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

JULY 1936

Number 4

DISAGREE ON JULY FLUID MILK PRICE

At the price conference held at your headquarters on June 26 between the milk dealers and your board, no price was agreed on for July fluid milk. The directors wanted an increase in price stating that dry weather would mean short pastures forcing farmers to use next winter's feed. The buyers thought that no change should be made because production was still very high and because they feared that one cent per quart increase in price would mean quite a loss in sales.

The meeting adjourned with the understanding that another meeting would be called later by Chairman Hartung.

The state law regulating milk prices in fluid markets says that no change in price may be made without a public hearing being held. Your officers asked the Department of Agriculture and Markets to hold such hearing believing that a raise in price is due the producers. Notice of a hearing to be held on July 10 has been published. No change in price will be made prior to that hearing.

CORRECTION

The Sunshine Dairy's report on May prices came in so late that there was no chance to proof-read before the June publication was printed. This accounts for the error in the report of that company's prices for outdoor relief, cream and manufactured milk. The printer used April instead of May figures.

NEW SUPPORTERS

Ralph Martin, R. 3, Box 247, Waukesha
 Helen Walker, Caledonia
 R. E. Floe, R. 2, Box 74, Pewaukee,
 R. Jacobson, R. 1, Waterford
 Mrs. M. Block, R. 1, Box 66, Caledonia
 Miss Christina Rigney, R. 1, Box 347, Pewaukee
 Fred Mueller, R. 2, Box 109, Pewaukee
 Reed Quade, West Bend
 Oscar Tutzke, R. 2, Box 141, Pewaukee
 Ernst Bros., R. 1, Thiensville
 Frank Schrubbe, R. 2, Box 110, Union Grove
 Frank Weber, R. 2, Pewaukee
 George Kolvenbach, R. 1, Rockfield
 Paul C. Schmidt, R. 1, Germantown
 Martin J. Weyer, R. 2, Box 60, Pewaukee
 Aug. A. Busse, R. 5, Box 480, Waukesha
 Edward H. Albright, R. 5, Box 68, Waukesha
 Philip H. Clauer, R. 1, Box 95, Caledonia
 Edwin Kirmse, R. 1, Fredonia
 Emil Wach, R. 1, Saukville
 A. Reiman, R. 4, West Allis
 Wm. J. Bertschinger, Port Washington
 Albert Basting, R. 2, Pewaukee
 Ewald Glaser, R. 2, Box 100, Hales Corners
 William Murray, R. 2, Box 66, Caledonia
 Nick Acker, R. 1, Hales Corners
 Max M. Mack, R. 2, Box 33, Caledonia

SEVENTH ANNUAL PICNIC

Plans are being made to make the seventh annual picnic which will be held at Kerler's Grove, West Allis, on Wednesday, August 12, bigger and better than any preceding one.

A new method of distributing attendance prizes will be tried this year. Heretofore a great deal of time was spent in drawing the numbers and getting the prizes to the winners. The new method will require less than half of the time and will leave the people free to enjoy themselves playing games and visiting with neighbors. New and novel entertainment will make the time pass very quickly. Dancing in the afternoon and evening. Watch the August issue for the complete program.

voked was George Plautz, Merrill. Licenses were denied to William Setz, Columbus, and Alvin F. Hamel, Portage. Court decisions are pending on two similar cases.

Schultheiss said that sufficient time has elapsed since passage of the milk control law for all dealers to become familiar with its implications and warned that violations would be met with prosecutions.

We notice that some of our members are building new barns, showing confidence in the future of the dairy business. Those whose places we have noticed are August App at Lannon, E. C. Schablow of Waukesha and Nic Klos of Belgium.

DEALER LOSES LICENSE

One Wisconsin milk dealer's license recently was revoked and the application of two other dealers for licenses were denied because of continued violations of the state's milk control law and milk order, it was learned today through Commissioner F. Schultheiss of the department of agriculture and markets.

The dealer whose license was re-

JUNE MILK PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		FOX'S DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .42.83	\$2.00	Fluid sales .47.70	\$2.00	Fluid sales .44.04	\$2.00	Fluid sales .45.27	\$2.00	Fluid:	
Out. relief . 2.96	1.77	Out. relief . 3.51	1.77	Out. relief . 3.28	1.77	Out. relief . 1.33	1.77	Milw. . . .	22.65 \$2.00
Cream . . . 15.19	1.52	Cream . . . 13.96	1.52	Cream . . . 7.64	1.52	Cream . . . 18.27	1.52	Wauk. . . .	28.04 1.90
Manuf'd . . 39.02	1.27	Manuf'd . . 34.83	1.27	Manuf'd . . 45.04	1.27	Manuf'd . . 35.13	1.27	Out. relief .	.41 1.77
Composite price . .	1.64	Composite price . .	1.67	Composite price . .	1.62	Composite price . .	1.65	Cream . . .	19.52 1.52
								Manuf'd . .	29.38 1.27
								Composite price . .	1.66

BLOCHOWIAK DAIRY CO.		GOLDEN GUERNSEY DAIRY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		MAY PRICES	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	GEHL DAIRY CO.	
Fluid sales .48.81	\$2.00	Fluid sales .63.94	\$2.00	Fluid sales .46.43	\$2.00	Fluid sales .60.81	\$2.00	Composite price . .	\$1.56
Out. relief . 7.45	1.77	Out. relief . 2.27	1.77	Out. relief . .80	1.77	Cream . . . 8.31	1.52	BAUMAN DAIRY CO.	
Cream . . . 7.61	1.52	Cream . . . 18.02	1.52	Cream . . . 21.35	1.52	Manuf'd . . 30.88	1.27	Composite price . .	\$1.57
Manuf'd . . 36.13	1.27	Manuf'd . . 15.77	1.27	Manuf'd . . 31.42	1.27	LIBRARY price . .	1.73	STANDARD DAIRY CO.	
Composite price . .	1.68	Composite price . .	1.79	Composite price . .	1.66			Composite price . .	\$1.61

MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 9

July, 1936

Number 4

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WM. WEBER, Merton.

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

Subscription\$1.00 Per Year

BUTTER

Butter showed unexpected strength all through the month of June. Starting the month at 27 cents and closing with 30 $\frac{3}{4}$ cents on the last day with only one day when the price was less than the preceding day. The average wholesale price for June at Chicago was \$0.28908 as reported by the United States Department of Agriculture. This was the highest price for June since 1930 and was \$0.0538 higher than the month of June last year.

The extremely dry weather in some of the butter production sections of the United States has had some bearing on the price of butter and other dairy products. Consumers' buying power is another factor which has helped the situation.

The Federal government has bought butter whenever the market seemed to weaken and probably the government's activities have resulted in keeping the market high as well as stable throughout the month. Purchases of over two million two hundred thousand pounds of butter for this year up to June 20 are reported by the chief of the Agricultural Adjustment Administration dairy section. This butter was used for furnishing supplies to people on relief or unemployed persons who would not have consumed much butter had not the government furnished it.

The program of buying surplus dairy products was begun in August 1933 following a visit made to Secretary Wallace by a joint committee made up of a dairy committee named by Governor Schmedemann, another committee named by the governor of Minnesota, and one

named by the directors of the National Co-operative Milk Producers' Federation. At that time butter had gone down to 18 $\frac{3}{4}$ cents in spite of the severe drouth situation in north-central Wisconsin and parts of Minnesota as well as other states.

The effect of the government's action following the request of the joint committee are summarized by the dairy section of the Agricultural Adjustment Administration as follows:

The purchase program has removed large quantities of excess dairy products from markets for distribution into those channels of consumption which otherwise would not have offered an outlet for these products.

Removal of the surplus of dairy products from markets has served to restore a more normal supply situation to the dairy industry, and to improve returns to those farmers who produce milk for manufacture into butter, cheese and other dairy products.

The program has placed the farmer's price of fluid milk on a firmer basis, since the price of this milk bears a direct relationship to the price of milk used for manufacturing purposes.

Operations under the program have assisted dairy farmers' co-operatives in their efforts to stabilize marketing conditions for milk and its products.

All of the dairy products bought under the program have been made available for immediate consumption to persons on relief.

HIGH PRODUCTION

In spite of lack of rainfall, June production of milk topped all records for that month in this milk shed. Cool weather and the absence of flies probably helped keep production high. Many observers believe that the grass was very nutritious for young stock turned to pasture showed remarkable gains.

In other parts of the country where hot weather made cows uncomfortable, production has gone down much faster than in our milk shed.

Had shipments gone down after the middle of June as might be expected, dry weather considered, a price raise effective July 1 might have gone over. Eventually it must come for everything farmers buy is higher than last year.

THE COLLEGE INVITES YOU

On Saturday, July 11, the Wisconsin Agricultural Experiment Station Field Day will be held at the

Hill Farm three miles west of Madison on the Middleton Road.

Some of the 25 special exhibits which will be on display from 10:00 a. m. to 12:00 noon at the Hill Farm on that day are mentioned below:

Something new in sweet clover — New strains of sweet clover that are very much more palatable than the common varieties now being commercially grown. These new strains are non-bitter, are greatly relished by animals, and do not seem to cause livestock poisoning.

Calves and milk production—The milk production of a dairy cow depends not only on inherited ability and on the amount and kind of feed she is given, but also on the regularity with which she produces calves. Research has thrown new light on the causes of regularity in calf and milk production.

Ensiling legumes with molasses—Alfalfa production is growing by leaps and bounds. Farmers want to know about effective methods of harvesting and storing (particularly the first crop), so as to prevent weather damage and reduce losses in feeding value. New methods will be shown in which green alfalfa is placed in a silo and preserved by molasses or mineral acids.

Hybrid corn for Wisconsin—Hybrid corn is winning wide popularity due to its resistance to wind lodging, freedom from disease, uniformity in type, and high yields. An exhibit will show methods of producing new hybrid strains, and display hybrids best adapted to the different sections of the state.

Find cure for baby chick disease—A new malady of baby chicks is characterized by serious injury to the liver. Research has found the cause and effective methods for control.

Influence of foreign markets—A study by the Experiment Station throws much light on the question of whether Wisconsin farmers are likely to benefit as a result of international trade agreements that increase imports and exports of farm and industrial products.

Visitors are urged to bring their lunch which they may eat on the lawn at the farm. Sandwiches, coffee, milk and cold drinks will be sold.

In the afternoon rural groups will provide entertainment. A special program for women will be put on from 1:45 p. m. to 4:00 p. m., and a field tour for everyone interested will be made in the afternoon from 1:45 p. m. to 4:00 p. m. This will provide an opportunity for farm families to enjoy much needed recreation as well as acquire some useful knowledge.

YOUR PICNIC AT KERLER'S GROVE — AUGUST 12TH

» » » "HOME NEWS AND VIEWS" « « «

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Cucumber and Almond Sandwiches

- 2 small cucumbers
- 1 cup French dressing
- ½ cup salted almonds
- Whole wheat or white bread
- Mayonnaise

Peel and remove the seeds from the cucumbers, then chop fine. There should be 1½ cups after chopping. Add well-seasoned French dressing and let stand in the refrigerator for at least one-half hour. Then drain off the French dressing and add finely cut almonds to the cucumbers. Use as a filling between slices of bread which have been spread with mayonnaise. Makes 12 full-sized sandwiches.

Oriental Sandwiches

Mix 3 tablespoons of chopped, blanched almonds, 2 tablespoons of finely chopped preserved ginger and 1½ tablespoons of orange juice. Spread on buttered wafers or between thin slices of gingerbread.

Pickle and Meat Sandwiches

- 1 cup cooked meat
- 1 hard cooked egg
- 3 medium sized sweet pickles
- 3 tablespoons tomato catsup

Put the meat, egg and pickles through a food chopper. Add the catsup and blend. Spread between buttered slices of bread, adding a crisp lettuce leaf.

Snappy Sandwiches

- 3 oz. snappy cheese
- 16 small stuffed olives
- 2 shelled hard cooked eggs
- 1 teaspoon minced onion
- 2 tablespoons melted butter
- 2 teaspoons lemon juice
- 1 loaf bread

Cream cheese until soft. Add olives and eggs which have been finely chopped, onion, butter and lemon juice. Blend well and use as a filling between slices of buttered bread.

BUTTER, A SUPERIOR FOOD

History records that the early races prized butter chiefly because of its flavor. Our generation, with a greater appreciation of body needs and food values, recognizes that in addition to possessing fine flavor, butter also has a superior nutritive content.

As early as 2000 B. C. it is known that the Hindoos valued their cows according to the yield of butter and used butter for food and for sacrificial purposes. From then on down through the ages, there are many accounts of the ways in which different peoples esteemed the flavor of butter and of the great efforts they made to obtain it. Modern experimental cookery and practical experience have merely confirmed the wisdom of the centuries. Their dictum is that butter improves the flavor of any dish in which fat is used. Tasty dishes prepared with butter, through their appeal to the appetite, create most favorable conditions for digestion.

In 1913 a unique dietary property of butterfat, later identified as Vitamin A, was demonstrated. E. V. McCollum and L. B. Mendel working individually, found butterfat to be the only food fat which, when added to the diet of their experimental animals, induced growth. The findings of these pioneer investigators have been confirmed many times. The rare qualities of butter as a food fat are now quite generally recognized. In addition to possessing the value of an energy food, on a par with other fats, butter is an excellent source of the fat soluble Vitamin A and contains some of Vitamins D and E.

Butter is so thoroughly accepted as a regular part of the dietary regime of the American household that it is difficult to picture the conditions which would result if butter were entirely removed. The experience of Denmark shows what happens when butter is left out of the diet. During the World War, Denmark, a dairying country, exported its butterfat to other countries and thus deprived its people of their best source of Vitamin A. Soon there was an outbreak of xerophthalmia. Nor did the disease disappear until butter was again made a regular item of diet. When butter was re-introduced into the dietary xerophthalmia promptly disappeared.

In an English investigation one and one-half ounces of butter were added to the regular daily food allowance of 26 boys in a boarding school. The boys were considered in good condition on the basic diet, but the general health of all the boys in the group definitely improved when

they were given the added butter ration.

The daily use of butter to add flavor and food value to meals has become a habit in most families. Butter on bread, butter on vegetables and butter in cooking is an indispensable part of the American cuisine. Any move to reduce the food budget should be preceded by careful consideration of those foods which can best be eliminated or for which substitutes can be provided. No other food has been found to take the place of good butter. Adequate, well balanced meals with excellent flavor give greatest returns in health and satisfaction. — Dairy Council Digests.

SOCIAL NOTES

Evangelical Trinity Church at Brookfield held an ice cream social Thursday, June 18 from 7 to 10 p. m. The social was sponsored by the Senior League, Choir and Bible class of the church. The congregation held its annual picnic Sunday, July 5, on the grounds.

The Sunny Slope 4-H Club of Waukesha County held a successful ice cream and strawberry social at the Sunny Slope School grounds on June 27, 1936. A short program was given by the members in the evening.

The Holy Apostles Church will hold its annual picnic Sunday, July 12, matinee and evening, at New Berlin on highway 15. Chicken dinners will be served from 4 to 8 p. m. at 50 cents each. Entertainment will be furnished by the former WTMJ Badger State Barn Dance, with Elmer, Happy Hank, Clem and Miranda, together with Bill Hastings' orchestra.

The Fox Dairy entertained its shippers and wives at a shippers' meeting on June 29 to dedicate its new building. After an interesting discussion on the milk plans for the ensuing year, the shippers were entertained with a movie showing Admiral Byrd's trip to the South Pole and other movies of plant activities and the big snow storm of last winter.

Mr. Fox is to be congratulated on his fine plant and on the exceptionally fine group of farmers who are shipping there.

ATTENDANCE PRIZES AT THE PICNIC — AND HOW! !

The *Cream City* Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS Hooded Dairy Pail

Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

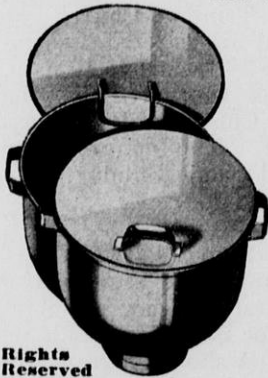
"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.

STEP THREE "HOOK-ON" STRAINER COVER

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.



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STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

INSTITUTE OF CO-OPERATION WELL ATTENDED

Reviewing another year of achievement, 1837 leaders and students in the farmers' co-operative movement met this month at the University of Illinois for the twelfth annual session of the American Institute of Co-operation.

Delegates were registered from 35 states, Denmark, Puerto Rico and Canada. Eleven arrived by plane; twelve walked.

Although the major emphasis of the week was concentrated on consolidations of opinion concerning practices and principles of agricultural purchasing and marketing, many controversial subjects enlivened the gathering. Fifty individual meetings were held, participated in by 150 speakers and discussion leaders.

As in previous years the Institute itself subscribed to no issues; devoted itself entirely to the dissemination of up-to-date information on marketing practices and procedures.

Foreign trade policies and the soil conservation program were discussed with varying accents; transportation problems were reviewed and analyzed, with particular reference to the increase in truck hauling. Marketing problems were scrutinized, from the general angle of returning to the producers the best obtainable prices for their commodities. Translation of co-operative ideals into profitable accomplishments for the man on the farm was the basic theme of the commodity sessions. In these, officials and representatives of some 1,500,000 grower members handling a business in excess of \$1,000,000,000 a year compared notes and checked results in the meeting of current problems in agricultural merchandising.

Significant was the attitude of those present in urging that co-operative organizations be free to pursue their course of progress, independent of outside interference. Marked gains were noted in the grounding of these groups on sound financial structure.

Highlights of the week were the philosophy of co-operation talks by J. R. Barton, co-director of Den Social Hojskoleof Neerum, Denmark, and the roundtable discussions each afternoon. In the latter was exhibited the growing interest in the practical application of co-operative technique.

Dairy products marketing was touched upon by a score of speakers, with somewhat less reference than

a year ago to the effects of A.A.A. agreements.

"Federal control of milk marketing," commented Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation, "has been most successful where its operation has been more advisory than mandatory." Mediation or arbitration were urged by him as the most promising development in milk marketing negotiations.

The fate of local co-operative creameries was variously predicted by several speakers.

Direct descendants of old-fashioned "skimming stations," T. G. Stitts, dairy economist of the farm credit administration, found the 1400 existing groups well entrenched and commercially successful. Their future was questioned by W. A. Gordon, secretary of the National Association of Local Creameries, who predicted a trend toward a new type of highly centralized creamery co-operative.

The motor truck, the swing to the whole milk pick-up, large scale buying of butter and increased use of milk by-products by industry are some of the contributing factors working toward this end, he stated. Gordon described the creamery industry as in a state of flux, with the only uncertainty as to the direction in which the industry will go.

The delicate structure upon which fluid milk prices are successfully maintained was stressed by a number of speakers.

A reasonably low spread between fluid prices and manufacturing prices, with a fairly high return to milk producers for excess production may be an aid in easing producer competition in a milk shed, according to John P. Case, president of the Pure Milk Association of Chicago. All possible remedies, however, he stated, are a matter of degree.

He suggested the formation of a super-marketing council of all producers in the shed whether they are organized or not; closer co-operation with and education of health department officials on the economic side of dairy farming; opening of the membership to more producers; and the waging of a vigorous educational campaign to educate both the members of the co-operative and the independent producers more fully concerning the co-operative movement.

Full milk supply contracts are gaining favor with co-operative organizations and reliable milk distributors, reported B. B. Derrick of the Maryland and Virginia Milk Producers Association. Derrick recently conducted a poll among man-

HEAR THE GOOD MUSIC AT THE PICNIC ON AUGUST 12TH

agers of these organizations as to the merits and disadvantages to be checked against this type of contract. He stated that:

- (1) Without a full supply contract, it is difficult for a co-operative to defend its position.
- (2) It is essential that an association have a full supply contract and handle the surplus on its own account to keep the members' milk out of the lower classification.
- (3) A full supply contract is necessary for long-time protection of producers.
- (4) It guarantees a known outlet for specified amounts of milk. A definite supply with co-operating distributors prevents supply of other distributors from becoming competitive.
- (5) It creates greater market stability between dealer and producers.
- (6) It adds assurance to the distributor's consumption report.
- (7) Without a full supply contract, the association would absorb the market surplus.
- (8) It results in greater sales to the association, frequently absorbing the entire surplus.
- (9) It discourages supply offers from milk brokers to co-operating distributors.
- (10) A closer working relationship with the distributors and a better understanding is established if the full supply is purchased from the association.

COLOR PREFERENCE IN BUTTER

As a sequel to a recent finding of a Wisconsin agricultural committee that consumers favor butter of a more standard character, the dairy and food division of the department of agriculture and markets has contacted 25 Wisconsin creameries for samples of butter to be used in an experiment to determine the trends of the natural color of butter over a four-month period.

Each of these creameries has been asked to furnish two-pound samples of uncolored butter each week for the next three months.

The study of natural butter color began with samples received during the month of June—the grass season for cattle. All samples will be placed in cold storage in Milwaukee, and, during the State Fair, August 22-29, will be exhibited to show the results of the department's experiment.

The color of butter is taking on new importance, according to Harry Klueter, chief of the state's dairy and food division, because certain

markets in this country are demanding very light shades.

Klueter believes that something can be accomplished by the educational and control agencies of this state to bring about a more uniform color for all butter, and that such an achievement would be of advantage to dairy farmers.

ANNUAL MEETING OF WAUKESHA COUNTY DAIRY AND AGRICULTURAL ASSN.

On Monday evening, June 22, 1936, the Waukesha County Dairy and Agricultural Association held its annual meeting. The reports showed that although about \$300.00 more was paid out in premiums for

the 1936 Dairy Show held in March, the balance in the treasury was \$250.00 greater than a year ago.

It was voted to hold a Dairy Show in March, 1937.

Directors elected for a three-year term were: E. J. Mitchill, John J. Jones, Mrs. J. D. Morris, M. E. Clafey and Fred E. Klussendorf. These, with the 10 holdover directors, elected the officers as follows:

- President—L. A. Peters
- Vice-President—Fred E. Klussendorf
- Secretary—J. F. Thomas
- Treasurer—F. E. Fox

The directors with the various committees will have charge of the 1937 show.

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I am very much pleased with your Electric Fence Control Unit. It has been a long time since we have got hold of a piece of apparatus which has afforded us such satisfaction. You are performing a tremendous service in offering such a constructive instrument of "farm relief."
If you care to send me a half dozen extra pieces of your literature I shall be glad to place them in the hands of friends and neighbors who may be interested.
Very truly yours, RICHARD E. WILLIAMS,
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THE FARMERS' EYES

Summer days give everyone extra hours of daylight, and most people spend the extra hours in their automobiles.

The increasing accident toll is frequently blamed onto rain, snow, or fog; yet 85 per cent of all accidents occur in clear weather and 75 per cent when roads are dry. Only one accident in four is caused by excessive speed. Statistics of large insurance companies show that two out of three accidents involve mistakes in driving. Therefore, a substantial portion of the accident toll can be marked up to bad eyesight.

Walter Winchell says, "Only 10 of the states have laws demanding that citizens have their eyes examined before getting a motor car license. The other 38 states apparently don't care if motorists can see where they're going or not."

When driving at 30 or 40 miles an hour, the quickness with which one acts at the first warning of trouble often means the difference between safety and a bad accident. The time that elapses between the time one sees an object ahead and the time one puts on the brakes may be considerably slowed up, due to the fact that the person with defective eyesight takes longer to see.

At the age of 20, about one person in five has defective vision; at the age of 30, about two in five; and at the age of 40, about five out of every ten people have poor vision. The trouble is that while six out of every ten people need glasses, only two out of ten have them.

"I didn't see," the timeworn excuse for accidents, can be remedied.

See safely. Drive safely. Let every safety campaign begin with a one-man safety campaign. Be sure your car is in good mechanical condition. Be sure that you understand the rules of safe driving, and last but not least, be sure your eyes are right. Have them examined today by a competent optometrist. Make your contribution toward the reduction of the needless automobile accidents.

Other Markets

PRICE SCHEDULE

Blended price for base milk testing 3.5 per cent butterfat for the period ending June 15, 1936: Omaha, \$1.62 per cwt.; Waterloo and Irvington, \$1.57 per cwt. Excess price: Omaha, \$1.20; Waterloo and Irvington, \$1.15. For each .1 per cent above 3.5 per cent, three cents are added

to the blended and to the excess price, and for each .1 per cent below, three cents are subtracted.

The weighted average price of 3.5 per cent milk figures at \$1.50.—Milk Shed News.

* * *

33% INCREASE IN VOLUME

A seasonable increase of 650,000 pounds or 33 per cent more milk was received on the market in May than in April. This large volume of increase together with lower butterfat prices in Chicago held down the price of milk to our producers in spite of the increase in Class 1 sales.

We believe the peak has been reached as the volume is falling off a little due to the dry weather. A decline in receipts and any increase in butterfat prices will have the effect of increasing future milk prices.—Peoria, Ill.

* * *

MILK SHORTAGE NEAR

There has been a small surplus of Grade B milk during these last two pool periods but it is so small that there will be a serious shortage by fall. Therefore we are urging all Grade B shippers to take steps now to keep production up. The only surplus thus far this year was caused by the closing of schools for the summer. By fall this shortage will be acute. We feel that you can protect your own interests by seeing to it that your production is kept up to where it is now.

Stringent sanitary requirements have forced many dairymen from the market, reducing the supply from that standpoint. The prices have been out of line to some extent but that matter has been taken care of and there is some assurance that the price will be steady from now on.

If the shortage is not met by you it will be met some other way. It won't help your business if you make it necessary to ship in milk or cause the consumer to use condensed milk.

Will you meet the emergency?—OK, official paper of Oklahoma Milk Producers.

CONCLUSIONS DRAWN FROM MY MICROSCOPIC OBSERVATIONS

We have made a goodly number of microscopic examinations in the last month. In most cases it was for the purpose of trying to locate the cause or causes of off flavor and bad odor.

From the observations made thus far my conclusions are that in a

large majority of cases the trouble lies in poor cooling and unclean utensils.

Milk as it comes from a healthy udder is to all practical purposes free from bacteria. Contamination, therefore, comes from improper cooling, unclean utensils, or from direct introduction of dirt.

Bacteria multiply very fast especially at certain temperatures. They are single celled organisms that reproduce by the division of one cell into two. Continual repeating of this division and redivision under ideal conditions for growth and reproduction would produce a million bacteria in about an eight-hour period from one single cell.

We have diagnosed several cases and laid the blame to poor cooling and utensil difficulties and have had the producer come back at us highly incensed. The microscope does not lie and when we find the types of bacteria associated with the above mentioned it can mean but one thing.

From my brief statement on how rapidly bacteria multiply you can easily see that just the smallest amount of fat and casein residues or scum in a utensil can inoculate the milk and start the organism's growth.

Badly rusted cans, those poorly soldered, and the ones with open seams, if they have the slightest filth or dirt in them, will contaminate the supply immediately.

Cooling is of great importance because at the higher temperatures reproduction is at its height. If the milk is cooled down quickly to 60 degrees F. you can retard growth because the lower the temperature of the milk the slower will be the growth and reproduction.

I think that where we have found improper cooling as the cause of trouble the producer has neglected to cool down to 60 degrees as quickly as possible. This is most true in the evening because some farmers feel that only a few plunges are necessary to get the animal heat out and then the milk can cool itself down during the night.

ROY P. KNOLL, Chief
Laboratory Division.

READ THE ADS

The people who advertise in your paper help pay for the cost of publishing it. If you need anything that is advertised in these columns you will help the publication and thereby help yourself by buying from these advertisers.

BINGO * * BINGO — THE INTERESTING CORN GAME AT YOUR PICNIC ON AUGUST 12TH

Mr. Fletcher Says: . . .

Some of the shippers have been troubled with "ropy" milk this spring, and inasmuch as this is a rather unusual condition, locating the trouble has been difficult in many cases.

The most common causes of ropy milk are a contaminated water supply, stagnant water that the cows are drinking or walking through, cistern water used to wash utensils, and unclean utensils. Wherever this condition develops be sure that utensils are clean and free from open seams. Always rinse all milk utensils with cold water immediately after milking and then wash with clean hot water with a good washing compound. Use a brush. Scald and put on racks to dry. Before milking rinse all cans, pails and strainers with a chlorine solution. Wipe the cows' udders and flanks with chlorine solution. Place each can as milked in clean, cold water and cool to 60 degrees. If this procedure is followed night and morning the trouble should soon clear up. And as a matter of fact that program followed by all shippers would probably result in much less returned or criticized milk.

All of you are vitally interested in the drive now on by your board of directors to increase the fluid price as quickly as possible.

You are interested because your costs of operating your farms are higher this year than the past year, and therefore you probably feel as if we, your representatives, are justified in asking for this increase.

To us on the board not only do we feel as if we are due for an increase from these causes but also outside values of milk are advancing sharply. Butter is up, cheese is advancing, and condensery prices

are very good. Farmers shipping to fluid markets have a justifiable right to believe that their average price should be reasonably higher than those markets. Our increased costs due to uniform production needs and other causes make this true.

We sincerely believe this advance will come shortly but it will require true co-operation on the part of everyone. Remember that some selfish groups may fight this. Not openly but in a way that will be far worse than were it in the open.

They will do this so they may gain an advantage for themselves, not for the good of the greatest number.

We firmly believe, however, that they are in the minority and this increase in price will go through.

We are now entering base months and an explanation of the need of base may be timely and of particular interest to the farmer who may believe the making of base is unnecessary.

In a fluid market it is important that your dealer have about the same amount of milk at one time of the year as another due to the fact that consumption runs nearly uniform throughout the year. If producers ship a small amount of milk in the fall months and a large amount the rest of the year the dealer will either be without milk in the fall or have a tremendous surplus in the winter. If supplies are short new producers must be taken on to meet the demand and these new producers will add to the surplus later on.

For that reason we adopt a plan that allows you to ship throughout the year at the average or composite price an amount of milk equal to your average production during the

five base months. All milk over that amount is classed separately and may be shipped at the manufactured price or sold elsewhere except to a competing dealer in this market.

Any market that operates on a base plan for any purpose except to supply the market with sufficient milk at all times will eventually be in trouble. There is no other valid reason for holding producers to a base.

The average farmer probably can make a base by taking good care of the normal number of cows which he keeps, being careful that they are well fed rather than by purchasing cows just for the purpose of making a base.

Father (to daughter's suitor):
"My daughter shall never marry a fool!"

Suitor: "Ah, you don't want her to make the same mistake as her mother did!"

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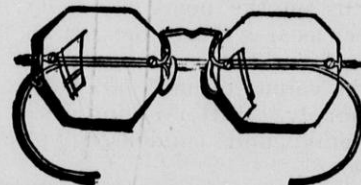
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Volume 6

AUGUST 1936

Number 5

JULY AND AUGUST FLUID MILK PRICES

As reported in the July issue no price was agreed on for July fluid milk at the conference held on June 26. As a result the price of \$2.00 per hundred held for the first 15 days of July. Another conference was held on July 8 and an agreement of \$2.30 per hundred for the last 16 days of July was made.

On July 20 the Department of Agriculture and Markets held a public hearing and on the following Tuesday announced that the fluid price for the last 16 days of July would be \$2.40. The reason given for hiking the price from \$2.30 to \$2.40 being that the resale cream as well as resale milk price was raised. The commission also announced that another public hearing would be held on July 27 to hear arguments on the price for August milk.

Your board of directors met the dealers on that morning but no agreement was reached, mainly because of uncertainty of the attitude of the Department of Agriculture and Markets. Rumors that the department wanted to set the retail price at 12 cents per quart were in

(Continued on page 2)

NEW SUPPORTERS

- Harvey Schmidt, Sta. F, R. 3, Box 853, Milwaukee.
- John Whitehouse, R. 3, Box 108, Waukesha.
- Roy Weber, R. 4, Box 99, Waukesha.
- Andrew Gimler, R. 4, Box 292, Waukesha.
- E. A. Fryda, R. 1, Sussex.
- Armin W. Meissner, R. 1, Box 186, Hartland.
- Keating Bros., Fort Atkinson
- A. C. Hargrave, R. 2, Box 201, Waukesha.
- Frank S. Polasky, R. 2, Box 163, Waukesha.
- Lawrence & Chester Boltz, R. 1, Hartland.
- Henry Gill Estate, Sussex.
- Wesley Kerr, R. 1, Nashotah.
- Mrs. Lydia Kehe, R. 1, Box 123, Cal- edonia.
- Gangstee Bros., R. 7, Box 166, Wau- watosa.
- Alfred Buse, R. 1, Box 137, Hales Corners.
- Mrs. Mary Gaskell, R. 1, Lake Beulah.
- Henry Buczkowski, Germantown.

YOUR SEVENTH ANNUAL PICNIC

Wednesday, August 12

One of the good members said, when told that this year's picnic would be better than any preceding one, "That can't be for last year's was a humdinger." He promised to keep an open mind but said he would have to be shown. Well for one thing it won't take so long to distribute the prizes, not that there will be less of them but because a new method will be tried out.

This year Rusty Hagen will put on a show that promises to be very good. A fancy roller skating act, clowns that will make you laugh all over, acrobats that will thrill with their daring feats, and there will be other features.

A band that is said to be the best country band in the milk shed will play all day.

The attendance prizes will be up to the usual high standard. A new improved Andis Animal Clipper, a Prime Electric Fence Unit, and—

Win the New Improved Andis Animal Clipper at your Picnic on August 12th. Be pretty nice to have this good machine to clip the cows this fall.

JULY MILK PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		BLOCHOWIAK DAIRY*		FOX'S DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
July 1-15		July 1-15		July 1-15		July 1-15		July 1-15	
Fluid sales. 21.08	\$2.00	Fluid sales. 23.09	\$2.00	Fluid sales. 23.29	\$2.00	Fluid sales. 50.56	\$2.00	Fluid sales. 17.18	\$1.90
Out. Relief. 1.04	1.77	Out. relief. 1.10	1.77	Out. Relief. 1.10	1.77	Out. relief. 7.38	1.77	Fluid sales. 10.31	\$2.00
July 16-31		July 16-31		July 16-31		July 16-31		July 16-31	
Fluid sales. 22.49	\$2.40	Fluid sales. 24.34	\$2.40	Fluid sales. 24.31	2.40	Cream 7.33	1.71	Out. relief. .15	1.77
Out. relief. 0.99	2.17	Out. relief. 1.18	2.17	Out. relief. 1.16	2.17	Manuf'd . . 34.73	1.46	Fluid sales. 18.25	2.30
July 1-31		July 1-31		July 1-31		July 1-31		July 1-31	
Cream 13.38	1.71	Cream 11.87	1.71	Cream 6.85	1.71	Composite price . . . 1.77		Fluid sales. 10.99	2.40
Manuf'd . . 41.02	1.46	Manuf'd . . 38.42	1.46	Manuf'd . . 43.29	1.46	Out. relief. 2.75	2.17	Out. relief. .18	2.17
Composite price . . . 1.83		Composite price . . . 1.85		Composite price . . . 1.85		Cream 6.94	1.71	Cream 18.48	1.71
						Manuf'd . . 31.84	1.46	Manuf'd . . 24.46	1.46
						Composite price . . 2.04		Composite price . . 1.90	

SUNSHINE DAIRY CO.		GOLDEN GUERNSEY DAIRY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		JUNE PRICES	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
July 1-15		July 1-15		July 1-15		July 1-15		BAUMAN DAIRY CO.	
Fluid 22.5765	\$2.00	Fluid sales. 29.86	\$2.00	Fluid sales. 25.33	\$2.00	Fluid sales. 30.82	\$2.00	Composite price . . \$1.59	
Out. R 4773	1.77	Out. relief. 1.16	1.77	Out. relief. .23	1.77	July 16-31		GEHL DAIRY CO.	
July 16-31		July 16-31		July 16-31		July 16-31		Composite price . . \$1.61	
Fluid 23.3937	\$2.40	Fluid sales. 33.16	\$2.40	Fluid sales. 27.32	\$2.40	Fluid sales. 32.39	\$2.40	STANDARD DAIRY CO.	
Out. R. . . . 4780	2.17	Out. Relief. 0.49	2.17	Out. relief. .17	2.17	July 1-31		Composite price . . \$1.62	
July 1-31		July 1-31		July 1-31		July 1-31			
Cream 11.6155	1.71	Cream 15.09	1.71	Cream 19.31	1.71	Cream 8.04	1.71		
Manuf'd . . 41.4591	1.46	Manuf'd . . 20.24	1.46	Manuf'd . . 27.64	1.46	Manuf'd . . 28.75	1.46		
Composite price . . . 1.83		Composite price . . . 1.98		Composite price . . . 1.90		Composite price . . . 1.94			

* Blochowiak Dairy chose to figure two separate checks for the month of July. No difference in the composite price resulted from this method. The composite price is \$1.905 for the entire month.

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Volume 9 August, 1936 Number 5

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FRED KLUSSENDORF, Waukesha, R. 5, Box 495.
ED. SCHMIDT, R. 7, Wauwatosa.
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.
PAUL BARTELT, Jackson.
AMBROSE WIEDMEYER, J8., Richfield.
CHESTER FLETCHER, R. 3, Waukesha.
WM. WEBER, Merton.

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

Subscription\$1.00 Per Year

well, read the list on another page in this issue.

Mr. H. R. Leonard, manager of the Twin City Milk Producers' Association, writes that he will be with us as our guest speaker unless an acute shortage of milk in his section makes it impossible for him to leave his office. We hope that Mr. Leonard can come. As manager of the Twin City organization he has had a great deal of experience in managing dairy plants, bargaining for fluid milk prices, and selling manufactured milk products. Mr. Leonard will be worth hearing.

The "Home News and Views" page has something about a new and interesting contest. Read it.

Free milk tickets will be given at the gate. Ice cream and other refreshments will be on sale and lunch can be bought on the grounds by those who do not wish to bring theirs.

And don't forget the bingo game. New contests for the children and also for grownups have been planned.

CORRECTION OF ERROR

We are pleased to acknowledge that an error appeared in our issue of May, 1936, under the heading "A FAIR DECISION." This article mistakenly stated the facts involved and the result of a suit commenced by Watertown Milk Co-operative Association against Theodore Zastrow, in the Jefferson County Circuit Court.

Three separate suits were com-

menced by Watertown Milk Co-operative Association: One against Theodore Zastrow, another against Herman Riebe and a third against Fred C. Engelke.

In each one of these actions the Watertown Milk Co-operative Association commenced suit against the producer in question to restrain him from delivering milk to anyone except to the Watertown Milk Co-operative Association, and also for damages equal to 30 per cent of the value of the milk not delivered by the producer to the Watertown Milk Co-operative Association.

In each case the defendant's answer was that he had sold all of his farm personal property to his son, and that there was a balance due the producer for milk delivered for which he demanded judgment. The Watertown Co-operative Milk Association, in its reply, stated that the sale by the producer to his son was not in good faith, and stated that the damages to which the Watertown Milk Co-operative Association was entitled and for which it sought judgment was far in excess of any balance due by the Watertown Milk Co-operative Association to the producer. The damages claimed by the Watertown Milk Co-operative Association were as follows:

Theodore Zastrow case\$800.00
Herman Riebe case 975.00
Fred C. Engelke case..... 275.00

In each case Judge Grimm found that the producer had not broken his contract; that the sale made by the producer to his son was in each case a bona fide sale, and that in each case the producer did not produce any milk after the sale of his farm personal property to his son.

The court also found that the following amounts were owing to the producer by the Watertown Milk Co-operative Association at the time the producer ceased to deliver milk, as follows:

Theodore Zastrow case\$ 41.40
Herman Riebe case 265.06
Fred C. Engelke case 184.05

In each case the court also found that the Watertown Milk Co-operative Association was not entitled to an injunction, and that it was not entitled to damages, but that the producer in each case was entitled to a certificate of indebtedness of the Watertown Milk Co-operative Association for the amount unpaid at the time the producer ceased to make delivery of milk, as above stated.

The court also found that the

Watertown Milk Co-operative Association was liable for the taxable costs in each case amounting to \$63.30.

The article in the May, 1936, issue was based upon an erroneous report as to the facts involved and the decision of the court, and we are now pleased to make the correction above and to retract what was said in said article.

Those enterprising Schubert boys selling farm machinery in at least four counties of this milk shed under the name of Geo. Schubert & Sons are donating 50 pounds of binder twine as a prize at your picnic.

JULY AND AUGUST PRICES

(Continued from page 1)

circulation. The dealers and the majority of the directors felt that 12 cent milk would mean lower consumption for the stores were selling canned milk at three cans for 20 cents and in some cases four for a quarter.

At the hearing held that day practically everyone agreed that making milk at the present price of grain was a losing game but practically every dealer said that 12-cent milk would result in a loss of sales and higher surplus. The directors knew that much new milk was offered to the dealers since the price raise was announced. This fact, together with the threat that people would buy much canned instead of bottled milk, caused the directors to fear 12-cent milk. However, the Department of Agriculture and Markets announced on the following day that 12-cent milk would be ordered for August 1. Customers began calling the dealers as soon as the announcement appeared in the papers and a meeting of the dealers was held to discuss the situation. A visit to Madison followed and the department told the dealers that another hearing would be held on August 3 to reconsider prices. The dealers withdrew the request for a rehearing and instead an informal meeting between the dealers and the commissioners was held and the announcement that retail milk would be 11 cents per quart for the first 15 days of August with a fluid price of \$2.40 per hundred to the producers and that retail quarts would be 12 cents for the last 16 days of August with \$2.70 per hundred to the producers for the fluid milk needs was made by the commission according to the papers.

YOUR PICNIC AT KERLER'S GROVE—AUG. 12—HIGHWAY 100 AND THE COLD SPRING ROAD

» » » "HOME NEWS AND VIEWS" « « «

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Gingerbread

- ½ cup sugar
- ½ cup lard
- 1 egg
- ½ cup dark molasses
- 1 ¼ cup sifted flour
- 1 teaspoon soda
- ½ teaspoon salt
- ½ teaspoon ginger
- ½ teaspoon cinnamon
- ¾ cup boiling water.

Cream shortening. Add sugar, gradually, and continue creaming. Add well beaten egg. Sift all dry ingredients together and add gradually. Add boiling water last, and all at once, beating only enough to blend well. Bake in greased pan at 350 degrees F. about 30 minutes. When ready to serve cut gingerbread into squares. Remove a small amount of cake from center of each square with a spoon. Fill with crushed pineapple and spread a little pineapple on top. Top with whipped cream and a maraschino cherry.

* * *

Dinner Rolls

- 1 cake yeast
- 1 cup milk (scalded)
- 1 tablespoon sugar
- 3 cups flour
- 1 egg
- 2 tablespoons shortening
- 2 teaspoons salt

Dissolve yeast and sugar in lukewarm milk. Add half the flour. Beat until smooth. Add egg (well beaten), butter and remainder of flour, kneading lightly. Place in well greased bowl, set to rise until double in bulk. Mold into rolls the size of walnuts. Let rise one-half hour. Bake 10 minutes in hot oven.

* * *

Salmon Salad

- 2 cups canned salmon
- 2 sweet pickles
- 1 cup walnut meats
- 1 cup celery.

Flake salmon; chop nuts, pickles and celery, combine with salmon. Mix with mayonnaise. Serve on chilled lettuce leaves.

DAIRY MENU CONTEST

The two hundred and fifteen weekly newspapers, members of the Wisconsin Press Association, are sponsoring a dairy menu contest. Prize winning menus from each group area of the association and the final state winner will be forwarded to the Wisconsin Department of Agriculture and Markets for distribution in its campaign towards increasing the use of dairy products.

There will be a valuable first prize awarded to the winner of each group and also the final state winner. An electric sandwich toaster will be given to the second and third place winners. Subscribers to the various papers will boost Wisconsin dairy products and also become eligible for one of the prizes if they follow a few simple rules. All you have to do is make a complete menu for a family of five for one day, listing the foods for each of the three meals; write a recipe for each item in your menu in which a dairy product is used; state the name of your newspaper; mail your entry to the Dairy Menu Contest Judges, Wisconsin Press Association, 235 Washington Bldg., Madison, Wis. Your letter must be post-marked before midnight, August 15. Three home economics specialists will be contest judges.

SOCIAL NOTES

The Hales Corners Legion street carnival will be held Friday, Saturday and Sunday, August 21, 22 and 23. All stands will be along a closed section of Janesville Avenue, between the car tracks and the Triangle. Music will be furnished by a twelve-piece German band from Milwaukee. There will also be free dancing.

* * *

An open air concert was held at athletic park at Big Bend, Tuesday evening, July 28. This concert was given by the P.W.A. Band of Waukesha. The Ladies Guild sold ice cream and cake after the concert.

* * *

The Jefferson Senior 4-H Club sponsored an evening's entertainment consisting of two one-act plays followed by a dance Saturday night, August 1, at Walter Heiden's Hall, located one block south of Highway 100 on County Trunk U.

SEVENTH ANNUAL PICNIC

Our members will again get together for another annual picnic. It will be held at Kerler's Grove, Highway 100 and the Cold Spring Road, at West Allis, on Wednesday, August 12.

All indications point to the biggest and best picnic in the history of our organization. There will be valuable attendance prizes distributed, and entertainment furnished by the Rusty Hagen entertainers. Music will be furnished by the Waterford High School Band.

Games and contests for the children as well as the grown-ups. There will also be the exciting game of Bingo with valuable prizes.

ATTENTION !! MOTHERS !!

Several weeks ago, we received a post card from one of our members, suggesting that we hold a baby contest to select the prettiest baby at our Picnic. This member felt that in past years we have had contests for everyone and neglected something of interest to the little tots. We are always trying to improve our picnics, their games and contests, and with this in mind we decided the suggestion an excellent one and we are going to have a contest to select the two prettiest and healthiest babies at our Picnic.

The winners are to be crowned the "King" and "Queen." We have set an age limit and this will range from six months to three years.

Our plans, if they materialize, will have as judges very competent authorities and will include at least one physician. The winners will receive as a prize a five-dollar savings certificate each.

Plan now to enter that baby of yours. We feel that this will be a very interesting contest.

COUNTRY ROAD

Gay Little Road, where do you go, Wandering around about?
Some day I'm going to follow you
Just simply to find out.

"I'll take you," said the little road
"Up many hills and down,
And show you Nature's beauties
That you never see in town.

"A wood, a brook, a waterfall,
A bird in every tree"—

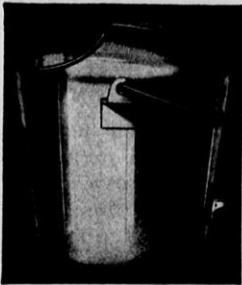
It beckons and it beckons

"Come on, come on with me!"

—Farmers' Equity Union News.

BRING THE WHOLE FAMILY TO THE PICNIC ON AUGUST 12TH

The *Cream City* Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS HOODED DAIRY PAIL

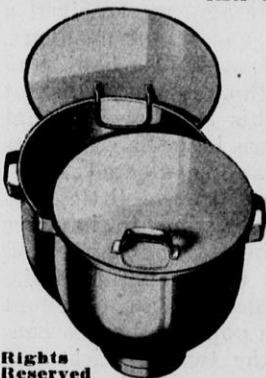
Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.



Rights Reserved

STEP THREE "HOOK-ON" STRAINER COVER

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

WISCONSIN COUNCIL OF AGRICULTURE WILL MEET OCTOBER 19, 20, 21

The Board of Directors of the Wisconsin Council of Agriculture will hold its annual farmers' get-together conference at Eau Claire, Wis., on October 19, 20 and 21 it was decided at a meeting of its board of directors held in Madison, August 3.

Production and marketing problems will be considered. Farm credits and kindred subjects will also be discussed by able speakers who will come to this meeting from all parts of the country on invitation of the council. Details of the program will be announced later, according to Mr. Herman Ihde, president of the council.

BUTTER

Thirty-three and one-third cents was the average price of 92-score butter, Chicago, as reported by the United States Department of Agriculture. Almost 4½ cents per pound higher than last month and 9¾ cents higher than July, 1935. Lower production and purchases by the federal government have been factors in the very stable price of butter throughout the month of July.

The price of manufactured or surplus milk was \$1.46 for July as compared to \$1.27 for June and 93 cents for July, 1935.

WISCONSIN CHEESE TO NEW YORK

In a grateful frame of mind was Mayor Fiorello La Guardia of New York last week when a delegation of Lions club members enroute from Wisconsin to Rhode Island for an international convention presented him with several large Wisconsin cheeses furnished by the state department of agriculture and markets. George H. Dobbins of Weyauwega, district chairman of Lions International in Chicago, headed the group that called on the mayor. According to the New York Times, La Guardia's comment after tasting the cheese was, "Mmm! Like everything from Wisconsin, it's good."

ATTENDANCE PRIZES

Andis Clipper Company, Racine—1 Improved Model Andis Animal Clipper.
Waukesha Products Corporation, Waukesha—5 bags Barnlime.
Wm. Steinmeyer, Milwaukee — 1 bag Big Jo Flour.

Wadhams Oil Co., Milwaukee— 5 one-gallon cans Bugaboo and 5 Bugaboo Spray Guns.

J. B. Ford Sales Company, Milwaukee—2 cases 24 two-pound cartons Wyandotte Cleaner and two cases 48 four-ounce samples Wyandotte Steri-Chlor.

Geuder, Paeschke & Frey Co., Milwaukee—Picnic Kit, Angel Cake Pan, and Set of Ivory Sauce Pans.

W. M. Sprinkman Corporation, Milwaukee — one 20-quart Superior Dome Grid Strainer and one carton 300 6-in. single face Johnson & Johnson Rapid-Flo filter discs.

Badger State Bank, Milwaukee—2 Savings Accounts of Five Dollars each.

Wacho Manufacturing Company, Milwaukee—2 Fore Milk Strip Cups.

Cedarburg Supply Co., Cedarburg— one 50-lb. bag Mothers Best Flour.

Walsh Harness Company, Milwaukee—1 Walsh Adjustable Collar.

Hales Milling Co., Milwaukee—one-half ton 16% Dairy Feed and one-half ton 20% Egg Mash.

The Creamery Package Mfg. Company, Chicago—I Duro Pail and one 12-quart Strainer.

Chas. A. Krause Milling Co., Milwaukee—4 sax Amerikorn Calf Meal in 25-pound cottons; 4 sax KooKoo Egg Mash in 50-pound cottons; 4 sax KooKoo Scratch Grains in 50-pound cottons; 2 sax Amerikorn 24% Dairy Ration in 100-pound bag; and 2 sax Badger 16% Sweet Dairy in 100-pound bags.

H. Niedecken Company, Milwaukee —1 Men's Billfold.

Chas. E. Savadil Hardware Co., Milwaukee—1 Roll-A-Way Cord.

A. G. Elsner & Sons Co., Milwaukee —1 Pair Leather Gloves.

Ed. Schuster & Co., Milwaukee — 1 Occasional Table.

Olsen Publishing Co., Milwaukee— 4 Boxes Stationary.

J. R. Williams, Waukesha—1 Large Can of De Laval Separator Oil.

Feed Supplies, Inc., Milwaukee — 2 100-pound Square Deal Scratch; 2 100-pound Square Deal Egg Mash; 2 50-pound Square Deal Calf Meal.

Hardiman Garage, Sussex—5 gallons oil.

Milwaukee Cheese Company—2 Beer Kaese.

Martin & Rindt Garage, Prospect— 2 Flashlights.

J. E. Elger, Prospect—1 Alarm Clock.

HEAR THE NEW BAND AT THE PICNIC ON AUGUST 12TH

- Waukesha Farm Bureau, Waukesha — Barn Broom.
- Wm. A. Connell Implement Dealer, Waukesha—1 gallon Fly Spray.
- Valley View Oil Company, Waukesha—Bumper Guards.
- Knapke Paint Store, Waukesha — 1 gallon Varnish.
- Waukesha National Bank, Waukesha—\$10.00 Savings Account.
- Enterprise Department Store, Waukesha—1 Cookie Maker.
- Sears Roebuck & Co., Waukesha — 1 Lawn Chair.
- Fardy Drummond Hardware Co., Waukesha—1 Butcher Knife.
- Waukesha Freeman—1 Year's Subscription to weekly publication.
- The Barnsdall Company, Waukesha —5-pound Gun Grease.
- Standard Oil Company, Waukesha —5 pounds Cup Grease.
- J. K. Randle & Son, Waukesha — 1 Poreh Chair.
- E. J. Gengler, Milwaukee—1 Prime Electric Fence Unit.
- Geo. Schubert & Sons, Thiensville—50-pound Sack Binder Twine.
- Mr. Uhlich, Cedarburg—1 Can Fly Spray.
- The H. H. West Co., Milwaukee
- The Milwaukee Electric Railway & Light Company, Milwaukee.
- Conoco Oil Company.
- West Allis Star, West Allis—1 yr's. subscription.
- Tri-Town News, Hales Corners — 1 yr's. subscription.
- Farmers & Merchants Bank—\$5.00 cash.
- The Menomonee Falls News, Menomonee Falls—1 yr's. subscription.
- Farmers General Store, Menomonee Falls—1 dozen fruit jars.
- Becker Impement Co., Menomonee Falls—1 metal milk stool.
- Boldt Pharmacy, Menomonee Falls 1 box cigars.
- Schmidt Furniture Co., Menomonee Falls—1 bed lamp.
- Bast One Stop Service, Menomonee Falls—1 vacuum fan.
- Mammoth Spring Canning Co., Sussex—1 case peas, 5 Eversharps, 3 dozen pencils, 2,000 napkins.
- Roy F. Stier, Sussex—1 set of wax polish.
- H. Walter & Son, Lannon—5 pounds lard.
- Wisconsin Tire & Supply Co.—1 electric windshield fan.
- Mueller's Meat Market, Milwaukee —1 hard summr sausage.
- Diversey Corporation, Chicago—10 pound can Diversol and 10 pound can Dumore cleanser.

Are there friendly banks? Look them over in the prize list in this issue.

AWARD \$3,000 IN PRIZES

Wisconsin butter and cheesemakers will receive \$3,000 in cash awards this year. The prizes total \$250 more than last year. Butter classes are sweet cream butter, ripened butter and group creamery exhibits. Prizes will run from \$2 to \$50. Cheese classes are American cheese made before July 1, 1936, and after that date, drum Swiss, block Swiss, Limburger and brick. Prizes range from \$1.25 to \$100.

PRIME ELECTRIC FENCE *Is The Original*

It made one-wire and few-post fencing a possibility for farmers. Proven safe and practical by years of use and service. Made by a reliable Milwaukee firm.

For a demonstration see

WM. O. ROWLANDS
Phone Genesee 136
Route 1 - Waukesha

SAVE 80% ON FENCE COSTS

ELECTRIC ONE WIRE FENCE

with the

PRIME

ELECTRIC FENCE

CONTROLLER

has patented "Chopper" which makes it sure and SAFE! Proved by 4 years' use on thousands of farms. GUARANTEED!

Our FREE book shows how thousands of farmers have proved electric one-wire fence in the last 4 years with PRIME Electric Fence CONTROLLER. Saved 80% on their fence costs. Pasture rotation made easy.

Fascinating pictures show cattle, horses and hogs securely and SAFELY held by Prime-Controlled Electric One-Wire Fence built for only 4c per rod. It "stings" them, "gets their goat", but in 4 years has never hurt man or beast. This amazing development will cut your fencing costs 80%. Save wire. Posts 3 rods apart. No gates to buy. Prime Controller runs four miles of fence for about 10c per mo.

CAUTION! There is only one SAFE way to use electricity for fence, proved by 4 years' experience. Keep it under control with PRIME ELECTRIC FENCE CONTROLLER which has the patented "chopper" that cuts current off and on every few seconds. Don't take chances with unproved devices without this vital feature.

30-DAYS TRIAL
at Our Risk

Write today for our amazing book which shows latest developments—controllers which operate off battery, home-power plant or central station power. You will save cost of Prime Controller on the first field you fence. Write today—don't buy fence until you learn about it. Guaranteed!

Gentlemen:
I am very much pleased with your Electric Fence Control Unit. It has been a long time since we have got hold of a piece of apparatus which has afforded us such satisfaction. You are performing a tremendous service in offering such a constructive instrument of "farm relief."

If you care to send me a half dozen extra pieces of your literature I shall be glad to place them in the hands of friends and neighbors who may be interested.

Very truly yours, RICHARD E. WILLIAMS,
Nakoma Farms,
Fair Port, New York.

MADE BY **The PRIME Mfg. Co.** MILWAUKEE, WIS.



Price Complete Including Insulators, \$34.50

E. J. GENGLER

Phone Hilltop 9515-R-1
Station F, Milwaukee, Wis., (Located on Highways 100 and 57, 4 miles North of Milwaukee)

THE FARMER'S EYES

What a marvelous invention the dynamo is. It creates electricity which lights buildings and moves street cars hundreds of miles away.

Still more wonderful is that human dynamo, the brain. By a stupendous telegraph system it sends messages and gives orders to every part of the body. When you walk or run, your muscles take their orders from the brain. When you eat, the brain telegraphs commands to the stomach. The stomach obeys and digests the food.

If you waste your energy, the brain has to work too hard and gets tired. Then work and even play becomes hard and tiresome.

Nothing wastes energy more than straining your eyes.

If you read print that is too small, or in a poor light, or with the print held too closely or too far away from your eyes, you will suffer from eyestrain. The proper distance is about 16 inches, with the book on a level with the eyes.

The worst cause of eyestrain comes from needing glasses and neglecting to wear them. This frequently causes bad headaches. Seven out of every ten headaches are caused by eyestrain, as well as a great number of cases of stomach trouble, nervousness, sleeplessness, etc. Neglected eyestrain robs the human dynamo, the brain, of its valuable energy.

Glasses when properly fitted conserve this energy and relieve these discomforts if worn by the one who needs them.

Madison — Dried up pastures, poor feed crops and a distinct shortage of feed from out of state sources combine to intensify the value of now eliminating Bang's disease-infected cattle from Wisconsin dairy herds, J. D. Beck, commissioner of the department of agriculture and markets, said today.

Feed prices have increased from 26 per cent to 70 per cent since May 29 this year and these increases have brought the prices in many cases to two dollars per hundredweight, Beck said. He pointed out that all indications are that prices will raise still higher this fall and winter, and explained that farmers cannot winter an animal for less than \$60 per cow under these prices.

Bang's infected cows are not worth the expenditure of \$60, he

added, pointing out particularly that not one in 20 of such animals pays for its keep at any time.

The Bang's control program offers Wisconsin farmers the opportunity to make these almost worthless animals yield a better return, he said. Federal payments of \$25 per head for grade animals and \$50 per head for registered pure-breds, the returns to owners from the sale of the cattle for beef, and the feed cost saving will amount to \$90 to \$100 for each cow eliminated now, Beck explained.

Madison—Housewives from every state in the union and two foreign countries have requested recipes using Wisconsin dairy products in response to an advertising campaign launched under the state's \$50,000 dairy appropriation, Wilbur G. Carlson of the dairy promotion division, department of agriculture and markets reported today.

One request emanated from Costa Rica, Carlson said, and several others from Canada.

Among the interesting statements found in these letters was a plea to "Please rush the recipes as my doctor has placed me on a cheese diet," Carlson pointed out. A re-settlement home management supervisor also wrote requesting 308 samples of cheese and as much dairy literature as could be spared for distribution among her re-settlement clients.

OPEN BASE INCREASES AMOUNT OF SURPLUS

High percentage of surplus milk for July is due in part to the fact that producers were not held on a base. In June the amount of excess over base was from 12 to 15 per cent of the total receipts in the case of several large distributors. Granting that production has fallen off considerably, it's very likely that excess milk would amount to at least seven per cent of the entire receipts had a base figure been used in July.

Production per farm per day was about 16 pounds higher in July of this year as compared to July of the dry year of 1934. The desire of every producer to make a good base for next year and the fact that many had silage to feed and very good hay probably had something to do with keeping the milk flow up. At any rate plenty of milk came in and receipts are still high.

HOW WISCONSIN COMPARES WITH OTHER STATES IN AGRICULTURAL PRODUCTION, VALUE OF PRODUCTS, ETC.

First

In dairy cattle, and dairy cow sales.

Value of hay produced, corn cut for silage, green peas, producing about one-half of the nation's total, hemp, and farm forest products.

Number of silos, 120,000 in the state.

Number of cows tested for tuberculosis. From 750,000 to 1,250,000 are tested annually.

Bang's disease testing, with 632,419 head in 36,489 herds having received at least one test up to June 1, 1936.

In cheese, producing 57.5 per cent of the nation's total, or 333,206,000 pounds in 1934;

57.9 per cent of nation's American cheese.

94.3 per cent of nation's Brick cheese.

68 per cent of nation's Swiss cheese.

22.4 per cent of nation's Cream cheese.

35.4 per cent of nation's other type cheese.

In condensery products, producing nearly one-third of the nation's output, 845,215,000 pounds in 1934;

In milk, 1934 production of 10,634,000,000 pounds. Minnesota ranks second with 7,374,000,000 pounds and New York is third with 7,149,000,000 pounds.

Second

In tonnage of hay.

Acreage of cucumbers for manufacture.

Potato production in 1934.

Snap beans for canning.

Third

In total value of farm animals and in all cattle.

In livestock products.

Cranberries with 40,000 barrels.

Butter production, with 9.6 per cent of the nation's total.

FOURTH in value of horses.

FIFTH in production of oats, barley, rye, and vegetables of all kinds, value of cherries produced.

SIXTH in trees tapped for maple syrup.

SEVENTH in tobacco and sweet corn.

—Taken from Report of Farmers Get-Together Conference of Wisconsin Council of Agriculture.

BINGO * * BINGO — THE INTERESTING CORN GAME AT YOUR PICNIC ON AUGUST 12TH

Mr. Fletcher Says:

Are you all thinking about the big picnic? If you are not, we want you to, enough to fix the date August 12 firmly in your mind as the day you are going to forget the drouth, milk shortage, feed prices, and what not and come and enjoy yourself. As an organization you have worked together wonderfully and now we want you to play wholeheartedly for a day. We promise you new and interesting entertainment, a wonderful assortment of prizes, some speaking (not much), ice cream, crackerjack, and all the other things that go to make a picnic a success. So come one and all and make this the best picnic of all.

During the past few years we have heard a great deal about soil and crop conservation. We have seen many experiments tried, from actual food destruction to the policy of non-production in some sections and irrigation of worthless lands for increased production in other areas. For years and years we have had taught to agriculture the theory that increased production per acre unit reduces costs and should be generally followed. This was reversed, when our customers buying power was at a low ebb, to the theory that we now must abandon the older ideas for the scheme of increased prices through scarcity.

To me none of these theories have worked because the old economic law of supply and demand plus the laws of nature are laws that no amount of control can overcome.

Agriculture has demonstrated time and again that it cannot be regimented and that each time that

any group tried it the laws of nature have defeated their efforts.

The old farm board tried what many advocate today and nature drowned them in wheat. The AAA then tried the reverse and Mother Nature again demonstrated her superior methods of control by cutting production to the point of a danger of shortage by the drouth.

However, you who are in agriculture will find that our perennial crop of politicians (and we need careful selection and control in handling that crop) will be on hand with plenty of sure fire methods of curing the agricultural problem before election, no matter how well they work after election. But no matter what their schemes may be the fact remains that agriculture will and must solve its own problems, not politicians.

Ozaukee County has issued a premium list for its 77th Annual Fair to be held at Cedarburg on August 14, 15 and 16. Quoting from the premium book: "In presenting this 1936 premium book of our fair, we extend to all a cordial invitation to attend this year's fair, and feel confident that your interest and cooperation will insure a real event that we will remember with pleasure and pride.

"This society, known as the Ozaukee County Agricultural Society, originated in the year 1859 in the (then) village of Cedarburg when a few progressive farmers and business men met at the house of John Bielefeld's and adopted a constitution. It would require too much space to print the whole constitution but Article X shows us very definitely the object and purpose of the society.

"Article X. The society shall hold an Annual Cattle Show and Fair at

such time and place as may be designated by the executive committee, who shall prepare a premium list, appoint a viewing committee, and award the premiums on the same. It shall be the duty of all the officers to attend the Annual Cattle Show and Fair."

Liberal prizes are offered for the classes of livestock most popular in the county, for grain seeds, vegetables, fruit and household articles. A horse pulling contest is advertised for Saturday, August 15. Last year this contest brought out fourteen teams and proved very interesting. Our good member Wm. Koehler of Thiensville winning in the light team class. The free attractions are said to be of the best. Midget auto races are advertised. Our membership is represented on the board of directors of this fair by Walter Ahlers, Adolph Seifert, Henry Peul, Erwin Voland, Edward Dineen, and T. J. Kurtz, the latter being president.

A Prime Electric Fence Controller would be a mighty fine thing to have. There will be one for some lucky farmer at the picnic at Kerler's Grove on August 12th.

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—Second Hand Pipe, Fittings, Pipe Columns, Angle Iron, Beams, Channels, Cable, Rods and Machinery. Miller Bros. Iron & Metal Co., 471 So. 11th St., Milwaukee, Wis.

FOR SALE—7 year old farm team; 1 year old colt; 1 grain binder in good condition. John Weckert, Port Washington Road, Box 574, 1 1/2 miles north of Brown Deer Road.

Square Deal Poultry Feeds

FEED SUPPLIES, INC.

(SQUARE DEAL FEED STORES)

Located At

Seeds Flour Grain Fertilizer



Storage capacity 1800 tons sacked feed
NORTH MILWAUKEE STORE
3328 W. Cameron Ave.
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Storage capacity 250 tons sacked feed
Saukville, Wisconsin
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Storage capacity 250 tons sacked feed
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Near C. M. & St. P. Depot



Storage capacity 500 tons sacked feed
WEST ALLIS STORE
1637 S. 83rd Street
On 83rd just north of National
Telephone GR cenfield 0094

SMALL TOP PAILS

Your attention is called to the Health Department Rules and Regulations as they appear on the card which all producers in this milk shed have in their milk houses, particularly as to small top pails. The Health Department insists that only approved small top pails be used for milking. Failure to observe the rules means being barred from the market.

SUPREME BARNLIME

For floors and gutters of dairy barns. Recommended by State Agricultural Colleges. SUPREME is the safe, sure, economical barnlime.

For sale at your dealers or at Waukesha Lime & Stone Co., Waukesha, Wis.

WAUKESHA PRODUCTS CORP.
WAUKESHA, WIS.

High quality Holstein and Guernsey Springers and Fresh Cows for sale at all times at my farm located one and one-half miles north of Granville Station and one and one-half miles south of Friestadt.

ARTHUR HALL,
P. O. Thiensville, Wis.

It Costs Less to
STERILIZE
with **B-K**

B-K Powder will sterilize ALL milk utensils, on the average sized farm, at a cost of only 1c a day. B-K kills germs instantly . . . keeps utensils in fine condition . . . meets all health department regulations. Direction book with every bottle. To avoid weak, inferior substitutes, demand B-K by name —from your local dealer.



GENERAL LABORATORIES DIV.
Pennsylvania Salt Mfg. Co.
Widener Bldg. Philadelphia, Pa.

COWS

100 Holstein and Guernsey.
Close and Fresh T. B.
and Blood Tested.

20 Well Broke Young
Horses and Mares

KEATING BROS.

Farm Midway Between Jefferson
and Fort Atkinson on High Road,
Near County Farm



BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"
Fond du Lac Ave., and North Ave. at 21st St.

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

PRODUCE BETTER MILK

REBUILD and RETIN YOUR
USED MILK CANS

...NOW...

GUARANTEED CANS
AT A LOWER COST

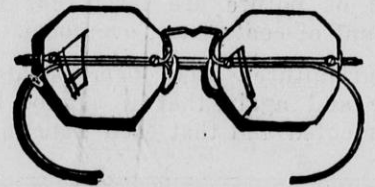


HOT METAL COATING OF STAMPINGS
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STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

A New . . . OPTICAL SERVICE

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Producers Members and Their Families



Through special arrangement, the Kindy Optical Co. will extend the benefit of their Group Eye Service Plan to the members of the Milwaukee Co-operative Milk Producers and their families. Special Discounts on Glasses, Lenses and Optical Repairs.

- Substantial Discounts on Glasses, Lenses and Optical Repairs.
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- Glasses straightened, adjusted, frames polished without charge.

Open Daily until 6 P. M.

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KINDY OPTICAL CO.

615 No. Third St.

Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

SEPTEMBER 1936

Number 6

SEPTEMBER FLUID MILK PRICES VARY

The Department of Agriculture & Markets in its order dated August 13, 1936 says that for all milk sold as fluid milk not less than \$2.70 per hundred pounds shall be paid for the first 15 days of September and that effective Sept. 16 the price for all milk sold as fluid milk shall not be less than \$2.80 per hundred pounds of milk testing 3.5 per cent butterfat.

According to our understanding of the matter the price of \$2.70 for the period, August 16 to September 15 inclusive, was ordered with the expectation that all dealers would pay 10 cents per hundred pounds of fluid milk sold into a fund to be used for promoting milk sales. Whether this payment will be made remains to be found out.

YOUR BIG PICNIC

The committee said that a bigger and better picnic would be held this year than ever before. Well it was and you, interested reader, helped make it just that. In fact you swamped the committee. You drank

all the milk and other fluid refreshments and when a second supply came you took care of that in a hurry and did the same with the third order. Sixty-five gallons of ice cream and a few thousand cups of the same good food disappeared and a second and third load met the same fate. The bingo table was not half large enough and every article was given out before the end of the day.

The public address system was useless for several hours due to a burned out switch at Kerler's barn caused by a short on the equipment of one of the exhibitors. The program was delayed as a result.

The talk by Mr. Harry Leonard, manager of the Twin City Milk Producers' Association, was very interesting and instructive.

The entertainment given from the platform and the antics of the clown who worked through the crowd were enjoyed by both old and young.

Plans to have the prizes distributed earlier than in the past went haywire because the general program

was held up due to trouble with the microphone.

The games and contests on the lawn were more interesting than ever and the competition for the prizes on the platform was hot. Particularly the baby contest. There seemed to be no end to the entries. Some of the bachelors wanted to know where all the babies came from. They should ask.

How did you like that high school band from Waterford? Many people commented favorably on the music. We did not hear that any pockets were picked but there were several accidents reported.

A list of the prizes, the donors, and the winners will be found on other pages. If you won a prize and have a chance to thank the person or firm who gave it, please do so.

We are sorry that in the hurry and confusion the names of all of the winners were not entered on the board. If you got a prize and your name is not listed notify this office so that the record will be complete.

AUGUST PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		BLOCHOWIAK DAIRY CO.		FOX'S DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Aug. 1 to 15		Aug. 1 to 15		Aug. 1 to 15		Aug. 1 to 15		Aug. 1 to 15	
Fluid sales	22.26	23.35	24.78	27.10	18.18	27.10	18.18	18.18	2.30
Out. relief	0.92	1.01	1.07	0.288	10.74	0.288	0.18	10.74	2.40
Aug. 16 to 31		Aug. 16 to 31		Aug. 16 to 31		Aug. 16 to 31		Aug. 16 to 31	
Fluid sales	23.03	24.02	23.82	30.90	18.06	30.90	18.06	18.06	2.60
Out. relief	1.03	1.07	1.10	0.141	10.98	0.141	0.20	10.98	2.70
Aug. 1 to 31		Aug. 1 to 31		Aug. 1 to 31		Aug. 1 to 31		Aug. 1 to 31	
Cream	14.12	12.49	6.85	0.734	11.98	0.734	0.20	11.98	2.47
Manuf'd	38.64	38.06	42.47	30.37	00.20	30.37	1.60	00.20	2.47
Composite price	2.08	2.10	2.09	2.20	Aug. 1 to 31	2.20	2.18	2.18	2.18
UNSHINE DAIRY CO.		GOLDEN GUERNSEY DAIRY		GOLDEN RULE DAIRY		EMMER BROS. DAIRY		JULY MILK PRICES	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
Aug. 1 to 15		Aug. 1 to 15		Aug. 1 to 15		Aug. 1 to 15		BAUMAN DAIRY CO.	
Fluid sales	40.81	29.77	27.43	31.02	11.98	31.02	11.98	Composite price ..\$1.87	
Out. relief	0.99	1.04	.34	0.217	11.98	0.217	0.217		
Cream	10.66	1.85	31.23	32.36	11.98	31.23	32.36	GEHL DAIRY CO.	
Manuf'd	47.54	1.60	.18	2.47	11.98	.18	2.47	Composite price ..\$1.80	
Composite price	1.95	2.70	2.70	2.70	11.98	2.70	2.70		
Aug. 16 to 31		Aug. 16 to 31		Aug. 16 to 31		Aug. 16 to 31		STANDARD DAIRY CO.	
Fluid sales	40.91	14.90	20.83	8.55	11.98	8.55	1.85	Composite price ..\$1.86	
Out. relief	1.05	1.85	19.99	28.07	11.98	28.07	1.60		
Cream	12.03	1.60	2.21	2.22	11.98	2.21	2.22		
Manuf'd	46.01	2.23	2.21	2.22	11.98	2.21	2.22		
Composite price	2.08	2.23	2.21	2.22	11.98	2.21	2.22		

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 September, 1936 Number 6

BOARD OF DIRECTORS

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CHESTER FLETCHER, R. 3, Waukesha.

WM. WEBER, Merton.

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

Subscription\$1.00 Per Year

TWELVE CENTS MILK

Conflicting reports on the effect of the raise in the price of milk from 11 to 12 cents per quart have been received. Some dealers say that the majority of their customers reduced purchases materially. Others say that the raise did not cause as much trouble as expected. It's probably true that some families have a hard time to meet food bills and it is probably equally true that no other food of the same value can be bought for less money.

Some adverse publicity has caused people to resent 12 cent milk. Milk wagon drivers also were fearful of the effect on sales they said but when the same drivers were out for a raise in their wages any and all means were used to get it regardless of whether milk sales or farmers' incomes were affected.

NEW SUPPORTERS

John Kellner, R. 4, Box 308, West Allis

Louis Buckholz, Sussex

Wm. Hargrave, R. 3, Box 21, Waukesha

Eugene Hansen, Germantown

Mrs. Bertha Fletcher, R. 1, Box 304,

Mukwonago

Theo. R. Siewert, R. 1, Sussex

L. F. Tendler, R. 1, Sussex

Herman W. Engler, R. 2, Box 63,

Waukesha

Harry Prout, R. 3, Box 118, Elkhorn

Mrs. Margaret Jung, R. 2, Box 284,

Hales Corners

Ashley Rhodes, R. 3, Whitewater

Secretary Roper assures the nation that the Roosevelt Administration does not intend to kill the profit system. If the profit system will only come back, all will be forgiven.—The New Yorker.

OTHER MARKETS

"Milk Tests Are Down. Members are calling and wondering why their tests are so low. Checking our records show that many herds are running two to three points below what they were last summer and the year before that. Several herds show an even wider downward variation. Reports from producers in other fluid markets seem to verify our findings here.

"Although we've made herd tests for our membership, we do not advise culling on the basis of a single test. At least two or three herd tests should be followed, so the producer can compare results and know more where he is at before disposing of certain cows that happen to have a test way below normal."—La Crosse Milk Producers' Cooperative Association.

* * *

The Kansas City Cooperative Dairyman says producers receive price increase. Class I increased 70c, Class II 45c, Class III 15c. Second advance secured through arbitration.

* * *

"Milk Price for July \$1.88. The price of milk to distributors for the first eight days of July was \$1.75 per hundred, after which it went to \$1.85 until the 19th of the month.

"At that time New York Extra butter prices had climbed to 34 cents and our price went to \$2.20 per hundred. This gave an average price of \$1.96 per hundred to the distributors for the month and we are paying \$1.88 per hundred, delivered dealers' plants.

"Our sales of market milk went almost 10 per cent higher than in July last year, due largely to the excessively hot weather. A great deal of milk was used in the form of chocolate milk during this hot weather period. Such periods of heat result in a wide range in the amount of milk used from day to day. On comparatively cool days consumption drops as much as 100,000 pounds, resulting in a shortage on some days and a surplus on others. Total receipts for the month were about two per cent less than a year ago but the amount which was manufactured into by-products was 8.72 per cent less. There was a decrease of 42 per cent in the amount manufactured as compared with June. Even with the increased demand from the distributors almost half the milk received during the month was manufactured."—Twin City Milk Producers Bulletin.

ATTENDANCE PRIZES

Waukesha Products Co., Waukesha—1 bag barn lime—Herman Gierach, Rockfield; Mrs. John Muehl, Hales Corners, R. 2; Henry Mahr, Caledonia, R. 1; Mrs. Edw. Weinz, Sta. F, R. 3, Milwaukee; William Boldt, Hales Corners, Route 1.

Wm. Steinmeyer, Milwaukee—1 bag Big Jo flour—Ruth Jensen, Franksville, R. 1.

Wadhams Oil Co., Milwaukee—1 gallon can Bugaboo and gun—Math. Biever, West Allis, Route 4; Mrs. Henry Kurtz, Jackson, R. 1; Marven Lemke, Thiensville; Mrs. Oscar Rietz, Sta. D, R. 2, Milwaukee.

J. B. Ford Co., Milwaukee—four 2-pound cartons Wyandotte cleaner—John Wendt, Hales Corners; Rose Witt, 2752 N. 23rd St., Milwaukee; M. Doman, Waukesha; Anthony Goetz, Waukesha, Route 5; Edward Mecikalski, 2549 So. 15th St., Milwaukee; Peter H. Biever, West Allis, Route 4; Jos. Barthel, Thiensville, R. 1; Mrs. Gerald Emerich, 4412 So. Austin, Milw.; Otto Andree, Pewaukee, Route 2; Mrs. E. J. Andree, Pewaukee, R. 2; W. Guderion, Waukesha, R. 2.

Geuder, Paeschke & Frey Co.—Picnic kit—Elmer Halvorsen, Waterford.

Geuder, Paeschke & Frey Co.—Set of ivory sauce pans—Elroy Groth, Jackson, R. 1.

Wm. Sprinkman Corp., Milwaukee—20 quart strainer and 3 boxes filter disks—Arlene Becker, Wauwatosa, Route 7.

Creamery Package Co., Chicago—1 Duro milk pail—Earl Foelske, Hartford.

Badger State Bank, Milwaukee—\$5.00 savings account—Mrs. E. Dahlke, Pewaukee, Route 2.

Wacho Mfg. Co., Milwaukee—1 Fore milk strip cup—Martin Christopherson, Hartland, Route 1; and Henry Kneser, West Allis, R. 5.

Hales Milling Co., Milwaukee—1 bag 16 per cent dairy ration—Harry Dopke, Sussex, R. 1; Wilbur Kurth, Jackson; Edwin Ruehle, Waukesha, R. 3; Mrs. Wm. Werner, Slinger; Jack Wickmann, West Allis; Josephine Mulder, West Allis, R. 5, Box 464; Theo. Lennartz, Cedarburg; Mrs. A. Jacobson, Franksville; Charles L. Rothe, So. Milwaukee, R. 1, Box 34; and Mrs. Jos. Dineen, Hales Corners.

Hales Milling Co., Milwaukee—1 bag 20 per cent egg mash—Chas. Erickson, West Allis; John C. Volkman, Thiensville, R. 1; Norbert Teutenberg, Hartland; H. F. Gudeyon,

(Continued on page 4)

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

"HOME NEWS AND VIEWS"

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Vegetable Soup

- ½ cup diced turnips
- ½ cup diced carrots
- ½ cup celery, cut in small pieces
- ½ cup onion, cut in bits
- 4 tablespoons butter
- 1 cup diced potatoes
- 1 quart water
- 2 teaspoons salt

In pan in which it is to be made, put turnips, onions, celery, butter. Stir and cook on the surface burner until the vegetables are browned. Now add remaining ingredients. Cover and cook in oven with temperature wheel at 275-250 degrees from 3 to 5 hours. Serve hot. If desired one cup meat chopped, may be browned with vegetables—if so use boiling water or hot soup stock may be used in place of boiling water.

Swedish Meat Balls

- ¾ pound beef
- ¼ pound veal
- ¼ pound lean pork
- ½ teaspoon pepper
- 2 tablespoons onion
- 1 cup milk
- 2 eggs
- ½ cup bread crumbs
- 2 teaspoons salt
- ½ tablespoon butter

Grind meat 3 times. Beat milk and eggs together and pour over bread crumbs. After well mixed, combine with meat. Add seasonings and onion which has been fried. Form into small balls and brown in butter. Add a little hot water and simmer 10 minutes.

QUICK COMPANY DESSERT

A dessert that can be made quickly is to whip one half pint of cream until stiff, sweeten it with white sugar or maple sugar, then fold in five or six crushed macaroons and some finely cut nut meats, candied pineapple and cherries. Dates and crystallized orange or grapefruit straws would also prove a lovely combination.

Is there anything around the farm more forlorn looking than an underfed cow?

OUR PICNIC

Our picnic was a great success and we feel everyone had a very enjoyable time, particularly those who participated in the various contests.

There was room for improvement in the conducting of the baby contest and if it is repeated next year we hope to profit by our last experience. Our plans of having a registered nurse and physician act as judges for the contest had to be cancelled at the last moment due to an emergency which prevented the two from coming, so it became necessary to select the judges from the crowd.

SOCIAL NOTES

Member Grant Christensen of Caledonia was planning to attend our picnic on August 12 but his wife presented him with a baby girl on that morning and the family had a celebration at home.

THE FARMER'S EYES

Soon vacation time will be over for the youngsters of school age, therefore our thoughts for the welfare of these youngsters is appropriate at the present time.

School is about to start for another term and this will mean that children will be applying themselves to their tasks, some of them diligently, others half-heartedly, and the remainder with no relish for any part of it.

Usually there is some reason for this aversion to study and general school duties and quite often it happens to be due to faulty or defective vision. Possibly vision is good, which happens in many instances, but a great deal of eye strain is present, causing the child to have headaches or tires easily in reading, possibly the print runs together or blurs after doing close work for any length of time.

Usually a child affected with these symptoms will not even mention them to his parents, therefore the parents are unaware of it and too often the child does not mention the fact, the parents think he is just imagining these symptoms and the matter is dropped.

Fathers and mothers, now is the time to have your child's eyes examined if you are in the least bit of doubt. Be sure your child is not handicapped by his eyesight. An

CONTEST WINNERS

Baby Contest—Girl—Joyce Marie Willms, Sta. D, R. 2, Milwaukee—\$5.00 savings account donated by Badger State Bank, Milwaukee. Boy—Donald Hanrahan, Hartland, R. 1—\$5.00 savings account donated by the Waukesha National Bank, Waukesha.

Largest Family—Math. Biewer, West Allis, R. 4—Bag of flour donated by the Cedarburg Supply Co., Cedarburg. Edwin Becker, Oconomowoc, R. 1—Bag of flour donated by Alfred Held, Jackson, R. 1.

Husband Calling—Mrs. John Spitzner, Mukwonago, R. 3—Angel cake pan donated by Geuder, Paeschke & Frey Co., Milwaukee.

Prettiest Lady—Mrs. Ed. Marks, West Allis—Cookie maker donated by Enterprise Department Store, Waukesha.

Shortest Lady—Mrs. Ph. Martin, Germantown—Roll-A-Way Cord donated by Chas. A. Savadil Hardware, Milwaukee.

Tallest Lady—Mrs. Alroy Honadel, Hales Corners, R. 1—Box stationery donated by Wm. H. Piehl Co., Milwaukee.

Chicken Calling—Mrs. Irving Gross, Waukesha, R. 3—100 pounds Wayne laying mash donated by the Merton Feed Co., Merton.

Recently Married Couple—Mr. and Mrs. Geo. Miller, Saukville—End table donated by Sears, Roebuck & Co., Milwaukee.

Tallest Man—Marvin Lemke, Thiensville—Alarm clock donated by J. E. Elger, Prospect.

Wife Calling—Chester Harris, Waukesha, R. 3—Pair of overalls donated by Rahmel General Store, Richfield.

Handsome Man—Geo. Muehl, Mukwonago, R. 3—Bottle of shampoo donated by the Acme Chemical Co., Milwaukee.

Homeliest Man—Guy Howard, Dousman—Billfold donated by H. Niedecken Co., Milwaukee.

Cow Calling—Gerry Mierow, Rockfield—Can of fly spray donated by Mr. Uhlich, Cedarburg.

examination will disclose the true condition of his eyes and if they are found normal, no harm has been done, but, if a correction is needed, a great amount of benefit will be derived from correctly fitted glasses.

SERVE CHEESE AND SERVE THE NATION

The Cream City Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS HOODED DAIRY PAIL

Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

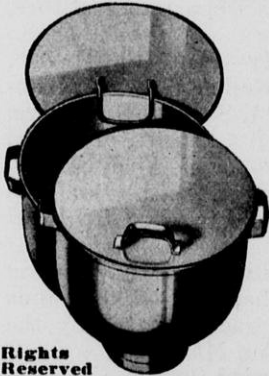
STEP TWO

"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.

STEP THREE "HOOK-ON" STRAINER COVER



Rights Reserved

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

(Continued from page 2)

Hartford; Jimmy Frauenfelder, West Allis, R. 5; Geo. Smith, White-water, R. 3; Mrs. H. Kroening, West Allis, R. 4; Wm. Goff, 98 Beloit Road, West Allis; Geo. Burkhardt, West Allis, Route 5.

Creamery Package Co., Chicago—One 12-quart strainer—A. Kaun, Waterford, R. 1.

Chas. A. Krause Milling Co., Milwaukee—25 pound sack calf meal—Mrs. F. Wetzels, Wauwatosa, R. 8; Edwin Klug, Thiensville; Thomas Albers, 97 Beloit Road, West Allis; H. Behl, Oconomowoc, R. 4.

Chas. A. Krause Milling Co., Milwaukee—50 pound sack Kookoo egg mash—Harland Fickau, Hales Corners, R. 2; Geo. Knepel, Germantown; Frank Zaffran, 2553 So. 15th St., Milwaukee; H. Nelson North Lake.

Chas. A. Krause Milling Co., Milwaukee—50 pound sack Kookoo scratch grains—O. Hocktrett, Hales Corners; Fred Loppnow, So. Milwaukee, R. 1; Wm. Suelflow, Rockfield; Julia Dunaway, West Allis, R. 5, Box 453.

Chas. A. Krause Milling Co.—100 pounds Amerikorn 24 per cent dairy ration—Archie Peterson, Oconomowoc, R. 1; Henry Steffen, Hales Corners. Chas. A. Krause Milling Co.—100 pounds Badger Sweet Dairy 16 per cent—Harold Reisch, Waukesha, R. 3; Wm. Albers, West Allis. Ed. Schuster & Co., Milwaukee—1 hostess table—R. Hartman, Wauwatosa.

Olsen Publishing Co., Milwaukee—box of stationery—Mrs. J. Stancl, Grafton, R. 2; Peter Kohl, Richfield; Mrs. J. Maxwell, 3246 N. 34th St., Milwaukee; William Buse, Hales Corners. J. R. Williams, Waukesha—1 large can De Laval separator oil—Ewald Prohl, Jackson.

Feed Supplies, Inc., Milwaukee—100 pounds Square Deal scratch grains—Wm. Hartman, West Allis, R. 4; Elmer Schoessow, Thiensville. Feed Supplies, Inc., Milwaukee—100 pounds Square Deal egg mash—Franklin Maurer, Richfield; S. J. Wiemer, Nashotah, R. 1. Feed Supplies, Inc., Milwaukee—50 pounds Square Deal calf meal—D. E. Bruns, Cottage Grove; E. North, Burlington, R. 1.

Hardiman Garage, Sussex—5 gallons Conoco oil—Elmer Scheunemann, Jackson. Milwaukee Cheese Co., Milwaukee—5 pound beer cheese—Anna Albers, 97th and Beloit Road, West Allis; Mrs. William Muska, Caledonia, Route 1, Box 100. Martin & Rindt Garage, Prospect—Flashlight—Melvin Ernst, Thiensville, Route 1, Box 230; H.

Baerenwaldt, Sta. F, R. 3, Milwaukee.

Waukesha Farm Bureau, Waukesha—barn broom—Mamie Kalbisch, West Allis. Wm. A. Connell Implement Dealer, Waukesha—1 gallon fly spray—Helen Mussa, 2254 74th St., West Allis. Valley View Oil Co., Waukesha—1 set bumper guards—James Hilgendorf. Knapke Paint Co., Waukesha—1 gallon varnish—Elsie Utech, Hales Corners.

Sears, Roebuck & Co., Waukesha—1 lawn chair—Louis Eichstaedt, Merton. Fardy-Drummond Hdw. Co., Waukesha—butcher knife—Mildred Owley, Hales Corners, R. 1. Waukesha Freeman, Waukesha—1 year's subscription—Ernest Schrubbe, Union Grove. The Barnsdall Co., Waukesha—5 pounds gun grease—Mrs. A. Casper, West Allis.

Standard Oil Co., Waukesha—5 pounds cup grease—Jeanette Hartmann, Wauwatosa, R. 7. J. K. Randle & Son, Waukesha—1 porch chair—Edgar Gierach, Rockfield. H. H. West Co., Milwaukee—ash tray—Clarence Hartman, West Allis, R. 4. Mueller's Meat Market, Milwaukee—summer sausage—Robert Sutton, Richmond, Ill. West Allis Star, West Allis—1 year's subscription—Harry Breuer, Grafton. Tri-Town News, Hales Corners—1 year's subscription—Art Marron, Grafton.

Menomonee Falls News, Menomonee Falls—1 year's subscription—Olive Anderson, 4213 W. Forest Home Ave., Milwaukee. Farmers General Store, Menomonee Falls—1 dozen fruit jars—Viola Vanselow, So. Milwaukee, R. 1, Box 80A. Becker Implement Co., Menomonee Falls—metal milk stool—A. Palmersheim, West Allis, R. 4.

Boldt Pharmacy, Menomonee Falls—box cigars—Leonard J. Klunke, West Bend. Basts One-Stop Service, Menomonee Falls—1 vacuum fan—M. Frelka, 3467 So. 10th St., Milwaukee. Roy F. Steir Service Station, Sussex—1 set of wax polish—Wm. Gleisburg, Thiensville, R. 1.

H. Walter & Son, Lannon—5 pounds lard—Mrs. John Schmid, Caledonia. Diversey Corporation, Chicago—10 pound can Diversol—Junior Ehlke, Jackson, R. 1. Diversey Corporation, Chicago—10 pound can Dumore—Walter Stauss, Hartland. West Bend News, West Bend—1 year's subscription—Ruth Dahman, Hales Corners. Cedarburg News, Cedarburg—1 year's subscription—Rollo Gronemeyer, Germantown.

Acme Chemical Co., Milwaukee—bottle of shampoo—Mrs. Paul Lange, Hales Corners, Route 2; Mrs. Otto

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

Meissner, Hartland, R. 1; Geo. Drought, Caledonia; Carl Gosewehr, Saukville, R. 1; F. Gonja, 933 So. 75th St., Milwaukee—R. Kurth, Jackson, R. 1; Arnold Kurth, Thiensville; Dorothy Schmul, Sussex; Rose Klug, Thiensville; E. Pierner, Sta. F, R. 1, Milwaukee; Chas. Golbeck, Jackson, R. 1; Ruth Meyer, 409 73rd St., Milwaukee; Imogine Gramza, Big Bend; Fred Diebold, Hartland; Dorothy Fletcher, Waukesha, R. 3; Alice Posbrig, Muskego; R. Lingelbach, Pewaukee; Delores Reske, Colgate; Mrs. Geo. Kolbow, Sta. D, R. 2, Milwaukee; Mrs. John Rusch, Rockfield, R. 1; Wm. Kasten, Cedarburg.

Grasselli Chemical Co., Milwaukee—two 1-pound cans Floragard—Joe Zingsheim, West Allis; Fred Peters, Muskego, Minnie Behrandt, Sta. D, R. 2, Milwaukee; Lorenz Hilgendorf, Cedarburg, R. 2; Anna Piek, Hartford; John Brueggeman, Menomonee Falls; Betty Peterka, Caledonia, R. 1; Walter Leister, Milwaukee; Martin Wetzell, Thiensville; Edwin Becker, Oconomowoc; Ed. Ernst, Grafton.

Boston Store, Milwaukee—gallon thermos jug—Mrs. Ed. Kramer, Rockfield. Holz Motor Co., Hales Corners—electric cigarette lighter—Wm. Duve, West Allis, R. 5. Parmetier & Abell Lumber Co., Waukesha—\$5.00 mdse. coupon—Ray Jungbluth, Waukesha, R. 4.

J. L. Davis & Son, Waukesha—25 pound sack flour—Francis Sanders, Elm Grove; Jeanette Kornhoff, Hales Corners, R. 1, Box 500. Cash-Way Store, Waukesha—serving tray—Mrs. Schmul, Sussex. Carl Sprung Service Station, Merton—1 can Duco cleanser—Henry Johnson, Waukesha, R. 1.

Merton Canning Co., Merton—1 dozen cans peas—H. Gilson, Waterford; Harry Zimmerman, Sussex, R. 1. H. E. Beckman General Store, Merton—25 pound sack Big Jo flour—Chas. Dineen, Jr., Cedarburg. Theo. E. Bies Hardware, Merton—enameled pail and dipper—Mabel Gierach, Cedarburg, R. 2.

Beckman & Ebert Market, Merton—1 aged brick cheese—Edna Maschman, Colgate. Ph. Laubenhaimer, Richfield—\$2.00 cash—Eleanor Storm, Union Grove. R. Hackbarth, Richfield—\$1.00 cash—Ernie Baehler, North Lake.

Wm. C. Wolf & Son, Richfield—25 pound sack Big Jo flour—Albert Koloski, Waukesha, R. 4. O. J. Kleppel Meat Market, Richfield—one smoked loin—Dorothy Pagel, West Allis, R. 4. Laubenhaimer Garage,

Richfield—1 reflector—Mabel Bast, Rockfield.

Walter Radtke Garage, Brown Deer—3 gallons Wadhams oil—Earl Hackett, Cedarburg. Wilbur Lumber Co., West Allis—\$5.00 mdse. coupon—J. G. Connell, Genesee Depot. Hales Corners State Bank, Hales Corners—\$2.50 cash—Mrs. H. Jorgenson, Waukesha, R. 2; Mrs. Roy Halter, Caledonia.

Rays Garage, Tess Corners—5 quarts Pennzoil—Peggy Bolander, Milwaukee. Geo. Salentine Service Station, Tess Corners—1 gallon fly spray—Arvin Hahn, So. Milwaukee, R. 1. Horn Bros., Muskego—25 pound sack flour—Chris. Gall,

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Wm. Puetzer Service Station, New Berlin—1 can fly spray—Mrs. N. A. Jaeger, West Allis, R. 4; Allen Muhasky, Waukesha, R. 5. Universal Milking Machine Co., Waukesha—1 can chlorine—Aug. Puestow, Rockfield. Cooper & Utter Lumber Co., Nashotah & Merton—flashlight—Eunice Buckholtz, Waterford. Pewaukee State Bank, Pewaukee—\$2.50 cash; Mrs. Geo. C. Wilke, 4112 So. Austin St., Milwaukee; Rudolph Wenzel, Sullivan.

Weber Bros. Milling Co., Cedarburg—50 pound sack flour—Lloyd Harness Shop, Thiensville—Halter—Alvin Hintz, Cedarburg. Geo. A. Alvin Hintz, Cedarburg. Geo. A. Gerrits Rexall Store, Cedarburg—box poultry Pan-A-Min—Bern. Schoessow, Thiensville. Tri-Par Oil Co., Cedarburg, Pt. Washington and Saukville—gun grease—Del. Butke, Lake Beulah.

Thiensville State Bank, Thiensville—\$2.50 cash—Norma Ried, West Allis, Route 5; John Kawatski, Waukesha, R. 3; C. R. Marsden, Sussex; and Christine Birkholz, Milwaukee. Waterford Post, Waterford—1 year's subscription—Henry Liesenfelder, Rockfield. Alex Engel Implement Dealer, Waterford—1 pitchfork—Mrs. Geo. Neu, 2060 So. 34th St., Milwaukee.

Thos. J. Maas Implement Dealer, Waterford—Evenser & Clevis—Ruth Sievert, Sta. D, R. 2, Box 1190, Milwaukee. Graf's Garage, Waterford—3 gallons transmission grease—Mrs. Robert Halter, Sta. D, R. 2, Milwaukee. Al's Service Station, Waterford—1 gallon Skelly oil—Matt. Macialek, So. Milwaukee. R. E. Lewis Phillips Station, Waterford—5 pounds Phillips grease—Mrs. Joe. Noegel, Richfield.

Gamble Stores, Waterford—1 fly spray gun—Mrs. Leo. Hribar, Caledonia. Claude M. Hansen, Waterford—polish and cleanser—Ernst Rav, West Allis. J. C. Foot Sporting Goods Store, Waterford—flashlight—Ruth Halter, Hales Corners, R. 1. Electric Store, Waterford—electric cigar lighter—Theo. Siewert, Sussex.

Mealy Furniture Store, Waterford—electric curling iron—John Rietveld, Hales Corners. A. G. Scheele Hdwe., Waterford—house fly spray—H. Omann, Germantown. A. G. Scheele Hdwe., Waterford—Christy safety razor—George C. Wiemer, Burlington, R. 2. Fred A. Dixon Store, Waterford—ornamental bowl—Meta Davitz, Hales Corners.

Bakers Garage, Waterford, Miller

polish—John Steffen, Hales Corners. Bakers Garage, Waterford—Miller cleanser—Aug. Schauer, Waukesha, R. 3. Zimmers Drug Store, Waterford—jar face cream—Mrs. G. Thurston, 3601 N. 42nd St., Milwaukee. Mrs. L. Kortendick, Waterford—1 pound coffee—Mrs. Wm. Vogel, Wauwatosa.

J. Auterman, Waterford—1 pound coffee—Harold Kressin, Rockfield. Neven Grocery Store, Waterford—1 pound coffee—Mrs. Wm. Halter, Hales Corners; E. Schrubbe, Union Grove, R. 2, Box 110. John Steinke Hdwe., Waterford—galvanized tub—Paul Rindt, Waukesha, R. 3. Hogensen Grocery, Wind Lake—1 pound coffee—Frank Oswald, Richfield, Mrs. Wm. Schaich, Menomonee Falls; Mrs. R. Sachse, Thiensville.

Durham Food Market, Durham Hill—Mrs. Paul Bartelt, Jackson; Jacob Leonhardt, Germantown. Geo. Bosch, Durham Hill—milk strainer—Curtis Reid, West Allis, R. 5. J. H. Herda, St. Martins—Cream City canner—E. Rausch, West Allis, R. 4. Thos. Welch Hdwe. Co. Hales Corners—pail and dipper—June Romp, So. 92 and Beloit Road, West Allis.

Getz Drug Co., Hales Corners—1 box candy—Mrs. Fred Hanke, Waukesha, R. 4. Schlueter Boiler Works, Janesville—1 zinc-line dairy tank—Carrie Stair, Honey Creek. Hy-Dro-Vac Co., Batavia, Ill.—Hydro-Vac cooler—August Schauer, Waukesha. E. J. Gengler, Milwaukee, electric fence unit—Mrs. Geo. Stahl, Mukwonago, Route 1, Box 195A.

Andis Clipper Co., Racine—new improved Andis animal clipper—Mrs. Geo. Genske, Waukesha, R. 4. Geo. Schubert & Sons, Thiensville—50 pound bale of twine—L. Schmul, Menomonee Falls. Walsh Harness Co., Milwaukee—adjustable collar—Lillian Barthel, Thiensville, Route 1. Waukesha National Bank—\$5.00 savings account—Mrs. Barbara Jungbluth, Waukesha, R. 4.

T. M. E. R. & L. Co., Milwaukee—electric cooker—Edith Spulde, Hales Corners. Farmers & Merchants Bank, Menomonee Falls—\$5.00 cash—Donald Apple, Waterford. Wisconsin Tire and Supply Co., Milwaukee—electric windshield fan—Robert Beres, Waukesha, R. 3, Box 60. Mammoth Spring Canning Co., Sussex—1 case peas—Adolph Duerrwaechter, Colgate.

E. C. Holz Hdwe Co., Tess Corners—coaster wagon—Otto Holz, Hales Corners, Route 2. A. G. Elsner & Sons Co., Milwaukee—1 pair leather gloves—J. Leonhardt, Germantown. Liesener Hdwe Co., Jackson—barn scraper—E. North, Burlington, R. 1.

Butzke Electric Co., Jackson—electric iron—Louis Willms, So. Milwaukee.

Bank of Jackson, Jackson—\$2.00 cash—Mrs. H. Conrad, Hales Corners. Cedarburg Meat Market—summer sausage—H. Butzke, Cedarburg. Arnold Herbst, summer sausage—Anna Lennartz, Cedarburg. Wm. C. Krueger, Cedarburg—neck yoke—H. Teutenberg, Hartland.

Gezelschap & Sons, Milwaukee—clock—Leon Ehlke, Jackson, R. 1; H. Polson, 1303—S. 7th St., Milwaukee. Bubenik Store, Union Church—25 pound sack flour—Anna Romp—92nd and Beloit Road, West Allis. Wilbur Lumber Co., Waterford—2 salt cups—Frank Christensen, Caledonia, R. 2.

Olsen's Meat Market, Waterford—Swifts corn beef and bacon—E. Boldt, Racine. Nolls Bank, Waterford—\$3.00 cash—Lawrence Mecikalski, West Allis, Route 5, Box 459. H. Ploetz & Son, Milwaukee—1 gallon varnish—H. W. Butzke, Cedarburg. Carter & Klein Exterminator Co., Milwaukee—1 gallon fly spray—Herbert Bell, Oconomowoc, R. 4, and Conrad Drexler, Germantown.

Al. Kuphal Service Station, Wauwatosa Ave. & Good Hope Road—5 gallons motor oil—Mrs. Otto Evert, Pewaukee. Clarence Gumm, Jackson—box of cigars—Geo. Lennartz, Germantown. Andrewson Store, Waterford—1 sandwich toaster—Janice Ellertson, Waterford, R. 1. Durham Hill Store, Durham Hill—3 pound bag sugar—Doris Vivian, Waterford, Route 1.

Winners' Names Missing

Wadhams Oil Co., Milwaukee—1 gallon can Bugaboo and gun; J. B. Ford Co., Milwaukee—four 2 pound cartons Wyandotte cleaner; Hales Milling Co., Milwaukee—bag of 20 per cent egg mash; J. C. Penney Co., Milwaukee—1 electric toaster; Acme Chemical Co.—bottle of shampoo; Acme Chemical Co.—bottle of shampoo; Grasselli Chemical Co., Milwaukee—two 1-pound cans Floragard; Wilbur Lumber Co., Waukesha—1 bench clamp; Ed. Bosch Garage, Waterford—1 can Parko gloss.

OLD STUFF

Wallie—"Gee, pop, there's a man at the circus who jumps on a horse's back, slips underneath, catches hold of its tail and finishes up on the horse's neck!"

Dad—"That's easy. I did that the first time I ever rode a horse."—Philadelphia Evening Bulletin.

Mr. Fletcher Says:

Every little while the question of amalgamation, fusing the interests of Farmer and Labor in one unit comes up in this territory, and while I scarcely believe there are any farmers in the milk shed who believe such a union would be to their benefit, yet it may be worth while to refresh your memory as to what it has cost you in the past to have such a theory practically applied.

Do you remember some time back when two separate organizations came into this market to sell milk on a farmer-co-operative union labor basis? And do you remember how quickly union labor took up this idea and worked it to a finish with the consumer? Farmer-owned, farmer-labor controlled. Do you remember how much money the farmer got for his milk?

In some cases worthless stock, in some cases nothing at all; but labor got their wages every Saturday night in cash. Did labor ever say, "Now we will take the stock to pay our grocery bills and rent with, and you take the cash, my good farmer friend." Not once, for Utopia is not here yet. Theoretically farmer-labor controlled, but who really controlled every time? Labor.

When the dairy labor strikes were on although labor had you beat on income by nearly double did they say to you, "Let's be fair, we have more than you now, your purchasing power must be built up to make true prosperity?" You know what their representatives said, "Whether the industry is in the red or the black, whether the entire industry falls or not these are our demands and they must be met." If you had not been so well organized they would have succeeded in full measure also.

Never once have farmers said la-

bor should not have a fair wage but many times labor has seen to it farmers did not get a fair return.

Remember these things when you are asked to go into any combination of farmer and labor politically or otherwise, for no matter what the theory may be, from a practical standpoint you must be the loser.

As I wandered over the fair grounds Wednesday there were some points of interest that to me seemed very worth while. Naturally the first place I went to was the dairy building and to see the attractive display of dairy product there was worth the price of admission alone.

Particularly the luncheon table with its dairy menu in the Wisconsin Press exhibit. I thought the idea of selling butter and cheese in the building a very good one also.

The cattle exhibit was outstanding as was also the poultry show. The county exhibits were exceptionally good and naturally we took great pride in the fact that the only two counties from the milk shed exhibit took first and second. We met scores of shippers on the grounds and out of curiosity checked up on how our farmers came out in the exhibits. We are happy to say our members took their fair share of the prize money in nearly everything shown on the grounds. All in all it was a great fair and the management is to be congratulated for their efforts.

The Production Show, first of its kind held in the state, put on by the Waukesha County Holstein Breeders' Association at the Waukesha County Farms on August 14th was a decided success both from the standpoint of entertainment and education. More than 50 head of cattle were entered by eleven breeders and after grouping these cattle

in different divisions they were judged on a production basis.

President Art Bennett conducted the program in the afternoon and introduced the speakers.

Interesting talks were given by Mr. Peters, Manager of the County Farm; A. C. Thompson, Fieldman for the State Dairymen's Association; and Mils Hill, D.H.I.A. tester from Kenosha County.

The Industrial School Chorus and the W.P.A. Orchestra entertained with music, the same as they had the day previous at the Guernsey Picnic.

The Waukesha Guernsey Breeders' Association held their annual picnic at the Davidson Farm on August 13th. Although threatening weather held the attendance down somewhat, a very interesting meeting was held. In the morning forty-seven Guernsey calves were exhibited by the 4H boys and girls and most of these were very outstanding. After a picnic lunch President Lester Stevens made the opening address following which Arthur Davidson as host extended a cordial welcome to the group. Professor

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AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

Glenn Vergurant of Madison then gave an interesting talk on D.H.I.A. work.

County Agent Thomas was the usual genial diplomat in handling the games for the children. All in all a most interesting and instructive picnic.

DAIRY ADVERTISING CAMPAIGN ON

With the first "display" appearing now in August editions of two leading women's magazines, a series of five messages containing tempting suggestions for the use of Wisconsin cheese will be used to induce 4,600,000 readers of those periodicals each month to buy more of that product, Wilbur G. Carlson of the dairy promotion division, State Department of Agriculture and Markets, announced today.

A part of the state's campaign to increase the consumption of Wisconsin dairy products, requests for recipes using Wisconsin state brand dated cheese already have been received from housewives in every state in the union and two foreign countries in response to these messages, Carlson said.

PLACE FOR EVERYTHING

Suitor: "I wish to marry your daughter, sir."

Dad: "Do you drink, young man?"

Suitor: "Thanks a lot, but let's settle this other thing first."—Philadelphia Inquirer.

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For floors and gutters of dairy barns. Recommended by State Agricultural Colleges. SUPREME is the safe, sure, economical barnlime.

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WAUKESHA, WIS.

High quality Holstein and Guernsey Springers and Fresh Cows for sale at all times at my farm located one and one-half miles north of Granville Station and one and one-half miles south of Friestadt.

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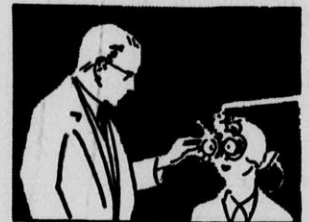


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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

OCTOBER 1936

Number 7

OCTOBER FLUID MILK PRICE, \$2.80

A conference between the distributors and your board of directors on September 28th resulted in no agreement on the price for October fluid milk. With the exception of two companies all of the distributors protested against paying \$2.80 and selling milk for twelve cents per quart. They said that sales had declined and that many consumers had substituted canned milk for fresh milk. The two companies who were willing to go along said that while sales were not good it might be a mistake to go to eleven cents and be forced to raise to twelve later on if production costs would force prices higher later in the year.

Because a new amendment to the department of markets order had been received that day which was not clearly worded it was agreed to adjourn to Wednesday, September 30th so that a representative of the department might be present.

Commissioner F. Schultheiss attended the Wednesday conference and after hearing the arguments pro and con said that in the department's judgment sufficient time had

NEW SUPPORTERS

Edwin Bailey, R. 3, Kenosha
 Orrie Coburn, 1005 Main St., White-water
 P. H. Nelson & Son, Whitewater
 Theo. W. Nicolai, R. 2, Box 161, Pewaukee
 Mrs. L. F. Tendler, Sussex
 Elmer Lex, R. 3, Waukesha
 Zuhke Bros., R. 1, Dousman
 Irvin Drinkwater, R. 1, Sturtevant
 Eugene F. Butler, R. 1, Mukwonago
 R. F. Krueger, R. 4, Oconomowoc
 John Holloway, R. 2, Union Grove
 Richard Goodman, R. 5, Box 82, Waukesha
 Jos. Fleber, R. 1, Saukville
 Chas. J. Kurtz, R. 1, Saukville
 Eugene Kasten, R. 2, Cedarburg
 Wm. Larsen, R. 1, Waterford

fore the price could not be changed at this time.

FARMERS' GET-TOGETHER CONFERENCE

The program arranged for the Eighth Annual Farmers' Get-Together Conference by the Wisconsin Council of Agriculture is probably the best one to date.

Lynn Edminster of Washington, D. C., will discuss the reciprocal trade agreements and their probable effect on dairy farmers. John D. Jones, Jr., general agent of the Farm Credit Administration of St. Paul, well known to all Wisconsin farmers, will talk on "A Co-operative Credit System for American Agriculture." Dr. Joseph G. Knapp of the Farm Credit Administration has a good subject.

The complete program is printed in this issue. Members who can spare the time would do well to drive up to Eau Claire. It's a long trip but a good cross-section of Wisconsin can be seen and the program will be worth hearing.

not elapsed to give twelve cent milk a fair trial. He also said that the department auditors would have to determine from an examination of the dealers' books, whether \$2.80 was more than the dealers could pay and continue in business.

A public hearing would have to be held before a change in price could be made, Commissioner Schultheiss pointed out and there-

SEPTEMBER PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		BLOCHOWIAK DAIRY CO.		SUNSHINE DAIRY CO.						
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price					
Sept. 1 to 15		Sept. 1 to 15		Sept. 1 to 15		Sept. 1 to 15		Sept. 1 to 15						
Fluid sales.	21.74	\$2.70	Fluid sales.	22.88	\$2.70	Fluid sales.	23.88	\$2.70	Fluid sales.	21.64	\$2.70			
Out. relief.	0.94	2.47	Out. relief.	1.07	2.47	Out. relief.	1.05	2.47	Out. relief.	0.50	2.47			
Sept. 16 to 30		Sept. 16 to 30		Sept. 16 to 30		Sept. 16 to 30		Sept. 16 to 30						
Fluid sales.	22.45	2.80	Fluid sales.	23.62	2.80	Fluid sales.	24.05	2.80	Fluid sales.	21.65	2.80			
Out. relief.	1.05	2.57	Out. relief.	1.07	2.57	Out. relief.	1.03	2.57	Out. relief.	0.50	2.57			
Sept. 1 to 30		Sept. 1 to 30		Sept. 1 to 30		Sept. 1 to 30		Sept. 1 to 30						
Cream	13.99	1.82	Cream	12.67	1.82	Cream	6.86	1.82	Cream	11.94	1.82			
Manuf'd	39.83	1.57	Manuf'd	38.69	1.57	Manuf'd	43.13	1.57	Manuf'd	43.77	1.57			
Composite price	2.15		Composite price	2.17		Composite price	2.17		Composite price	2.12				
GOLDEN GUERNSEY DAIRY		GOLDEN RULE DAIRY		FOX'S DAIRY CO.				EMMER BROS. DAIRY						
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price					
Sept. 1 to 15		Sept. 1 to 15		Waukesha		Milwaukee		Sept. 1 to 15						
Fluid sales.	28.86	\$2.70	Fluid sales.	26.12	\$2.70	Sept. 1 to 15	Fluid sales.	11.52	2.80	Fluid sales.	30.00	\$2.70		
Out. relief.	1.07	2.47	Out. relief.	0.31	2.47	Fluid sales.	13.95	\$2.60	Out. relief.	0.19	2.57	Fluid sales.	31.55	2.80
Sept. 16 to 30		Sept. 16 to 30		Milwaukee		Sept. 1 to 30		Sept. 16 to 30						
Fluid sales.	31.71	2.80	Fluid sales.	26.65	2.80	Fluid sales.	11.06	2.70	Fluid sales.	31.55	2.80			
Out. relief.	0.51	2.57	Out. relief.	0.31	2.57	Out. relief.	0.19	2.47	Out. relief.	0.19	2.57			
Sept. 1 to 30		Sept. 1 to 30		Waukesha		Sept. 1 to 30		Sept. 1 to 30						
Cream	14.87	1.82	Cream	18.42	1.82	Sept. 16 to 30	Cream	15.66	1.82	Cream	9.59	1.82		
Manuf'd	22.98	1.57	Manuf'd	28.19	1.57	Fluid sales.	12.62	2.70	Manuf'd	34.81	1.57	Manuf'd	28.86	1.57
Composite price	2.34		Composite price	2.24		Composite price	2.17		Composite price	2.17		Composite price	2.31	

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MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 October, 1936 Number 7

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

Subscription\$1.00 Per Year

AS A CITY EDITOR SEES IT

Elsewhere in this issue we reprint an article from the "On Wisconsin" column of the Milwaukee Journal headed "The Dairy Business, Too."

The writer of that article shows that he understands the fluid milk producers' problems much better than the average city person does.

The last sentence is a question that all of us should ponder. "Have Wisconsin dairymen worked hard enough to get this idea accepted by the consumer?"

Have we talked this language to our city friends? Have we spent money to tell the true story through educational work in the schools, on billboards, on the air, and in newspapers? Write a letter stating your views on this question.

WE HEAR FROM CHINA

A publication headed "Pictorial Co-op. In China," published by the Co-operative Propaganda Committee of Nanking, for the International Co-operative Day, and edited by the China Co-operators' Union, Nanking, China, has been received. This magazine features pictures of groups of people who are interested in co-operation in that country, also schools and buildings owned by the co-operative. Cartoons are also featured but because the Chinese language is not understood by the editor, we can only guess at the meaning of some of the cartoons. Benjamin Franklin's likeness and name is shown but what the story is that appears with the picture only a Chinaman could tell.

STOCK SELLING SCHEMES

Many farmers have been deluded by promises of a good market if they bought stock in milk companies. Most of these farmers have lost everything they invested in that kind of stock.

Right now some farmers are being offered stock by a group of men who want to form a milk company in this city. Why is this stock offered to farmers? Is money needed to finance the new venture? If so, why must the farmers furnish it? If the farmers do buy stock are they assured that the investment is sound and that it will be a paying venture? Are they buying stock to get a market?

Every farmer ought to get a satisfactory answer to the above questions before he invests his hard earned money. Buying stock to get a milk market has set many farmers back hundreds of dollars in the past four years in this market.

BUTTER

Butter, which has been called the slop-jar of the dairy industry because when no better disposition can be made of milk or cream the churn is used, weakened in September. The average price was almost one cent per pound less than in August. Various reasons are advanced for this drop in price, chief among them being a falling off in consumption and an increase in production, the latter due to plenty of grass. Some foreign butter had arrived in New York, the price ranging from eighteen cents for Polish to twenty cents for Holland and Lithuanian. With the tariff at fourteen cents the importers will have to get at least thirty-five cents to come out on the deal.

The government was not in the market for butter during the month which may have had an influence on the price.

The lower price of butter caused the manufactured price and the cream price to drop three cents per hundred lower than the August price.

Checking back to September, 1932, the figures show that for that month the average butter price was \$0.2091 or 13.9 cents lower than the month just passed. Manufactured skim milk products were much lower in September, 1932 and our manufactured milk price was seventy-three cents against \$1.57 for September of this year.

POLITICS AND MILK

One of the political parties states in its platform adopted last week under the heading agriculture, "We believe the distribution of milk should be considered public utility." Probably dictated by socialists or their cousins the communists and backed by so-called farmers who never produce milk for a city milk market. What do you say? Want politics mixed with your milk?

CHEESE ADVERTISING GETTING RESULTS

When State Senator Harry Bolens, representing Sheboygan and Ozaukee counties, got a bill through the last session of the State Legislature appropriating \$50,000 to be used by the State Department of Agriculture and Markets to promote the sale of cheese outside of Wisconsin, he knew what he was doing.

As a result of the national advertising of Wisconsin cheese a demand has been created all over the United States according to J. D. Beck, Commissioner of the State Department of Agriculture and Markets. Mr. Beck quotes from a report of the Massachusetts Department of Agriculture to prove his contention. A Long Beach, California, newspaper advertised Wisconsin State Brand cheese, the advertiser stating that the cheese on sale was genuine Wisconsin State Brand, Mr. Beck said.

All this goes to show that the state's effort to promote the sale of Wisconsin cheese is getting desired results.

WISCONSIN EXPORTS DAIRY CATTLE

Exports of dairy cattle from Wisconsin were approximately one hundred per cent greater in August and September than for the same period last year.

These shipments were made to twenty-five states, according to Dr. Wisnicky, state director of livestock sanitation. Illinois led the list with New Jersey in second place followed by Pennsylvania and then by California as the states receiving the bulk of Wisconsin cattle. The exports to California had been very satisfactory. New York bought 118 Bang's free cattle during August at a price considerably better than that paid for cattle shipped into other states.

Dr. Wisnicky says that this out of state demand has caused an upward trend in dairy cattle prices.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

» » » "HOME NEWS AND VIEWS" « « «

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Creamed Dried Beef

- 4 tablespoons flour
 - 4 tablespoons butter
 - 2 cups milk
 - 2 oz. or 1 cup dried beef (cut into inch pieces)
- If very salty cover with boiling water and then drain

Melt the butter, add the dried beef and heat them together until meat crisps and the butter is light brown. Add the dry flour and stir as it browns. Then add the milk and stir the mass thoroughly as it cooks for five minutes or until a smooth sauce is formed. Add salt if necessary.

* * *

Cauliflower Au Gratin

- 1 head cauliflower
- 1 cup buttered bread crumbs
- 1 cup milk
- 1 tablespoon butter
- 2 tablespoons flour

Cut off stalk of cauliflower and soak thirty minutes (head down) in cold salted water. Cook (head up) twenty minutes or until soft in boiling salted water; drain and place on a dish for serving. Cover with buttered bread crumbs and place on an oven grate to brown crumbs; remove from oven and pour around the cauliflower a white sauce made from the milk, butter and flour. The cauliflower may be sprinkled with grated cheese before covering with buttered crumbs.

* * *

Orange Peel Bread

- 1 cup orange peel
- 1 3/4 cups sugar
- 1 tablespoon butter
- 1 egg
- 2 cups milk
- 4 cups flour
- 4 teaspoons baking powder
- 1/2 teaspoon salt

The orange peel is cut into small pieces, covered with water, and cooked until tender. Add one cup sugar and boil until the peel has a candied appearance and the syrup is absorbed. Cream butter, add remaining sugar, the egg, milk and the flour with which the baking powder and salt have been mixed. Beat the mixture well, add orange peel, and put into two buttered bread pans. Let stand 20 minutes, then bake 40 minutes in moderately slow oven.

Dairy Queen



Chosen "Queen of Dairyland" at the State Fair out of 20 contestants from as many Wisconsin localities, Miss Delores Keyes, seventeen, of Spencer, will be given a free trip to Texas. At Dallas she will present the Wisconsin State Fair's prize

butter and cheese to Governor James V. Allred as a good will gesture from Wisconsin to the Lone Star State. Delores says that milk, butter and cheese play a leading part in her home diet, and, well—she hasn't fared so badly, has she?

SOCIAL NOTES

The Fifth Annual Food and Radio Show will be held at the Milwaukee Auditorium, October 12 to 17. The Milwaukee Retail Grocers' Association and the Wisconsin Radio, Refrigeration and Appliance Association are sponsoring it.

The show will be of particular interest to the ladies for it offers many new ideas for the home and culinary arts. A cooking school will also be conducted, sponsored by the Milwaukee Gas Company, and in addition to this members of the elec-

trical industry will conduct daily cooking demonstrations.

There will be twelve tables entered in the table decorating contest, each representing a party for some important event occurring in each of the twelve months of the year.

A timely circular published by the College of Agriculture, Madison, "Canning Meats," contains helpful suggestions for home canning and is free to residents of Wisconsin.

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

The *Cream City* Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS HOODED DAIRY PAIL

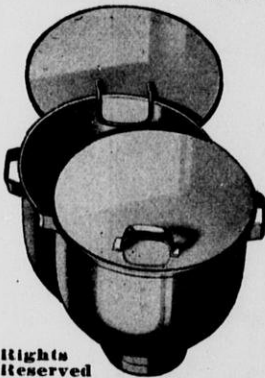
Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

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To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.



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Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

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FARMERS' GET-TOGETHER CONFERENCE PROGRAM

Eau Claire, Wisconsin

October 19, 20 and 21, 1936
Monday, October 19

Banquet at 7:00 p. m. at the Elks Club. Dean Chris L. Christensen of the College of Agriculture, toastmaster.

Welcome by Mayor D. D. Lockerby, Eau Claire.

Speakers—John D. Jones, general agent for the Farm Credit Administration, St. Paul, "A Co-operative Credit System for American Agriculture;" Don Anderson, Agricultural Economics Department, College of Agriculture, University of Wisconsin, "Trends in American Agriculture."

Tuesday Morning, October 20

Conference will be held at the city auditorium with William Hutter, Spring Green, vice-president of the Wisconsin Cheese Producers' Federation, presiding.

9:30—Entertainment.

9:45—Address by E. R. McIntyre, associate editor of the Wisconsin Agriculturist and Farmer.

10:00—Matt Wallrich, Shawano, attorney for the Consolidated Badger Co-operative, "A Program for Manufacturing Milk."

Frank B. Stone, Minneapolis, sales manager, Land O' Lakes Co-operative Creameries, "Selling Dairy Products Co-operatively."

Dr. V. S. Larson, supervising veterinarian, Wisconsin Department of Agriculture and Markets, "Wisconsin Livestock Sanitation Program."

Tuesday Afternoon, October 20

Presiding officer—Herman Ihde, president of the Wisconsin Council of Agriculture.

1:15—Entertainment.

1:30—Lynn Edminster, Washington, D. C., head economic analyst, trade agreement section, department of state, "The Reciprocal Trade Agreements Especially Affecting the Dairy Industry."

2:30—Fred B. Huntzicker, Plymouth, president of the Wisconsin Cheese Producers' Federation, "The Cheese Industry and the Reciprocal Trade Agreements."

3:00—Joseph H. Anderson, Thompson, Iowa, president of the National Association of Local Creameries, "The Butter Industry and the Reciprocal Trade Agreements."

3:30—Discussion.

Tuesday Night, October 20

Presiding officer—Charles L. Hill,

chairman of the State Department of Agriculture and Markets.

7:30—J. D. Beck, commissioner of the Department of Agriculture and Markets, "Quality Improvement of Wisconsin Dairy Products."

Wilbur G. Carlson of the dairy promotion division, State Department of Agriculture and Markets, "Advertising Wisconsin Dairy Products."

B. H. Hibbard, professor of agricultural economics, University of Wisconsin, "British Aid to Agriculture and the American Farmer."

Wednesday Morning, October 21

Presiding officer—Herman Ihde, council president.

9:30—Entertainment.

9:45—Dr. Joseph G. Knapp, Washington, D. C., Farm Credit Administration, "Economic Significance of Co-operative Purchasing."

10:30—Professor R. K. Froker, University of Wisconsin, "Co-operative Purchasing in Wisconsin."

11:00—O. Z. Remsberg, St. Paul, chief field man for Central Co-operative Association, "Operating a Co-operative Livestock Commission Firm on a Terminal Market."

11:30—C. F. Clafin, Milwaukee, manager Equity Co-operative Livestock Sales Association, "Selling Through Co-operative Concentration Yards."

Wednesday Afternoon, October 21

1:15—Entertainment.

1:30—Clyde C. Edmonds, manager Utah Poultry Producers' Co-operative Association, Salt Lake City, "Producing and Marketing Quality Poultry Products Through a Co-operative Association."

2:30—Kenneth W. Hones, Colfax, president Wisconsin Equity Union, "A Poultry and Egg Marketing Program for Wisconsin."

3:00—Discussion.

3:15—Address by Herman Ihde, council president.

3:45—Business session of the Wisconsin Council of Agriculture.

THE DAIRY BUSINESS, TOO

This winter, we believe, is likely to be a test of how the consuming public looks at dairying—whether it is a business governed by the principles of profit and loss or just a farm side-line that can be carried on without relation to these principles.

We have accepted these principles for most business activities. When the cost of raw materials goes up, we know that the manufacturer is going to raise his price. We expect

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

him to. It is the only way he can stay solvent.

When the costs of building materials and labor rise, we expect the new house to cost more. The bid will just naturally be higher. It is an accepted method of operation.

Now, let us apply that to dairying. The raw material that the dairyman uses to produce milk is feed. And the cost of feed, due to the drouth, has been constantly rising. As a consequence, the dairyman's production costs have been rising.

These costs rose sharply in August, after one of the worst drouths in our history. The dairymen, at least in the important milk sheds, got some increase in price—over the protest of those consumers who did not apply the same principles to the purchase of milk that they fully expect to apply to the purchase of shoes, for instance.

Then came rains, reviving the pasturage. This has helped for the present to relieve the dairymen of further higher production costs. But these pastures will be gone presently and the problem of feed will be acute again. Men conversant with the dairy market predict that sharp increases for the producer will be necessary before the winter is over, if the producer is to stay in business.

We hope that will not be true, or at least will be less acutely true than the predictions. Milk is a necessity of life and it will be a hardship on many hard-pressed consumers greatly to increase their milk bill. They must have milk for their families, even at sacrifices.

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

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

*President—Edward Hartung.
Vice President—Geo. W. Drought.
Secretary—Chas. F. Dineen.
Treasurer—Wm. Kerler.*

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

Signed, Chas. F. Dineen, Secy.

Sworn to and subscribed before me this 30th day of September, 1936.

J. A. Walt, Notary Public,
Milwaukee, Wis.

(My commission expires June 19, 1939.)

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—Milwaukee Cooperative Milk Producer, 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.

But if it is true, then what? If it is true, we shall have to accept the same principle as governing the dairy business that we accept for the shoe business, the clothing business, many others. Increased initial costs increase the price of the product.

The fallacy Wisconsin dairymen have to combat is the old idea that a few cows kept on the farm were a side-line. The cows were to supply milk and butter for the family. What was sold was a windfall. The price did not matter.

But it does matter when this is the chief or even the whole business of the farmer, when he has a plant that cost considerable capital, when he devotes his life to dairying. Have Wisconsin dairymen worked hard enough to get this idea accepted by the consumer?—Milwaukee Journal.

OTHER MARKETS

The Denver Milk Market Review for September makes this observation: "During the past two months dairymen have received price advances on some 50 or more major milk sheds throughout the United States. As in the case of Denver,

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these price increases reflected supply and demand factors such as reduced production and increases in feed costs.

"Supply and demand, in other words, justified higher prices to farmers.

"The interesting part, however, is that with a few exceptions the price increases have all occurred on controlled markets, that is, on markets controlled either by co-operative associations, federal milk licenses or orders, or state milk control boards.

"On uncontrolled or unorganized markets, producers generally have not been so lucky. Take the example of Boston.

"In Boston the federal license was recently attacked and tied up by the action of the court. And in Boston, at the same time when other markets were securing price advances, the price of milk immediately went down 50 cents a hundred to producers and one cent a quart to consumers.

"Supply and demand factors which should mean increased prices to dairymen do not mean much of anything when there is no agency on hand to see that the law of supply and demand is lived up to. On many a market today, producers are getting no more for milk than they were two months ago—in spite of the fact that they may be just as much entitled to more money as are those who are getting it."

The Dairymen's League News, New York, discusses the Milk Holiday that received so much publicity as follows: "The dairy farmers' milk holiday, which was scheduled for September 24, failed to materialize. Since mid-August unorganized groups of dairymen in central and northern New York have been threatening a strike.

"Two days before the scheduled strike there was apparently a rift between the various leaders. One camp announced that the strike was off, while another stated that it was postponed thirty days.

"It is apparent, however, that lack of organization was the prime factor. While the various leaders have talked of representing thousands of producers it has been plain that they had no substantial organization. A group of dealers who went to Utica to arrange for purchase of milk from some of the strike leaders complained after the conference collapsed that they had not been able to do business because the leaders could not guarantee delivery of milk on any terms."

The Sanitary Milk Producers' Bulletin, St. Louis, states that the sales committee agreed with the distributors on a price of \$2.40 for the fluid portion of September deliveries. It also states that the August composite price was \$2.13 per hundred. St. Louis is operating on a federal milk license and a market administrator appointed by the federal government has charge of the market.

One of our oldest members, Mr. Jack Superneau, furnishes us with the following interesting news that we believe is unequal for its uniqueness; he has helped thresh on the S. S. Foster farm for forty-nine consecutive years. Mr. Superneau, who

is now eighty-one years old, took his accustomed place in the crew this year and believes he will surely round out the half century mark next summer. Congratulations, Mr. Superneau.

FARM PRICES

The Wisconsin September farm price index was 128 per cent of pre-war. A sharp rise occurred in grains, milk and cash crops. Purchasing power of the Wisconsin farm dollar is above pre-war. The United States farm price index rose nine points during the month, which is the closest approach to price parity since 1929—Wisconsin Co-operative and Live Stock Reporter.

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Important NEWS

TO ALL DAIRY FARMERS IN WISCONSIN

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For twenty-seven years Oakite materials have successfully helped thousands of dairies, creameries, cheese factories and ice cream plants do their daily cleaning tasks easier and better, remove milk films more quickly, thoroughly and to get consistently LOW BACTERIA COUNTS, all vitally important in the production of QUALITY milk and milk products. You also can enjoy these SAME ADVANTAGES in the cleaning of your dairy utensils and equipment because these safe, modern scientifically developed cleaning and sterilizing materials are now available in small convenient containers at your dealers. Cleaning the dependable Oakite way costs so little, too . . . an ounce (a tablespoonful) to each gallon of water does most cleaning tasks. Ask your dealer for OAKITE GENERAL DAIRY CLEANER or OAKITE BACTERICIDE. If he has not already stocked them, he will gladly do so.



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Use **OAKITE** Cleaning and Sterilizing
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SERVE CHEESE AND SERVE THE NATION

Mr. Fletcher Says: . . .

Again there has been considerable trouble with ropy milk. This condition has caused considerable loss to producers in returned milk and in many cases is so little understood that farmers have difficulty arriving at some given plan to control this condition.

In the first place, the germ that creates ropy milk is a vegetable organism. Rotting vegetation of any kind is usually impregnated with this germ. It is taken into the air by the wind and returns with the rains polluting water supplies, pasture land where stagnant water stands, the milk tanks, water tanks and barn yards. It may gather on utensils in very muggy weather. The only known control is sanitation and the usual method followed is to thoroughly scrub the milk house, milk tank, stock tank and the utensils. To use lime on the floor of the barn plentifully is also helpful.

In cleaning the utensils use a good washing compound and rinse with boiling hot water. That will dry them without wiping. Then before milking thoroughly rinse all utensils with a chlorine solution and use the same kind of solution to wash the cows' udders. Keep dusty feed away at milking time.

If any shipper wishes he may test his own milk to determine whether this condition exists or not. Take a sterile half-pint jar and take a sample from each can with a sterile dipper. Fill the jar about two-thirds full with the composite sample and cover. Set this away in a temperature of about 55 or 60 degrees. At the end of from eighteen to twenty-four hours gently dip a fine wire or toothpick into the cream on top of the jar and pull. If a thread of milk follows the wire you may feel certain you have ropy milk and should try to correct the condition as soon as possible.

* * *

A question often asked around the milk shed is, "Why doesn't the co-operative sell milk on a flat price?" Why cannot we receive a guaranteed price for all our products without this fluid, relief, cream and surplus setup that is often so confusing to many of us? Let's have a flat price for all our production and away with this present plan.

On the face of it this would simplify our selling plan but in reality it might and probably would penalize our pocketbook.

In selling co-operatively there are two things to remember as basic principles—first, to have all our products move to market daily from every farm, and second, to be sure we receive our share collectively of the consumer dollar in whatever way our product may be used.

Under our present setup every farmer is guaranteed a daily outlet for his production at all times of the year and by making the buyers pay for the product according to its usage and properly checking their books, we know that collectively we receive our just share of the consumer's dollar in each classification.

Let us now look at flat price buying. In any bargaining agreement it must be conceded that no buyer can be made to pay more for the product than he gets out of it.

For instance, if a buyer has milk to manufacture it is a certainty that he could not pay the same price for that, that would be expected for milk sold for fluid use. With the supply of milk fluctuating tremendously throughout the year, it is a sure thing he would try to buy all his product as close to the manufactured price as possible as a matter of protection. This would tend to drive our average price very close to manufactured value or result in only fluid requirements taken on the market.

In the latter case the theory of co-operative bargaining or marketing would be completely upset.

While it may not be thought of generally in that light, flat price buying is a communistic theory. It refuses to recognize our rights to obtain more for our quality products according to usage and drives everything down to one level.

This, according to the economic law, would be the lowest level possible.

The flat price buyer in a market like ours is not in reality a flat price buyer at all. He is a buyer of as near to fluid as possible at close to our average price. Were he not held in line it is a certainty that our fluid requirements would be forced to his fluid level or less milk taken on the market at the same average price.

* * *

The amount of manufactured milk in this market as you all know is determined on the basis of fluid sales and intake of milk.

Many of you have been led to believe that milk shortages were in sight, and for that reason you have wondered why the average price is so far below the fluid quotations.

A comparison of last year's production to this year's shows the following interesting figures. This is the average production per farm per day and the percentage of increase shown over last year:

		1935	1936	Increase %
Aug.	6	198	229	.154%
	13	203	227	.12
	20	201	226	.123
	27	208	223	.07
Sept.	3	213	230	.083
	10	209	237	.136
	17	203	226	.109
Oct.	24	198	240	.209
	2	199	247	.243

Using data from companies who keep reliable comparative figures, sales are down approximately .07 per cent in the fluid market, so that the combination of as much as .243 per cent increase in production and .07 per cent decrease in sales must show a very high percentage of manufactured milk.

Whether this condition will continue is hard to determine. Our guess is that when cattle go in the barn there will be a sharp decrease in production but if this does not happen your average price will certainly be far below the fluid price on the present setup.

WANT DEPARTMENT

RATE—3 CENTS PER WORD
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WHITEWASH—For that whitewash job call Ed. Helm, Germantown, Wis. Nine years of service. Phone Menomonee Falls 20R or 49X.

PRIME ELECTRIC FENCE Is The Original

It made one-wire and few-post fencing a possibility for farmers. Proven safe and practical by years of use and service. Made by a reliable Milwaukee firm.

For a demonstration see

WM. O. ROWLANDS
 Phone Genesee 136
 Route 1 - Waukesha

THE FARMER'S EYES

The old adage, "What was good enough for father is good enough for me," has been thrown into the ash can where it belongs with a good many other ideas. If such philosophy were really followed we would not have made any progress from "ye olden times." What farmer would want to go back to the methods used 50 years ago in his business?

All of us fathers and mothers can remember when we went to school. Very few youngsters were wearing glasses and if they did they were oftentimes the recipient of crude jokes, which was no credit to our generation.

Times have changed and it is quite common for school children to be seen wearing glasses at the present time. Eyes are no worse now than they were then, the difference being that now they are having them examined and taken care of.

This is a credit to the parents of today and even though parents may be of the opinion that "what was good enough for father is good enough for me," they do not think it is good enough for their children. Which, after all, is the proper attitude.

Beautiful Blonde — "The Lord made us beautiful and dumb."

Boy Friend—"Zat so?"

B. B.—"Yes, beautiful so the men would love us and dumb so that we could love them."

SUPREME BARNLIME

For floors and gutters of dairy barns. Recommended by State Agricultural Colleges. SUPREME is the safe, sure, economical barnlime.

For sale at your dealers or at Waukesha Lime & Stone Co., Waukesha, Wis.

WAUKESHA PRODUCTS CORP.
WAUKESHA, WIS.

High quality Holstein and Guernsey Springers and Fresh Cows for sale at all times at my farm located one and one-half miles north of Granville Station and one and one-half miles south of Friestadt.

ARTHUR HALL,
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100 Holstein and Guernsey.
Close and Fresh T. B.
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20 Well Broke Young
Horses and Mares

KEATING BROS.

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Near County Farm



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PRODUCE BETTER MILK

REBUILD and RETIN YOUR
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GUARANTEED CANS
AT A LOWER COST



HOT METAL COATING OF STAMPINGS
AND ALL TYPES OF CASTINGS

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Substantial Discounts

... to Milwaukee Co-operative
Milk Producers and members
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- COMPLETE GLASSES
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Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

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MILWAUKEE MILK PRODUCER

"Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

NOVEMBER 1936

Number 8

November Fluid Price Not Agreed On

Your Board of Directors met the dealers on October 26 but could not agree on a price for November fluid milk. The directors asked that the present price of \$2.80 remain in effect but the dealers refused to agree. Claiming loss in sales because consumers are able to buy canned milk at from six to seven cents as against twelve cents for bottled milk, the dealers insisted that more milk could be sold at eleven cents and that even with a lower fluid price the producers would get a higher composite price because of higher sales of fluid milk.

The Department of Agriculture and Markets has not completed its examination of the dealers' books, being made to find out whether the price worked out right, probably would not have figures before November 15 we were informed.

Adjournment was agreed on after very emphatic statements made by some dealers that they expected a very heavy production of winter milk and low prices at condenseries.

NEW SUPPORTERS

Peter F. Becker, Menomonee Falls
Chas. Richards, Waukesha, R. 4
Albert J. Lofy, Hartford, R. 1, Box 163
Wm. Brooks, Hartland, R. 1
Walter W. Braatz, Pewaukee, R. 2
Morris Mathias, Franksville, R. 1
Ervin Henn, Colgate, R. 1
Charles King, Mukwonago, R. 2
Hilbert Generotzke, Hales Corners, R. 1, Box 160
F. B. Bosch, Hales Corners, R. 2, Box 118

THE FARMERS' GET-TOGETHER

The leaders of almost all of Wisconsin's well-conducted co-operatives gathered at Eau Claire on October 19, 20 and 21 to profit by the best program ever staged by the Wisconsin Council of Agriculture.

The mayor of Eau Claire welcomed the visitors at a banquet on Monday evening. John D. Jones, Jr., Racine County farmer, former commissioner of agriculture and now general agent for the Farm Credit Administration, St. Paul, gave a very good talk at the banquet. He was followed by Don Anderson of the Agricultural Economics Department of the College of Agriculture, who showed how payrolls, foreign loans and tariff affected the prosperity of the farmers.

A federal unit orchestra conducted by a high class musician was a pleasing feature of the banquet.

Tuesday—October 20

Matt. Wallrich, attorney for Consolidated Badger Co-operative, the big farmers' co-operative milk plant at Shawano, after saying that he was a lawyer and never did farm work, presented one of the best papers on manufacturing milk in a sanitary manner that has been given to date. In a later issue the highlights of his talk will be given.

Frank B. Stone, sales manager of Land O' Lakes Co-operative Creameries, Inc., Minneapolis, had a good subject, "Selling Dairy Products Co-operatively." Mr. Stone told about

(Continued on page 4)

NATIONAL FEDERATION AT ST. PAUL

When this issue reaches you, the National Co-operative Milk Producers' Federation will be in session at St. Paul, Minn., the guests of two of its member units, The Twin City Milk Producers' Association and the Land O' Lakes Creameries, Inc.

Starting out on Monday morning, November 9, with an address by St. Paul's mayor, followed by a response from N. P. Hull, president of the Federation, and the annual report of Secretary Charles W. Holman, Dr. E. W. Gaumnitz will be introduced. Dr. Gaumnitz, chief of the dairy section of the A.A.A., has for his subject, "The Winter Production and Market Outlook for Dairy Products." This subject is uppermost in the minds of most every dairy farmer right now.

Chief of the Bureau of Animal Industry, Dr. J. R. Mohler, Washington, D. C., will talk on problems connected with control of disease of dairy cattle.

Hauling milk and cream from the farm to market will be discussed by T. G. Stitts of Washington; J. R. Brown, Boise Valley, Idaho; and W. S. Moscript of St. Paul.

The subject of state and federal control of milk markets has been assigned to Fred Sexauer, president of the Dairymen's League Co-operative Association, New York.

Taxes on oleomargarine will receive the attention of A. E. Eng-

(Continued on page 2)

OCTOBER PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		EMMER BROS DAIRY		FOX'S DAIRY CO.		GOLDEN RULE DAIRY	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .44.53	\$2.80	Fluid sales .47.51	\$2.80	Fluid sales .63.18	\$2.80	Fluid sales .46.54	\$2.80	Fluid sales .53.74	\$2.80
Out. relief . 1.73	2.57	Out. relief . 1.97	2.57	Cream10.18	1.70	Out. relief . 0.42	2.57	Out. relief .00.50	2.57
Cream14.58	1.70	Cream14.02	1.70	Manuf'd . . .26.64	1.45	Cream15.22	1.70	Cream19.66	1.70
Manuf'd . . .39.16	1.45	Manuf'd . . .36.50	1.45	Composite price2.32		Manuf'd . . .37.82	1.45	Manuf'd . . .26.10	1.45
Composite price2.11		Composite price2.15				Composite price2.12		Composite price2.23	
BLOCHOWIAK DAIRY CO.		GOLDEN GUERNSEY DAIRY		LAYTON PARK DAIRY		SUNSHINE DAIRY CO.			
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
Fluid sales .56.70	\$2.80	Fluid sales .64.80	\$2.80	Fluid sales .46.79	\$2.80	Fluid sales .42.1956	\$2.80		
Out. relief . 4.18	2.57	Out. relief . 1.87	2.57	Out. relief . 1.99	2.57	Out. relief .00.9061	2.57		
Cream 7.86	1.70	Cream16.95	1.70	Cream 7.58	1.70	Cream12.7293	1.70		
Manuf'd . . .31.26	1.45	Manuf'd . . .16.88	1.45	Manuf'd . . .43.64	1.45	Manuf'd . . .44.1690	1.45		
Composite price2.28		Composite price2.38		Composite price2.12		Composite price2.06			

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 NOVEMBER, 1936 Number 8

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WM. WEBER, Merton.

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

Subscription\$1.00 Per Year

BUTTER

The October butter market was not strong until the last week when New York prices advanced on October 26 and Chicago followed on the next day, going from 30¾ to 33 cents on October 29, but going down to 32 cents on October 30.

Cold weather was given as the probable cause of the sudden advance by the United States Department of Agriculture. The same authority says that withdrawals from storage were heavier at the advanced price but still somewhat less than last year.

Some foreign butter came in but the amount was not large.

Our manufactured price went down 12 cents per hundred due to the lower price of October butter and of course the cream milk price declined also.

BASE NOTICE

Elsewhere in this issue we print a reminder that each producer will be held on the base which was in effect during the first six months of this year for the month of December.

The chief reason why no one was held on a base for the base making months, July, August, September, October and November, was the prospect of a shortage of milk.

Many producers had complained that if held on a base they could not increase their base amount except by shipping some milk at manufactured price. Perhaps few producers will exceed their base in December since feed is very high in price and in many cases silage will have to be fed more sparingly because of a shortage.

LABOR TROUBLE IN TWIN CITIES

According to The Twin City Milk Producers' Bulletin, the St. Paul Milk Wagon Drivers are asking a raise to \$157.50 with a week's vacation. The matter has gone to arbitration because the dealers would not grant the demand.

In Minneapolis according to the same paper the Union wants a five-day week with no reduction in wages. Four weeks' vacation with pay was offered as a compromise.

OLEO GOES TO COURT

With the recent formation of the National Association of Margarine Manufacturers, the oleo people have re-opened and reorganized their steady campaign of propaganda to tear down the work which has been built up in years past to protect the dairy industry against the competition from oleo.

The latest activity is in the form of appealing to the Federal Trade Commission and to the courts. The margarine association has filed a complaint against the National Co-operative Milk Producers' Federation, charging that a booklet issued by the Federation contains "false, untrue and deceptive statements."

They ask that "appropriate action" be taken against the Federation and the author and publishers of the booklet, to prohibit further publication and circulation.

In Milwaukee, the John F. Jelke Co. is seeking to overturn the oleo laws in Wisconsin by giving away samples of oleo at the Milwaukee Food Show. They cannot give away samples legally without being licensed to do so and Wisconsin prohibits distribution of oleo containing artificial color.

The propaganda of the oleo people has steadily increased since the formation of their new association. Newspapers, press associations and the trade journals have received a steady stream of releases, speeches and various items. Recognized as largely pure publicity, however, there has not been a widespread publication for the releases.

Newspapers have been used for advertising purposes, spreading propaganda to the housewife, apparently in an effort to turn her from butter to oleo.

Regardless of the contentions set forth in their argument to the trade commission, it is quite obvious that their whole campaign is designed at increasing the use of oleo. It is also quite obvious to anyone familiar with facts that as oleo use is increased, the use of butter decreases.

Whatever their arguments may be, the dairy industry knows full well that the ultimate result of a reduction of taxes, tariffs and trade barriers in general cannot but result in sharply lower prices for butter.

The complaint before the F.T.C. cries that the booklet issued by the Federation is unfair because it claims butter is a superior food. Well, they can join our name to their complaint likewise.

We also claim butter is a superior food and we state for the benefit of the oleo people to use as they see fit, that we tried using oleo once, just to see whether we were unduly prejudiced.

Once was enough for us.—Dairy Produce.

FALL PRODUCTION VERY HEAVY

Production of milk during October was extraordinarily high. Grass grew everywhere and due to the rainy weather much alfalfa that might have made hay with drier weather was pastured. The frost did check growth but pasture held out fairly well right through the month.

The dealers predict very heavy winter production and if their guess is right lower prices may be expected unless manufactured milk brings more money. It would seem that farmers ought not to feed heavily on high priced grain if milk is not going to be in good demand.

CHEESE WEEK

November 8 to 15 is National Cheese Week and we urge you to do your part to decrease the supply of cheese. It's good food and comparatively cheap. If you are in the city call at the office and take some good cheese home with you. If you don't get in your hauler will bring some out if you ask him to, we are sure.

NATIONAL FEDERATION AT ST. PAUL

(Continued from page 1)

bretson of Portland, Ore. Federal control of fluid markets will be discussed by W. P. Davis, Boston, manager of the New England Milk Producers' Association. W. I. Meyers, governor of the Farm Credit Administration, probably has a subject that will interest mortgage troubled farmers about as much as anything else when he talks on November 10. John Brandt, president of Land O' Lakes Creameries, Inc., is slated to tell how to solve the farm surplus and farm scarcity problem. The executive business session will be held on November 1.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

» » » "HOME NEWS AND VIEWS" « « «

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Stuffed Pork Tenderloin

- 2 pork tenderloins
- 2 cups poultry stuffing
- salt, pepper, shortening

Have each loin split, but not cut through. Open out flat. Sprinkle one loin with salt and pepper. Cover the other with stuffing. Put the two together and tie securely. Spread with shortening, sprinkle with salt and pepper. Bake in a moderate oven 50 to 60 minutes. Baste often with shortening, melted in hot water. Garnish with apple sauce or apple slices.

* * *

Baked Carrots and Potatoes

- 4 medium sized potatoes
- 4 medium sized carrots
- 1 large onion
- 2 tablespoons butter
- 1½ cup milk
- ¼ teaspoon paprika
- 1 teaspoon salt

Peel and slice potatoes, carrots, and onion. Grease a baking dish and place vegetables in alternate layers in the baking dish. Season and dot with butter. Continue until potatoes, carrots and onions are all used. Pour milk over this and cook until tender.

* * *

Cheese Biscuits

- 2 cups bread flour
- 4 teaspoons baking powder
- 1 teaspoon salt
- 3 tablespoons butter
- ¾ cup grated American cheese
- 2/3 cup milk

Sift dry ingredients together, then work in butter and add cheese. Add milk all at once and stir until it thickens. Turn on to a slightly floured board and knead about half a minute. Cut in small rounds or in diamond shape. Bake in hot oven 12 to 15 minutes (420° F.).

Wax the bottom of the glass or wooden cups placed under furniture. Furniture may then be moved more easily and in moving it will not scratch the floors.

Small scatter rugs must be placed in relation to some piece of furniture or group, before a hearth, or in a doorway.

ROQUEFORT CHEESE MADE IN OLD CURING ROOMS

A new use for an old coal-mine shaft in Pennsylvania has been found. It makes an excellent curing room for domestic Roquefort cheese. The shaft has been white-washed and partitioned, and dampers have been installed. The air forced through the wet shaft by the mine fan maintains this room at forty-six degrees to forty-eight degrees Fahrenheit, with humidity near saturation.

There are other Roquefort projects in this country using unusual local facilities. In the damp sandstone bluffs of the Mississippi at St. Paul, caves have been cut and are used as curing rooms for Roquefort cheese made from cow's milk.

For a number of years a mountain farmer on the Pacific coast has been making a good Roquefort from goat's milk. He ripens the cheese in a room literally built in a large spring of very cold water. The water not only flows under and around the room, but onto the roof so that it pours over the wall and turns a fan to circulate the air inside.

The U. S. Department of Agriculture has been interested for a long time in the production of domestic Roquefort cheese from cow's milk. It has established the fact that the special flavor, appearance, and texture of this cheese depends in a large measure on the control of the growth of mold and bacteria, and not on climatic conditions or peculiar herbage in the pastures, or even on the use of sheep's milk or goat's milk exclusively.

The process of making Roquefort cheese includes inoculating the curd with a mold grown in loaves of bread. The bread finally becomes a mass of mold in the spore stage. This is dried, ground to a powder and sprinkled over the curds as they drain.—Sheffield Producer.

MILK FOR SLEEP

Drinking warm milk before retiring had a quieting effect upon the sleep of 28 healthy children nine to 14 years of age in a one-year study to determine the effects of various beverages, foods, baths, and outdoor temperatures on sleep habits, according to W. H. Martin, Kansas State College.

LOTS OF USES FOR HONEY

Honey is said to be the oldest sweet known to man, and its use need not be limited to biscuits, waffles and hot cakes. It is also delicious when used to sweeten breakfast cereals, beverages, and fresh fruits. Flour mixtures made with honey keep moist longer than those made with cane sugar because honey attracts moisture. Honey tends to granulate or crystallize after standing for some time. It may be restored to a liquid by placing the closed container in a water bath and heating to a temperature no higher than 40 degrees Fahrenheit, or until the crystals dissolve. Over-heating honey damages both its color and flavor. It should be kept tightly covered and stored in a warm dry place.

Egg Mash Formula

One of our readers has sent in the following egg mash formula which she has tried and found very satisfactory, and would like to pass on to you.

- 250 lbs. ground corn
- 150 lbs. bran
- 200 lbs. midds (standard)
- 75 lbs. ground oats
- 100 lbs. gluten feed meal
- 50 lbs. fish meal
- 25 lbs. dried milk
- 50 lbs. alfalfa meal
- 5 lbs. salt
- 8 lbs. steamed bone meal
- 18 lbs. lime stone
- 10 lbs. cod liver oil
- 10 lbs. charcoal

She suggests that this be fed in conjunction with 10 pounds of scratch feed per 100 birds. This formula will make a half ton of superior feed and the ingredients can be purchased at all leading feed stores, at a very reasonable price.

You don't have to wait until Thanksgiving and turkey for your cranberries. For an appetizer any day try a hot cranberry cocktail made of cranberry juice heated with cloves, stick cinnamon and a little bay leaf.

Always iron ecru linens on the wrong side. Ironing on the right side robs them of their luster.

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

The Cream City Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS Hooded Dairy Pail

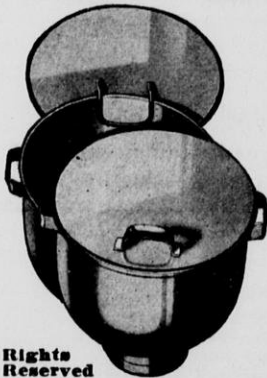
Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

STEP TWO

"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.



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STEP THREE

"HOOK-ON" STRAINER COVER

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

THE FARMERS' GET-TOGETHER

(Continued from page 1)

selling part of Land O' Lakes production through Armour and Company, a departure from the co-operative's former policy of marketing all of its products direct.

A Wisconsin Livestock Sanitation Policy was ably discussed by Dr. V. S. Larson, Wisconsin Department of Agriculture and Markets.

Perhaps the most controversial subject before the conference was handled by Lynn Edminster, Washington, D. C., of the Trade Agreement Section of the State Department, when he spoke on the reciprocal trade agreements. Edminster knows his subject and came back in a strong defense of the agreements when they were criticized by Fred B. Huntziker of the Wisconsin Cheese Producers' Federation, Plymouth, Wis., and Jos. H. Anderson, president of the National Association of Local Creameries, Thompson, Iowa.

Dr. B. H. Hibbard, just back from a visit to foreign countries, told about what the British government was doing for agriculture and the probable effect of the same on the American farmer.

Wednesday, October 21

From Washington, D. C., came H. R. Tolley, administrator of the Agricultural Adjustment Administration, who talked on Wisconsin's part in the nation's agriculture, and Dr. Joseph G. Knapp, Farm Credit Administration, whose subject was "Economic Significance of Co-operative Purchasing," a thought-provoking paper.

Dr. R. K. Froker of the College of Agriculture spoke briefly and to the point on co-operative purchasing in Wisconsin.

The marketing of livestock by farmers was well handled by C. F. Clafin, manager of the Equity Co-operative Livestock Sales Association, operating at the Milwaukee Stock Yards, and O. Z. Remsberg of the Central Co-operative Association, South St. Paul market.

Because the hour was late, the business session of the council was adjourned to meet at Madison on November 6 at 10:00 A. M., after resolutions were read and adopted as follows:

Resolution No. 1

Whereas, we are confident that dairy herds containing cattle with Bang's disease are uneconomical herds,

Whereas, cattle shipments have been restricted to other states because of the prevalence of the disease,

Whereas, the tendency of out-of-state municipalities has been to require a product from Bang free herds, and

Whereas, Wisconsin has made such remarkable progress in the elimination of the disease, be it resolved that the Council of Agriculturer hereby assembled commend the good work that has been done and do hereby recommend to the incoming legislature that if the government through its Federal projects fails to carry on the testing work as heretofore that funds be made available through legislation for the continuance of the testing programs for Wisconsin.

Resolution No. 2

Be it resolved, that the Council of Agriculture endorse and urge the continuance of the six-day co-operative management school, sponsored by the Wisconsin College of Agriculture, as a practical means of aiding co-operatives.

Be it further resolved, that the Council urge its member associations to encourage, and as far as possible, provide the means for the attendance of their younger employees, directors and managers to this school.

Presented by Milwaukee Co-operative Milk Producers.

Resolution No. 3

Whereas the Wisconsin Council of Agriculture is the most representative group of the agricultural interests of our state, be it resolved, that inasmuch as the Federal soil conservation program will probably be turned back to the states by 1938 that the president of the Wisconsin Council of Agriculture appoint a committee to recommend a state program that will be equitable to the various agricultural interests of our state.

Resolution No. 4

Whereas, we believe that a milk and cream grading law is necessary to the future welfare of the dairy industry of the State of Wisconsin, we recommend that such a law be enacted. Motion made and seconded. Carried.

Resolution No. 5

Whereas, considerable confusion and delay, accompanied by slack attendance, is noted in the business meeting held at the conclusion of the get-together meeting, therefore, be it resolved, that the program be so arranged that the business meeting be held not later than the morning of the final day.

By Milwaukee Co-operative Milk Producers' Association.

Resolution No. 6

Resolved, that the Council of Agriculture lend its efforts to back a

EVERY WEEK IS CHEESE WEEK AT OUR OFFICE

OTHER MARKETS

The Twin City Milk Producers' Bulletin, in commenting on the September price which was \$2.01 for milk testing 3.5 per cent fat, says that "it is clear that there will be no milk shortage this fall." "All indications are that the high point for the season is past and that the price from now on will be definitely lower. This will be even more true if production continues to increase so we are warning our members not to count on the present prices with increased production."

The Dairyman's Monthly Review in its October issue says that the Ohio Milk Producers' Federation has launched a plan to secure a price advance for producers.

The Federation made the following statement according to the Review: "Firmly believing that the Ohio dairyman is facing one of the most critical feed situations for the coming winter, considerably more money must be returned to the producer if he maintains his herd in a healthful condition and supplies a nearly normal amount of milk. Commercial feeds and grains having increased in some cases 50 per cent in price in the last ten weeks, many dairymen who have suffered incredibly from the drouth will find their milk check being used entirely for the purchase of feed."

The Milk Producer, Peoria Milk Producers paper, warns its producer readers about sediment in milk say-

program for advertising Wisconsin dairy products, provided provisions are made for a quality program to create a greater desire for a Wisconsin quality product, and that these products advertised meet a certain standard.

Resolution No. 7

Resolved, that the Council of Agriculture voice its approval of teaching co-operative marketing and co-operative purchasing in schools, and that it recommends that a uniform set of text books be provided, that have been approved by the Council and co-operatives interested.

Resolution No. 8

Whereas, the Chamber of Commerce of Eau Claire has provided a meeting place and made available those things necessary in helping make this annual farmers' get-together a success, be it resolved that our secretary send them our wholehearted thanks for their splendid efforts in our behalf.

ing that this is the time of the year when extra care must be taken. The readers are also told to "watch out for objectionable flavors and odors in milk."

LIME THE STABLES

The practice of liming the stable floors and gutters is becoming rather general throughout the milk shed. Producers who have used lime in this way are pleased with the appearance of the premises and the lack of odor as compared to stables where lime is not used. Lime should be put on very thin. The cost is not high if used that way.

CLIP NOW AND SAVE WORK

Clipping tails, flanks, and udders of the cows will make cleaning an easier job and milking a more pleasant one.

WHITEWASHING

If your whitewashing is not done better call up that whitewasher if you have not dated him for there may not be many of those nice days left when the cows can stay out the greater part of the day without discomfort.

JERSEY BREEDERS MEETING

A preliminary meeting of the Jersey Cattle Breeders of Wisconsin was held at Tomah, Wis., November 3 and 4. The purpose of this meeting was to make general plans which are to be submitted to the State Jersey Breeders' meeting at Madison during Farm Folks' Week.

Glenn Vergeront of the College of Agriculture and Lynn Copland of the American Jersey Cattle Club were the guest speakers.



Why You Need Prime Controllers for Safety

- 1—Prime is the first and original Electric Fence Controller designed and built for safety.
- 2—Designed and built by Electrical Engineers who are recognized authorities in Electric Fencing, and who know what it takes to make Electric Fencing safe and effective.
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Phone Hilltop 9515-R-1

Station F, Milwaukee, Wis., (Located on Highways 100 and 57, 4 miles North of Milwaukee,

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

SPECIAL SUMMARY ON CROP INSURANCE ISSUED

In response to widespread interest in crop insurance, the Bureau of Agricultural Economics has prepared and issued "Crop Insurance, Selection and Excerpts," a special summary of information on this subject.

The bureau has been making researches in the field of crop insurance since 1920. It published a bulletin on the general subject in 1922.

The summary, just issued, brings together general information bearing on the subject, drawn from government bulletins, addresses by Secretary Wallace, and other sources. It contains discussion of some of the questions involved in the principal applications of crop insurance, the various hazards, the kinds of insurance needed, and the present status of crop insurance.

"Crop Insurance, Selections and Excerpts," is available without charge from the Bureau of Agricultural Economics, Washington, D. C.

GOVERNOR MYERS ADDRESSES MILK FEDERATION

Governor W. I. Myers of the Farm Credit Administration told dairymen in attendance at the National Co-operative Milk Producers' Federation Conference that around 2½ million farmers are now marketing some or all of their farm products co-operatively through their 8,400 organizations. Their sales, he said, exceeded \$1,500,000,000 in the 1935-1936 season, an increase of nearly a quarter of a billion dollars over the previous year.

Turning to co-operatives for the purchasing of farmers' supplies, he said that the marketing season 1935-1936 will show an increase in dollar business of almost one-fourth over the previous year to about \$315,000,000. The number of purchasing co-operatives reported to the Co-operative Division of the Farm Credit Administration, he said, reached a new high this year—2,112 compared to 1,906 the year previous.

The thirteen banks for co-operatives established by the Farm Credit Administration about 3½ years ago, said the governor, have already financed more than 1,500 farmers' business co-operatives and the number is increasing.

"The co-operative corporation is the most promising solution of the problem of handling a sufficient volume to assure efficiency," Governor Myers told the Federation. "Many a farmer is faced with too small a volume for efficiency in either marketing farm products or purchasing

farm supplies. But by the combination of family production with co-operative marketing and purchasing, the family-size farm greatly increases its efficiency and the farmer can buy and sell almost as advantageously as the big industrial corporation."

Governor Myers said that he expected the co-operative business to develop in this country but that it should do so in an orderly fashion and on a sound business basis. "The farmer of today recognizes that he should have an investment in his business co-operative; that it is an essential part of his business, just as much as his livestock and equipment. Mere membership in his co-operative will not make it succeed, the governor stated. "It requires not only his loyal support but his willingness to buy and pay for his fair share in the ownership of the organization. He should be permitted to acquire ownership in an orderly fashion. Furthermore, the co-operative must be efficiently operated and the facts regarding its operation and condition be made known to the members at all times.

"Full significance of the terms 'farmer-owned and farmer-controlled' is not fully recognized," continued Governor Myer. "A co-operative is not farmer-owned until the net worth for safe operation is paid for either by retains or accumulated from the earnings, or a combination of the two. In general, the same principles of sound finance apply to the co-operative business as in private business."

Here's an Effective,
Safe Way To Make
LOW BACTERIA COUNT
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Combat bacteria scientifically in the same, successful, low-cost way large dairies, creameries, cheese factories and ice cream plants do. Benefit by their experience . . . use a modern cleaning material with thorough, FAST film and dirt-removing action like



OAKITE GENERAL DAIRY CLEANER

Safe on equipment, removing milk films easily, rinsing completely, this remarkable material, by cleaning utensils and equipment BETTER, helps make low bacteria count a feature of your milk as it does for large establishments. Ask your dealer for OAKITE GENERAL DAIRY CLEANER and OAKITE BACTERICIDE for sterilizing. Your postcard request brings FREE a 16 page booklet on "Modern Dairy Farm Sanitation." Write for it today to

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CLEANING AND STERILIZING
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Two blocks West of
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Only a short distance
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SERVE CHEESE AND SERVE THE NATION

Mr. Fletcher Says: . . .

We often receive interesting side lights on what the co-operative movement is accomplishing in other sections of our own country but seldom do we receive first hand information on what is being done in foreign countries.

This summer, however, two of our members were abroad and we take pride in the fact that they were enough interested in marketing to get first hand information from the foreign milk producers they visited and compared it with our own situation.

Carl Larsen of Waterford was in Norway this summer, and according to his report their problems and ours are nearly identical. The fluid price at their principal market was \$1.50 per hundred pounds with a nine cent retail price. They were burdened with surplus in their own market and had the additional pressure of outside milk trying to get in. In order to pacify this outside milk they finally had to pay them a premium to stay out.

We have not reached a point similar to that yet but we do know that a great deal of milk is always clamoring to get in this market.

Ellis Mills of Wales spent considerable time in the British Isles and there they have a different situation. All the milk is apparently pooled in one market, with the result that no matter whether your milk goes to fluid or manufacturing markets, the price is the same. Those farmers who live near the cities and supply them with fluid requirements are much dissatisfied with this plan. Their product is produced under different conditions, and sold in the higher priced markets, yet they make no personal gain. He reports that in spite of rigid control, this situation creates a great deal of "boot-legging and chiseling."

With conditions existing in foreign markets such as these men report, I am inclined to believe that the reports brought to us from time to time that the co-operative movement in foreign lands is far superior to the local brand, does not ring true.

Probably they have as much human selfishness to contend with as we have in this country, and their distributing systems seem to be less efficient than ours. At least their share of the consumer's dollar is lower.

During the past month considerable milk has been received which has not been up to our usual standard of cleanliness. Some producers

who have trouble say they cannot understand why it should be for when they found the cows' udders were muddy they washed the udders.

We believe that part of the trouble is due to the wet weather which made the yards and lanes so muddy that the cows generally came in with dirty udders and this called for a very thorough washing and drying of the udders before milking. Sometimes brushing with a good brush and then wiping with a clean burlap cloth will do more good than when the washing is not thorough. Cleaning cows thoroughly is the only right and sure way to have clean milk.

We hear of many of the troubles that beset farmers but last month we heard of two tragedies that really hurt. Roy Wenzel, Sullivan, Route 2, reports that last summer, during one of the summer thunder showers, his herd had sought shelter under a shed in the field. Lightning struck the building and the cattle in it. Ten of his best milch cows were instantly killed. Those of you who have spent years building up a good herd of cattle can appreciate what this loss means to Mr. Wenzel.

Ed. Gengler of Brown Deer had the misfortune of losing practically all his buildings, except the house, through fire of undetermined origin. When one considers the effort it takes to properly equip a farm with buildings, we realize the tragedy of uncontrolled fire.

In our October issue I quoted the percentages of increase in production for this year over last year. In quoting these a mistake was made in the placing of the decimal point. For instance; the October figures should be 24.3 not .243. We apologize for our mistakes but are always glad to correct them.

A REMINDER

This notice will remind you that since the base making period ends on November 30, all producers will be held on the same base in effect during the first six months of 1936 for December 1936.

You are further reminded that for the year 1937 you may have the choice of the base which you made during the base months of 1936 or the average of the bases made in 1934, 1935 or 1936.

All base regulations are subject to modification by the Board of Directors as market needs seem to warrant.

BOARD OF DIRECTORS
Milwaukee Co-operative
Milk Producers

WHITEWASHERS

For the convenience of the producers in the milk shed we are listing herewith several names and addresses of whitewashers in this territory:

Erich Vocke, Grafton
Ed. Helm, Germantown
Kroll Bros., Thiensville
Jacobs, Oakwood
Meade, St. Martins
Wm. Katzfy, Colgate
Lawrence Katzfy, Lannon
Shorty Peterson, Hartland
Sprengel, Prospect
Thronson, Waterford
Elmer Jacobson, care Louis Siegel,
Hales Corners, R. 1.

U. S. DAIRY BUREAU TO KEEP A RECORD ON ALL ANIMALS IN TESTING ASSOCIATIONS

Plans have been completed by the U. S. Bureau of Dairy Industry to maintain a permanent record of the identity, family history, and production performance of all animals in the dairy-herd-improvement association herds.

The bureau's new record-filing system, according to O. E. Reed, chief of the bureau, will in no way take the place of the registration of dairy cattle by the national breed associations. The system is set up primarily to assist the dairy industry in making a more intelligent use of all available production records in a breeding program.

The various state extension services will co-operate with the bureau in establishing and recording the identity of all animals, both registered and grade, in their respective associations. Special uniform DHIA ear tags will be used to fix the identity of all grade and non-registered purebred animals that are not otherwise satisfactorily tagged or numbered. The association testers will report all production records, and also the identification of new-born calves and replacements.

WANT DEPARTMENT

RATE—3 CENTS PER WORD
Minimum Char. —\$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—Second Hand Pipe, Fittings, Pipe Columns, Angle Iron, Beams, Channels, Cable, Rods and Machinery. Miller Bros. Iron & Metal Co., 471 So. 11th St., Milwaukee, Wis.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

FARMERS' EYES

Summer is gone, Autumn is here and that means the busiest season for the farmer is over. Now he can give some thought to a little recreation and rest.

Naturally he turns to reading, especially since the days are getting shorter and the nights are longer. Artificial light will be used a great deal more.

Lo and behold! Many of the folks will find they can not read or sew like they did last Fall. Worse! The long winter nights coming and possibly roads blocked with snow, confining them to the house for days and sometimes weeks. Not a pleasant picture if reading is not comfortable.

Yet this all can be changed into pleasing anticipation. There is nothing more pleasant on a cold stormy night than to be able to sit by the fireside with a good book or paper and read with comfort.

As we grow older, our near vision becomes impaired and can only be replaced by good glasses. Now is the time to have your eyes examined and be prepared for the winter.

It may be hard for some of us to grow old gracefully but we can grow old comfortably, as far as vision is concerned.

PHILADELPHIA MILK HEARING SET

Hearings on a proposed public milk marketing plan for the Philadelphia area was held November 5 at Philadelphia. The request for the hearing was filed by New Jersey and Pennsylvania state milk control boards and two co-op milk marketing associations supplying Philadelphia. Minimum prices are established and milk is classified into three divisions, in the agreement as drawn at present.

Wife—"Mrs. Jones has another hat."

Hubby—"Well, if she were as attractive as you are, my dear, she wouldn't have to depend so much upon the milliner."

SUPREME BARNLIME

For floors and gutters of dairy barns. Recommended by State Agricultural Colleges. SUPREME is the safe, sure, economical barnlime.

For sale at your dealers or at Waukesha Lime & Stone Co., Waukesha, Wis.

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100 Holstein and Guernsey.
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and Fort Atkinson on High Road,
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REBUILD and RETIN YOUR
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GUARANTEED CANS
AT A LOWER COST



HOT METAL COATING OF STAMPINGS
AND ALL TYPES OF CASTINGS

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Substantial Discounts

... to Milwaukee Co-operative
Milk Producers and members
of their families



on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

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Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

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615 N. 3rd St., Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

DECEMBER 1936

Number 9

December Fluid Price to be Set Later

The Department of Agriculture and Markets had not completed its investigation of the dealers' books on November 1. The study is made for the purpose of determining whether the dealers have a fair margin to operate on with a price of \$2.80 for fluid milk and a resale price of 12 cents per quart. For that reason there was no change in either the buying or resale price of fluid milk in November. The December fluid price has not been set for the reason stated above. The department states that its study of the dealers' records will be completed about December 5. A conference on December prices will be held as soon as the department is ready to report.

NEW SUPPORTERS

Florence Wowiaras, R. 5, Box 378, Waukesha
Harvey Clark, R. 2, Lake Beulah
Hugo Heintz, R. 2, Box 112, Pewaukee
Loomis Bros., R. 3, Box 202, Waukesha
Otto J. Damerow, Grafton
Clarence Lauer, R. 1, Colgate
Clarence Schmitt, R. 1, Box 181, Menomonee Falls

THE DAIRY SITUATION

The most striking development in the dairy situation has been the high level of milk production during the fall. Total production on November 1 is estimated to be about six per cent larger than a year earlier and the highest on record for that date. This is in marked contrast to the situation in the late summer when

production was decidedly less than in 1935. With this heavy fall production prices of manufactured dairy products have declined from the late summer peaks and the decrease in storage stocks has been small. Total domestic supplies of dairy products during the coming winter will not be as low as seemed probable earlier in the season.

For the coming winter, however, it seems probable that the production of manufactured dairy products will be less than in the winter of 1935-36, because of the shortage of feed supplies and low prices of dairy products compared with feeds and meat animals. With this outlook for production and the increase in consumer purchasing power that has occurred, it seems probable that prices of the principal manufactured dairy products will rise during the winter months, and will average the highest since the winter of 1929-30.

Milk Production Per Cow November 1, Highest Since 1931

Milk production per cow on November 1, as reported by crop correspondents, was 12.20 pounds. This was only one per cent less than the peak production reported for that date in 1931 and about eight per cent higher than a year earlier. The number of milk cows on farms is about two per cent less than a year earlier. These changes indicate that total milk production on November 1 was about six per cent larger than on November 1, 1935, and a new high for that date.

The relatively high level of milk production per cow on October 1 and November 1, as compared with the late summer, was probably due in large part to the marked improvement in pastures during the fall and to supplementary feeding that was started during the drouth period and continued after pastures improved.

The decline in milk production per cow from October 1 to November 1 was about the same as the 1925-29 average. The seasonal low point in milk production per cow usually comes on December 1. In view of the feed situation, it seems probable that the seasonal increase in milk production per cow from December 1 to the end of the feeding period will be less than average. In the drouth year 1934, milk production per cow was relatively high on October 1 and November 1 when compared to the summer months and was relatively low from January to April.—U. S. Department of Agriculture, Bureau of Agricultural Economics, Washington, D. C.

DAIRY FARMERS ADOPT CONSTRUCTIVE POLICIES

Organized dairy farmers of the United States, gathered at St. Paul, Minn., for the twentieth annual convention of the National Co-operative Milk Producers' Federation, issued a vigorous protest against the present policy whereby our markets are being flooded with dairy prod-

(Continued on page 4)

NOVEMBER PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		EMMER BROS. DAIRY		FOX DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .48.97	\$2.80	Fluid sales .54.00	\$2.80	Fluid sales .70.08	\$2.80	Fluid sales .50.93	\$2.80
Out. relief . 1.84	2.57	Out. relief . 2.38	2.57	Cream13.30	1.73	Out. relief . .59	2.57
Cream17.59	1.73	Cream17.53	1.73	Manuf'd . .16.62	1.48	Cream16.29	1.73
Manuf'd . .31.60	1.48	Manuf'd . .26.09	1.48	Average price	\$2.43	Manuf'd . .32.19	1.48
Average price	\$2.19	Average price	\$2.26			Average price	\$2.20
BLOCHOWIAK DAIRY CO.		GOLDEN RULE DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid sales .59.75	\$2.80	Fluid sales .51.95	\$2.80	Fluid sales .50.80	\$2.80	Fluid sales .46.53	\$2.80
Out. relief . 4.30	2.57	Out. relief . .56	2.57	Out. relief . 2.10	2.57	Out. relief . .94	2.57
Cream 9.00	1.73	Cream20.56	1.73	Cream10.38	1.73	Cream15.28	1.73
Manuf'd . .26.95	1.48	Manuf'd . .26.93	1.48	Manuf'd . .36.72	1.48	Manuf'd . .37.25	1.48
Average price	\$2.33	Average price	\$2.22	Average price	\$2.19	Average price	\$2.14

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINNEN, Editor

1633 N. Thirteenth St.

Phone Maru. 4432 MILWAUKEE, WIS.

Volume 9 DECEMBER, 1936 Number 9

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

Subscription\$1.00 Per Year

Greetings

Because this is our last issue before the holiday season, we take the occasion to wish all of our readers a Merry Christmas and a very Happy New Year.

OLEO SQUAWKS

Under the heading "A Persecuted Food Product Tells Its Story," the National Association of Margarine Manufacturers squawks about what a tough time it's having because of the arguments made against oleo by Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation, in a bulletin, "Oleo-margarine—Friend or Foe of the South?" A four-page pamphlet is in circulation by the margarine people in an attempt to contradict what Holman says. Another bulletin called "The Farmer Looks at the Oleomargarine Picture," also by Holman, is an excuse for another four-page blast by the oleo gang.

NOVEMBER BUTTER

The butter market for November was rather steady with the general trend upward. The average price for the month was \$.0125 higher than October and \$.0125 higher than November, 1935. The more favorable price held in spite of the fact that reduction in storage stock was much less than last year and the production as reported by large creamery groups was about 15 per cent higher than last year.

Buying power of consumers is probably one factor in keeping prices up.

WHAT ABOUT DAIRY PRICES?

The price for fluid milk in November, 1935, was \$2.05 per hundred, the manufactured price, \$1.31. Butter averaged 31.43 cents per pound, the composite price ranged from \$1.65 to \$1.75. For November, 1936, the fluid price was \$2.85 or 80 cents higher, the manufactured price \$1.48 or 17 cents higher and the composite price ranged from \$2.19 to \$2.43.

Many farmers faced with the prospects of having to buy high priced grain and in some instances some hay are anxious to know whether it will pay to feed high priced feed.

There is nothing to indicate a shortage of milk in this market but it's possible that production may be lower per farm than last winter.

It is a foregone conclusion, however, that there will be a heavy surplus if the majority of producers feed right up to the limit of their herds' capacity to use feed.

What about the consumption of milk? Almost every product on the market is being widely advertised, especially those that have little merit, except dairy products. When the consumer spends his dollar for something else he can't buy milk or butter. He has more dollars to be sure, than he had last year, and some little increase in milk consumption may be hoped for. That is if there is not an epidemic of strikes that will keep many men out of work for a long time.

It's a safe guess that the man that does not try to feed for the very ultimate in production will be better off than the one who spends almost the whole milk check for feed.

Producers who force production to a very high point should not complain about high surpluses or a low composite price.

DIRECTOR REPRESENTS NO ONE GROUP

A member of the board of directors legally is not the personal representative of any individual shareholder or sectional group of shareholders. As a director, his allegiance under the law must not be to any community or any district.

He does not represent a district as does a member of the House of Representatives. He and his associate members represent the corporation. The duty of the director is to the entire body of shareholders as a class, and his mind and action always should be as to what is the best course to pursue for the aggregate good.—Donald Kirkpatrick, general counsel for the Illinois Agricultural Association, in American Corporation, 1936.

PERSONAL CREEDS ARE CO-OPERATIVE HAZARD

Emotionalism mixes poorly with business—and in that fact lies one of the perils to success of agricultural co-operatives in the opinion of H. E. Babcock, general manager of the Co-operative Grange League Federation Exchange.

Speaking recently before 3,000 members at the annual meeting of this farm purchasing group, Mr. Babcock defined what he believes to be the chief danger ahead of the organization.

"It lies in the fact," he said, "that you, as farmers, have had little experience in the give and take of business. You are altogether too prone to mix emotions with business. This makes you susceptible to the influence of demagogues and of your other enemies.

"In the operation of this organization there is no place for partisan politics, religious issues, competition with other co-operatives, or intolerance. Through the years ahead there are many decisions which will have to be made by your directors and by the majority of those present and voting in annual meetings with which minorities will sharply and honestly disagree. Sometimes the minorities will be right.

"If you happen to be in the minority, be big enough to stay with the organization even though temporarily you may not agree with what it is doing . . . An individual farmer working alone cannot long maintain his standard of living, his happiness and his freedom of spirit. Fortunately he doesn't have to work alone."

PURE MILK PRODUCTS ELECTS OFFICERS

Thomas O'Connor, Clintonville, Wis., who has served as president of Pure Milk Products Co-operative for the past six years, declined re-nomination at the recent annual meeting and Melvin Mason of Whitewater, Wis., was elected in his stead.

Mr. O'Connor was then elected treasurer for the ensuing year. Peter Elsinger was elected vice-president and R. C. Schultz, secretary.

Pure Milk Products Co-operative is the organization of the condensery farmers of the state.

Most members want to know why things go wrong; few seem to be interested in why things go right.

An understanding of the details of satisfactory operations is more important toward continued success than a postmortem after something has gone haywire.—H. W. Woodward, manager, H.Q.A. Co-operative Corporation.

FOR BETTER HEALTH USE BUTTER

"HOME NEWS AND VIEWS"

ANN PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Carrot Custard

- 2 eggs
- 1 ½ cups grated raw carrot or mashed cooked carrot
- 3 cups milk
- ¾ teaspoon salt
- 1 teaspoon sugar

Beat the eggs lightly, add the carrot and other ingredients, pour into a greased baking dish, place on a rack in a pan of hot water, and bake in a moderate oven for about one hour or until the custard is set in the center. Serve at once.

Turkey Stuffing

- ¼ cup melted butter
- 1 cup stale bread crumbs
- 2 cups finely chopped unpared apples
- 2 cups mashed sweet potatoes
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 teaspoon sage

Mix all the ingredients together. If too dry this may be moistened with milk. Enough stuffing for a six-pound turkey.

Sour Cream Cookies

- ½ cup shortening
- 1 ½ cups sugar
- 2 eggs
- 2 teaspoons baking powder
- 1 teaspoon lemon extract
- 3 ½ cups flour
- 1 teaspoon salt
- ½ teaspoon soda
- 1 cup thick sour cream

Cream the shortening and add the sugar gradually. Add the well beaten eggs. Sift the flour once before measuring. Mix and sift flour, salt, soda and baking powder together. Add alternately with the sour cream. Add flavoring. Roll to ¼ inch thickness, cut with cookie cutter, using fancy cutters. Bake on well oiled baking sheet for 15 minutes in a moderate oven.

A NEW ARRIVAL

Mr. and Mrs. Clarence Vocke announce the birth of a son, Kenneth Ernst, on Tuesday, November 17. From all reports mother and son are doing nicely. Mr. Vocke, as you may know, is one of our laboratory technicians. We extend our congratulations.

SEASON'S GREETINGS

The holiday season is again with us and we wish to extend to all the readers by very best wishes for a Merry Christmas and a Happy New Year.

As the present year draws to a close, it is well to stop and think over all the events that have happened. To some tragedy may have befallen, and to you we extend our deepest wishes and hope that the New Year may bring great happiness. To others we trust that continued happiness will be yours.

BUTTER CAMPAIGN

When the Wisconsin Department of Agriculture and Markets begins its campaign of advertising butter in December issues of two national magazines housewives will be urged to try a "toast test" to discover the refreshing flavor of Wisconsin creamery butter.

"Experiments have shown that true flavor can be easily detected when butter is eaten on warm toast, biscuits or muffins," Wilbur G. Carlson of the department's dairy promotion division commented in announcing plans for featuring the "toast test."

The aim of the campaign is to make housewives of the nation Wisconsin creamery butter conscious, Carlson said. Butter recipes are now being prepared and will be available when requests resulting from the advertising begin to pour in.

The butter promotion program is a follow-up in a series of advertisements publicizing Wisconsin State Brand cheese which have appeared monthly in two national women's magazines since August and brought thousands of requests from all over the world for cheese recipes.

A MERE WALK

Recent tests have shown, that in the average farm home the housewife walks approximately forty miles a week in doing her everyday housework. This is probably no surprise to many farmers' wives who feel that they have walked across the state and back by the time the week is over, according to Ray W. Carpenter, specialist in agricultural engineering for the extension service.

Mr. Carpenter says it has been found that on farms without water

systems the housewife often travels as far as 150 miles or more per year with the water bucket alone, aside from other chores. — Maryland Farmer.

VITAMINS IN CHEESE

Cheese contains the same vitamins as milk, but in varying amounts. Whole milk cheeses or cheeses containing a large amount of cream (the two groups include most cheeses) are rich in fat soluble vitamin A and contain some vitamin D. Some of the water soluble vitamins B and G are drained off in the whey. Vitamin A has been shown repeatedly to be necessary for growth and well being, as well as life itself. More recent research has revealed its capacity to build a positive health reserve and resistance to disease. Dairy products, taken as a group, constitute the most important source of vitamin A in the American and European food supply.

Cheese, in general, is a high-energy food, because of its relatively low content of water. Furthermore, most cheese is made from whole milk or part cream which makes it an even better source of energy on account of its fat content. The fat present in cheese (the butterfat of milk) is in emulsified form and therefore easily digested.

"WHOOPEERS' HELP"

In an article in the Kansas City Co-operative Dairyman, a foremost doctor in the largest town in Otsego County, New York, prescribes a teaspoonful of melted butter as often as the patient starts to cough. Whoopers say it works. Moreover, it stays down better than most cough medicines.

Teacher Tourist: "This seems to be a very dangerous precipice. It's a wonder they don't put up a warning sign."

Native: "Yes, it is dangerous, but they kept a warning sign up for two years and no one ever fell over, so it was taken down."

The harassed looking man was being shown over some works.

"That machine," said the guide, "does the work of 50 men."

The man smiled glumly. "At last," he said, "I have seen what my wife should have married."

BEST SHORTENING—BUTTER

The *Cream City* Way TO PURE MILK



Pat. Pend.

STEP ONE ALL SEAMLESS Hooded Dairy Pail

Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.

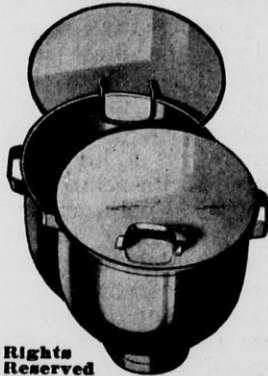
STEP TWO

"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles on combination disk holder and baffle plate.

STEP THREE "HOOK-ON" STRAINER COVER



Rights Reserved

Eliminates filthy contamination by flies, also protects against stable dust and odors. No. 61.

STEP FOUR

"SEAMLESS-SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk, or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

STEP FIVE

"NON-SCRATCH" MILK STIRRER



The upturned fins guide it in a straight course and avoid side swing and scratching. Edge also turned down. Protect your cans and avoid metallic flavor by using it. No. 36.

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Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

DAIRY FARMERS ADOPT CON- STRUCTIVE POLICIES

(Continued from page 1)

ucts from foreign nations which have taken little or no action whatever to control the spread of disease among dairy cattle. This policy, the dairy farmers declared, is detrimental to public health. They urged enactment of federal legislation to require that all dairy products imported into this country be produced by herds free from bovine tuberculosis, or which are under test for this disease. "The inspections and tests given in such countries," said the federation's resolution, passed in the closing hours of the convention, "should be at least equal to the standards adopted by the U. S. Bureau of Animal Industry."

A request was made that Congress repeal sections of the Agricultural Adjustment Act authorizing production control and processing taxes and to re-enact the present milk marketing agreement and order provisions of the act as amended. Some change in the method of ascertaining parity prices was also urged, and an amendment to the act was suggested to provide for federal mediation or arbitration of differences between co-operative producer associations and distributors, available on request.

The federal program for control of bovine tuberculosis was commended and Congress urged to make available sufficient funds for an effective campaign against mastitis.

Trade Agreements Harm Dairy Producers

The dairy producers declared that operation of the Reciprocal Trade Agreements Act has to date been harmful to dairy farmers and "inconsistent with any governmental program aimed at achieving better conditions for dairy farmers." In future negotiations it was requested that no further concessions be made insofar as the tariff structure on dairy products is concerned; also that tariff duties which have been lowered should be restored.

The federation recommended that the Federal Trade Commission continue its investigation of milk markets and frankly placed the organization on record as favoring thorough investigation of any charges of unsound practices.

The enactment was urged of additional federal taxes on all foreign fats and oils to provide a co-ordinated tax structure of at least five cents per pound.

On oleomargarine manufactured and sold in the United States immediate enactment of legislation was favored imposing an additional fed-

eral tax of at least five cents per pound, plus additional state taxes which will equalize the tax burden between oleomargarine manufacturers and farmers. Federal legislation was urged to prevent defeat of state taxes on this product through interstate shipments.

Other resolutions approved by the federation included the following:

Urging that proper action be taken by the secretary of agriculture to impose quotas on imported dairy products; and that the secretary of the treasury impose countervailing duties under the anti-dumping section of the tariff act of 1930.

Urging effective enforcement of the Federal anti-filled milk law and that work be continued towards the securing of state legislation under which manufacturers and handlers of filled milk would be licensed and a state tax be imposed on the product, to prevent fraudulent sale to the public and unfair competition for the dairy farmer.

Commending the Agricultural Adjustment Administration for its able conduct of the purchase of surplus dairy products, and urging Federal appropriations to continue this work. Appreciation was also expressed of the effective job done by the Farm Credit Administration on behalf of agriculture. The organization also offered co-operation to live stock producers in all programs concerned with sanitary and inspection laws governing slaughter and sale of meats for human consumption in the interest of public health. The same conditions relative to elimination of contagious diseases and rigid inspection of slaughtering and sale of meats should be applied to meats or meat products imported from foreign farms, the dairy farmers declared.

Holman Outlines Problems

Charles W. Holman, secretary of the National Federation, presented the situation faced by dairymen due to the reciprocal trade agreements made by the federal government with fourteen foreign nations, and the difficulties due to the increased domestic production of butter substitutes, and increased importation of foreign butter. He outlined the Federation's activities to combat these menaces to a stable dairy industry for American farmers and offered suggestions for future attacks on the problem.

Truck Rates May Increase

T. G. Stitts, economist in charge of the dairy section of the Farm Credit Administration, dwelt on the need for systematic planning to develop the most efficient motor truck transportation system.

CHEESE AVAILABLE AT YOUR HEADQUARTERS

"Duplication of routes, small loads and scattered producers tend to increase costs and the several methods followed tend to confuse any comparison of prices paid for milk," said Mr. Stitts. "Hauling charges directly affect the producer's net return for his milk and butterfat. Hauling arrangements may, and frequently do, influence a co-operative's ability to limit the milkshed, to maintain sound price practices in all parts of the milkshed and to control supplies of butterfat.

"There are now indications that trucking rates may be increased. The co-operative has a challenge to formulate a plan whereby charges to the farmer may be kept to a minimum and at the same time satisfactory service provided."

W. S. Moscrip, president of Twin City Milk Producers' Federation, declared, during the symposium on trucking, that it is the obligation of every organization to make its service as efficient as possible, so that the last mill of the consumer's dollar can be returned to members.

"The development of roads and trucks has entirely changed the transportation picture," said Mr. Moscrip, "and there is certainly a field for study here by every organization."

He recalled the days 20 years ago when all milk deliveries were made by team from farm to city or railroad shipping station and transportation was exclusively the problem of the individual farmer.

"In any program of modernizing the old methods," he said, "it is obviously a matter of waiting until the members are ready to go along. There is also the matter of consideration due to commercial truckers who have loyally served us in the past and have built up a valuable trucking service. It is only right that these men should be remembered and treated fairly when the time does come for the organized groups of farmer-members to take the transportation system over.

"Nothing can be done, however, until the membership is ready to take the advance steps. Education of the membership and willingness to go along govern any changes in the transportation problem."

Counsels Eternal Vigilance

A solemn note of warning entered the convention deliberations when Fred H. Sexauer, president of the New York Dairymen's League, declared that "eternal vigilance must be exercised to protect the gains milk marketing co-operatives have achieved and eternal effort must be put forth to improve these gains."

"Co-operative marketing is not

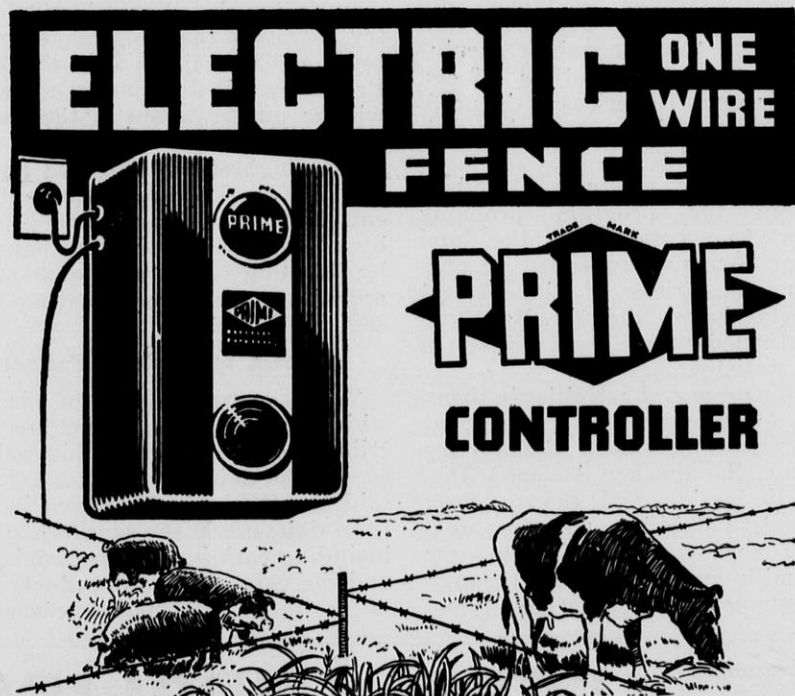
yet out of the woods, so far as legislation affecting it or public opinion regarding it is concerned," said Mr. Sexauer. "Within the past four years the whole co-operative movement has been opposed and even vilified. The progress we have made can be preserved only at the price of eternal vigilance." He commended the specific aid and encouragement given co-operatives in the Farm Credit Act and amendments made to the Agricultural Adjustment Act.

The powerful influence exerted by the National Co-operative Milk Producers' Federation to improve the position of the dairy farmer in every direction possible was made evident by various speakers who reported on activities of the organization during the past year. One outstanding accomplishment was related by H. D. Allebach, of Trappe, Pa., who reported on progress made by the Federation's committee on evaporated milk, of which he is secretary.

Because the Federation militantly insisted on recognition of the farmer's right to collective bargaining the income of producers who sell their output to manufacturers of evaporated milk was increased many hundreds of thousand dollars during the current year, Mr. Allebach said. Long drawn out and bitter negotiations with the manufacturers of evaporated milk resulted in an agreement to pay a minimum price to producers who sell to the evaporated milk men, he reported. This minimum was paid up to June and since then a price ranging from ten to fifteen cents has been paid above the minimum. Further mutual benefits are expected to come from pending negotiations seeking control of manufacture and sale of filled milk.

Dr. Fitch Discusses Mastitis

Support was given the Federation's energetic campaign to encourage a renewal of the Federal government's mastitis elimination program when Dr. C. P. Fitch, chief



Why You Need Prime Controllers for Safety

- 1—Prime is the first and original Electric Fence Controller designed and built for safety.
- 2—Designed and built by Electrical Engineers who are recognized authorities in Electric Fencing, and who know what it takes to make Electric Fencing safe and effective.
- 3—Guaranteed and backed by a 30 year old, half million dollar Company.
- 4—The only Controller safe enough to carry Products Liability Insurance.
- 5—The only Controller covered by United States Patents.
- 6—Your neighbors know Prime is best — there'll be no arguments about fence line.
- 7—Don't take a chance with electricity from high line on an exposed fence wire — get a Prime Controller and be safe.

Price Complete Including Insulators, \$34.50

E. J. GENGLER

Phone Hilltop 9515-R-1

Station F, Milwaukee, Wis., (Located on Highways 100 and 57, 4 miles North of Milwaukee,

veterinarian at the University of Minnesota, discussed dairy cattle diseases. Mastitis, Dr. Fitch declared, is the most serious dairy cattle disease at the present time. The elimination or segregation of infected animals, he declared, has demonstrated the value of these methods to control this insidious and exceedingly harmful infection.

Surplus Purchase Program Helps

Government purchase of surplus dairy supplies since August, 1933, have materially bettered the financial returns of dairy farmers, a report on this governmental operation conducted by the Agricultural Adjustment Administration revealed.

"It is difficult to evaluate precisely the full effects of the purchase program," said Oscar A. Swank, Orleans, Ind., secretary-treasurer of Mid-West Producers' Creameries, Inc.

"The reduction of commercial supplies has undoubtedly had a beneficial effect upon the whole dairy industry. Certainly the expenditure of over a quarter of a hundred million dollars for removal of surplus dairy products has had its effects, not only upon the prices of the products purchased but upon other dairy products as well.

"Returns to producers attributable to the program probably amount to several times the total amount of money expended on purchases and prices of the several products have undoubtedly been strengthened where they were in a weak statistical position."

Surplus removal activities in themselves do not constitute a permanent solution to the problem of the dairy industry, the speaker declared. Disease elimination and the program designed to stabilize marketing conditions for evaporated milk, dry skim milk and fluid milk through the issuance of marketing agree-

ments and orders for these products have undoubtedly been of material aid to the dairy industry.

Asks Additional Oleo Taxes

With oleomargarine production the highest in history, A. E. Engbretson, secretary of Interstate Associated Creameries, Astoria, Ore., pointed out that the situation for dairy farmers is exceedingly serious.

"The real solution to the problem," he said, "would be to prohibit the manufacture and sale of oleomargarine, just as it is prohibited in Canada. Our only alternative is to impose additional taxes on manufacture and sale of oleomargarine and take away part of the inducement of lower prices which the oleomargarine manufacturers are always able to use in their competition with butter.

"Dairy farmers should drive for a state tax on each pound of oleomargarine made and sold within the state, plus a federal tax of five cents a pound in addition to the present Federal taxes on all oleomargarine manufactured and sold in this country. This is the program endorsed by the National Co-operative Milk Producers' Federation, and which will be pushed again in the coming Congress."

Mr. Engbretson presented impressive figures showing that southern cotton farmers have more to gain by supporting the Federation than by listening to the argument of the opposition who are centering their campaign in the South.

Appeals to Eastern Farmers

"For every dollar of income which the southern farmer may attribute to oleomargarine his cash income from dairy products is \$33.98," said Mr. Engbretson. "Gross income from dairying in the southern states, including cash income from dairying and the value of dairy products used on the farm, is \$77.06 for every dol-

Quality Milk
Deserves This

SURE PROTECTION

Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

OAKITE BACTERICIDE

Instantly ready for use, it gives you SURE PROTECTION . . . MORE COMPLETE sterilization due to its more active form of available chlorine. You have the assurance always that bacteria counts will be LOWER!

Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to

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Milwaukee, Wisc.

OAKITE
CLEANING AND STERILIZING
MATERIALS

lar of income that might be attributed to cottonseed oil used in production of oleomargarine."

Brandt Outlines Control Plan

"Talk will not solve the farmers' surplus crop problem. What is

(Continued on page 7)

Square
Deal
Poultry
Feeds

FEED SUPPLIES, INC.

(SQUARE DEAL FEED STORES)

Located at

Seeds
Flour
Grain
Fertilizer



Storage capacity 1800 tons sacked feed
NORTH MILWAUKEE STORE
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Opposite C. M. St. Paul Depot
Telephone HI 11top 6930



Storage capacity 250 tons sacked feed
Saukville, Wisconsin
Near C. M. & St. P. Depot



Storage capacity 250 tons sacked feed
Germantown, Wisconsin
Near C. M. & St. Paul Depot



Storage capacity 500 tons sacked feed
WEST ALLIS STORE
1637 S. 83rd Street
On 83rd just north of National
Telephone GR cenfield 0094

BOOST YOUR INDUSTRY—EAT CHEESE

Mr. Fletcher Says:

As you have been informed through the columns of this paper and by notice from the dealer to whom you deliver, you will be held on base for the month of December which means that any milk shipped over your base will be at manufactured price. You may sell this milk in another market if you care to, providing it does not go to a competing dealer in the fluid milk area.

I believe that producers who have studied the reason for base plans understand that they are necessary. If for some reason beyond the producer's control he has been unable to make a satisfactory base and as a result has considerable excess milk, he can, as stated above, use his judgment about shipping it in with his base milk or disposing of it to a condensery or other manufacturing plants. Of course, he can keep it at home if that is convenient for him.

Our cancellation period ended on November 30 and as your field representative, I am very much pleased to see that the loss in membership has been slight. This, of course, interests me and also pleases me very much for one feature of milk work is building up and maintaining of membership.

If it were not for the fact that the head of one co-operative instructed the members of his organization to cancel, or at least I was told that he did so, I could report that only three cancellations are on file.

I am impressed with the fact that producers of milk for the Milwaukee market are true co-operators, that they understand the need of working together to stabilize the market and get a fair share of the consumer's dollar. To have a stabilized market, every producer must feel that he is a part of the whole, rather than of some small selfish group. For stability of the whole market is vitally necessary if producers are going to get fair returns over a long period. The fact that some producers belong to a direct marketing organization does not and cannot set them apart from the rest of the producers as far as a stabilized market is concerned. It may take some time to bring this home to some producers, if their selfish and narrow-minded leaders try to tell them that they can go it alone regardless of what happens to other producers in the market.

(Continued from page 6)

needed now is action," declared John Brandt, president of Land O' Lakes Creameries, Inc. In view of recent discussion of the possibility of crop surpluses in 1937, Mr. Brandt's exposition of his proposed plan for crop control was most timely and was followed with deep interest by the convention delegates.

Officers Elected

Pres. N. P. Hull was re-elected for his fourth consecutive term and all other officers were re-elected, including John Brandt and W. P. Davis, vice-presidents; George W. Slocum, treasurer, and Charles W. Holman, secretary. No change was made in the Executive Committee which comprises the following:

N. P. Hull	George W. Slocum
Harry Hartke	W. S. Moscrip
John Brandt	W. P. Davis
Fred Sexauer	R. C. Mitchell

The Board of Directors for the coming year is composed of the following:

G. H. Benkendorf, Modesto, Calif.
 John Brandt, Litchfield, Minn.
 Carl Haberlach, Tillamook, Ore.
 F. W. Huntzicker, Greenwood, Wis.
 U. M. Dickey, Seattle, Wash.
 Clyde Foster, Carlisle, Iowa.
 W. S. Moscrip, Lake Elmo, Minn.
 W. P. Davis, Boston, Mass.
 Harry Hartke, Covington, Ky.
 G. W. Slocum, Milton, Pa.
 W. W. Bullard, Andover, Ohio.
 C. F. Dineen, Milwaukee, Wis.
 A. E. Engbretson, Astoria, Ore.
 B. F. Anderson, Council Bluffs, Ia.
 C. R. George, Marion, Ind.
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 R. C. Mitchell, Southbury, Conn.
 E. P. Mulligan, Kansas City, Mo.
 Fred H. Sexauer, Auburn, N. Y.
 B. E. Stallones, Houston, Tex.
 E. W. Tiedeman, Belleville, Ill.
 Frank Walker, Orange, Va.
 B. H. Welty, Waynesboro, Pa.
 Carl S. Horn, Omaha, Nebr.
 John P. Case, Chicago, Ill.
 B. A. Thomas, Louisville, Ky.
 M. R. Moomaw, Canton, Ohio.

It would seem that much of the trouble with high bacteria may be due to accumulation of dried milk or as it is more commonly called "milk stone" on milk utensils. This deposit forms on milk utensils when they are not rinsed with cold water before hot water is used, and once a considerable amount has formed on the utensils, removal is not an easy job.

After experimenting with different mediums, we have found that Oakite Milk Stone Remover will

remedy this condition very quickly. We carry a stock of Oakite Milk Stone Remover and it can be had in large or small quantities by applying at the office.

THE FARMER'S EYES

Nearly all human beings at some time in their life must have glasses for the aid of eyesight and comfort. When this time comes the new wearer of glasses undergoes a short period of readjustment of nerve and muscle action which is rather unpleasant. However, if the patient persists in wearing them the result usually is a great deal of comfort and improvement in vision.

Along with the first distressing symptoms, an optical illusion is present in the form of distortion of objects. For instance square objects look out of square—tables appear to be on a slant, buildings lean towards or away from the wearer and distances cannot be judged well for the time being.

This is caused by the fact that the brain has the ability of making all objects viewed in their proper shape, size, distance, etc., regardless of the distortion of the image in the eye where faulty vision existed. Therefore, anyone having faulty vision is not aware of this distortion, and the brain has been correcting all these pictures during the lifetime of the wearer.

When glasses are used the actual image in the eye is really correct but the brain being accustomed to getting the distorted images see it distorted for the time being. After the correction is worn for a period of anywhere from one day to a month the brain again sees the object as it should be and the optical illusion has disappeared. When this has happened the wearer is usually comfortable and is then considered to have normal and comfortable vision.

PERSONALS

Ed. Gengler, the electric fence man, is completing the erection of a fine dairy barn to replace the one destroyed by fire last October.

Director and Mrs. George Drought are spending a short vacation visiting relatives and friends in Illinois and Indiana.

"Jane" said a lady to her servant, "you have broken more than your wages amount to. What can be done to prevent this?"

"I really don't know, mum," said Jane, "unless you raise my wages."
 —Answers (London).

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

OTHER MARKETS

The Madison Milk Producers' Association, Madison, Wis., announce the regular annual meeting "for about the middle of December."

The Madison producers in a news letter says: "The regular attendance at these meetings is a duty every member owes himself and his association. The most important point in determining the strength of a co-operative is the unity of thought of the membership. Only the well-informed members are able to pull together as one big unit for the success of the association. Do your part by attending the annual meeting and find out all you can about your organization. You will then be better able to assist in making and keeping it strong and serviceable."

"Producers' News," official paper of the Sioux City Milk Producers' Association, Sioux City, Iowa, has been placed on our exchange list at the request of Sioux City Producers' Association.

"Producers' News" is a bright and breezy mimeographed four-page paper carrying the slogan, "Push, Pull or Get Out of the Way." We are pleased indeed to add this publication to our list of exchanges.

Mother: "Helen, dear, don't you want to see the sweet little brother a stork brought you?"

Helen: "No, I don't. I want to see the stork."

Milk Producers ...

AT LAST — A simple, inexpensive milk stirrer, cooler and aerator, operates on either electric or spring motor. Easy as a spoon to clean, takes up no room in milk can. Mail card for free booklet "Get More Money for Milk". Dealers and agents invited. Write,

COBURN COMPANY
B-208 - - Whitewater, Wis.

SUPREME BARNLIME

For floors and gutters of dairy barns. Recommended by State Agricultural Colleges. SUPREME is the safe, sure, economical barnlime.

For sale at your dealers or at Waukesha Lime & Stone Co., Waukesha, Wis.

WAUKESHA PRODUCTS CORP.
WAUKESHA, WIS.

COWS

100 Holstein and Guernsey.
Close and Fresh T. B.
and Blood Tested.

20 Well Broke Young
Horses and Mares

KEATING BROS.

Farm Midway Between Jefferson
and Fort Atkinson on High Road,
Near County Farm



BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"
Food du Lee Ave., and North Ave. at 21st St.

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

PRODUCE BETTER MILK

REBUILD and RETIN YOUR
USED MILK CANS

... NOW ...

GUARANTEED CANS
AT A LOWER COST



HOT METAL COATING OF STAMPINGS
AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

Substantial Discounts

... to Milwaukee Co-operative
Milk Producers and members
of their families



on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

WRITTEN GUARANTEE

Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

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615 N. 3rd St., Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

"For the Farmers"

Volume 9

JANUARY 1937

Number 10

January Fluid Price Reduced to \$2.71

Your Board of Directors met Commissioners Charles L. Hill and Fred Schultheiss, also Auditor Milton J. Heisman, of the State Department of Agriculture and Markets at this office on December 17, at 11:30 A. M. The long awaited report on the department's examination of the milk dealers' books and records was presented and analyzed by the above named gentlemen for the information of your Board. After a very thorough discussion of the report the Department heads recommended that the dealer be offered January milk at \$2.70 per hundred providing the dealers pay 1 cent per hundred pounds milk into a fund to be used to promote milk sales.

In the afternoon of that day practically every dealer in milk in the metropolitan area came to a conference and the offer was made to them as suggested by the Department. There were some objections, principally because of the proposed payment for advertising.

After some conferences among the dealers a motion was made to have a price of \$2.71 for January fluid milk. One dealer refused to vote for that price and adjournment without a settlement was the result.

On December 28 the objecting dealer said that he was willing to go along and Commissioner Hill stated that the Department would order a price of \$2.71 per hundred for fluid milk for January.

Producers will please note that this

(Continued on page 2)

TWENTY-FIRST ANNUAL MEETING

Gov. LaFollette to be Guest Speaker

The Twenty-first Annual Meeting of your co-operative will be held at the Hotel Schroeder, Fifth and Wisconsin Avenue, on Tuesday, January 26. This is in accordance with motion passed at the last annual meeting. The meeting will be called to order promptly at 10:00 A. M. Tickets will be issued at the registration desk to every member who registers before 11:20 A. M. The holders of certain numbers will be given a worth while prize.

The members are urged to bring the ladies and if a goodly number of ladies turn out special entertainment will be provided.

The meeting will be held in the Crystal Ballroom on the fifth floor of the Schroeder Hotel. Parking lots are plentiful on Michigan Street, also in the rear of the Hotel and the charge is the same as in the vicinity of the Auditorium. There will be no need to leave the hotel in search of an eating place for the Schroeder serves good meals at reasonable prices.

Gov. LaFollette will address the meeting in the afternoon. A report by the State Department of Agriculture and Markets on the amount of money collected and expended for the enforcement of the milk control law has been promised.

THE NEW PRICE ORDER

State of Wisconsin,
Department of Agriculture and
Markets

Amendment No. 14
to General Order No. 34g.

MILWAUKEE

Madison, Wis., December 28, 1936.

Under authority of section 100.03, Wisconsin statutes, the Commissioners of the Department of Agriculture and Markets of the State of Wisconsin hereby further amend General Order No. 34g, as amended, relating to the distribution and sale of milk and other dairy products in the city of Milwaukee and territory adjacent to said city by striking out subparagraphs b and c of paragraph 2 of Section I, as inserted in said general order by Amendment No. 9, and substituting therefor the following:

"b. That effective January 1, 1937, at two o'clock a. m., the prices to be paid producers by all dealers shall be:

"c. For all milk sold as fluid milk, not less than two dollars and seventy-one cents (\$2.71) per hundred pounds of milk testing 3.5 per cent butterfat."

This amendment shall become effective upon publication and shall remain in effect until modified or revoked by the commission.

BY THE COMMISSION:

Charles L. Hill, Chairman,
F. Schultheiss, Commissioner.

DECEMBER PRICES

GRIDLEY DAIRY CO.	LUICK DAIRY CO.	EMMER BROS. DAIRY	FOX DAIRY CO.
Pct. Price	Pct. Price	Pct. Price	Pct. Price
Fluid 52.70 \$2.80	Fluid 57.76 \$2.80	Fluid 74.22 \$2.80	Fluid 53.62 \$2.80
Out. Relief. 2.08 2.57	Out. Relief. 2.41 2.57	Out. Relief.	Out. Relief. .62 2.57
Cream 18.99 1.73	Cream 18.24 1.73	Cream 13.49 1.73	Cream 17.90 1.73
Manuf'd . . . 26.28 1.48	Manuf'd . . . 21.59 1.48	Manuf'd . . . 12.29 1.48	Manuf'd . . . 27.86 1.48
Composite price . . . 2.25	Composite price . . . 2.31	Composite price . . . 2.49	Composite price . . . 2.24
BLOCHOWIAK DAIRY CO.	GOLDEN RULE DAIRY CO.	LAYTON PARK DAIRY CO.	SUNSHINE DAIRY CO.
Pct. Price	Pct. Price	Pct. Price	Pct. Price
Fluid 61.89 \$2.80	Fluid 53.33 \$2.80	Fluid 52.97 \$2.80	Fluid 57.36 \$2.80
Out. Relief. 4.05 2.57	Out. Relief. .69 2.57	Out. Relief. 2.22 2.57	Out. Relief. 1.13 2.57
Cream 9.33 1.73	Cream 25.00 1.73	Cream 14.94 1.73	Cream 18.77 1.73
Manuf'd . . . 25.23 1.48	Manuf'd . . . 20.98 1.48	Manuf'd . . . 29.87 1.48	Manuf'd . . . 22.74 1.48
Composite price . . . 2.35	Composite price . . . 2.25	Composite price . . . 2.24	Composite price . . . 2.29

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 JANUARY, 1937 Number 10

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

Subscription\$1.00 Per Year

THE LOWER FLUID PRICE

Many farmers feel that the fluid milk price should not have been lowered and with the high price of feed and everything else that the farmer buys he has cause to feel that way.

Other things have happened, however, that have lowered the producers' net price more than this cut of nine cents per hundred which means on the whole amount delivered about five cents per hundred. Among these things might be mentioned the extra fat that the consumer gets in the regular milk compared to what he received prior to the time a company came into this market and featured a high fat milk in order to get business. It was a business-getter but it forced all other companies in this market to procure higher testing milk in order to hold trade. It costs more to produce high testing milk as every farmer knows. This one thing has cost the producers much more than ten cents per hundred and the sad thing about it is that no one gained except the consumer and the concern that wanted to gain business that way or in other words further its own selfish ends at the expense of all producers. There was high fat milk in the market for any one who wished it and would pay the extra price. It is worthy of note that in spite of plenty of good advertising few people bought the high fat premium priced milk. When they were offered high fat milk at the regular price very naturally it was in good demand. We repeat every producer is losing at least ten cents per hundred Grade A and all other premium milk included in the bargained price

due to the smart trick mentioned above.

Then another concern came into the market and tied up with organized labor. Not that it cared a hoot about the wage earners but like the previously mentioned concern selfishly the union labor tie-up was used as a business getter. Competitors were forced to do the same thing in order to hold business. Of course labor should get fair wages but should it get more than the farmer and his whole family gets with a large investment thrown in?

This second smart trick has cost the producers much more than ten cents per hundred in the bargained price of milk.

The Board of Directors did not lower the price of fluid milk out of sympathy for the dealers or because of lack of sympathy for the producers but because the Department advised that many dealers would not be able to continue to issue good milk checks at the former price. What producer would wish to have ten cents per hundred more promised and then get a rubber check? Heaven knows there has been plenty of bad checks and if our guess is right there will be more of them even at the lower price before the end of 1937.

WHY IS BUTTER PRICE LOW?

Ten years ago last month, Chicago 92-score butter was quoted at 47 $\frac{1}{3}$ cents per pound as compared to 33 $\frac{1}{3}$ cents for December, 1936. Organized labor was paid higher wages last month than it received in 1926 and it would seem that buying power is much better. Have people become so used to cheap butter in the past five years that they will not buy if the price is advanced? Have the various cooking compounds and other so-called substitutes for butter hurt the sale of butter materially?

Has the fact that cooking compounds and spreads are widely advertised while butter is not anything to do with the low sale of butter? Dairy farmers may well ponder these questions for thirty-three cent butter won't pay for the cost of producing it when the price farmers pay for the things they must buy is considered.

JANUARY FLUID PRICE REDUCED TO \$2.71

(Continued from page 1)

cut in price is not on all milk shipped but only on that portion sold as fluid milk, whether direct to the homes or as relief milk. The composite price will not be reduced more than five cents per hundred because of this change in fluid price.

IN RETROSPECT

In checking over the files of our publication we find that a deadlock in fluid milk for January, 1929, occurred when the Board wanted \$3.00 for fluid on December 26, 1928. The manufactured price for December, 1928, was \$2.11 and about 25 per cent was in that class. With a \$3.00 fluid price, the composite price was \$2.80. The dealers paid no premium over the manufactured price for cream milk.

Turning the pages to January, 1930, the records reveal that a fluid price of \$3.15 was agreed on. The price of butter had dropped over ten cents per pound from the same date of the previous year, skim milk products were on the skids and the manufactured price was \$1.44 as against \$2.11 as mentioned above. We were trying to hold a higher average price by boosting the fluid price with a falling manufactured market. The amount of manufactured milk was about 10 per cent higher than the previous year.

All through 1930 the Board battled to keep the fluid price up. From June through the balance of the year the price for fluid was \$2.85, although butter had gone way down the manufactured price being \$1.17 for December, 1930. For January, 1931, the Producer announced a fluid price of \$2.50. Mr. Hoover's promised recovery had not come round the corner. That price held until December when the price went to \$2.20. Half of the milk was at the che manufactured price and the County bought about five per cent for relief purposes.

January, 1930, brought with it \$2.10. The butter market was about 23 $\frac{1}{2}$ cents and the manufactured price was 91 cents. January, 1933, fluid price was \$1.60 for fluid and a set price of \$1.00 for manufactured. Although the actual price for the latter portion would be about 84 cents according to butter and manufactured skim prices. The Department of Agriculture and Markets approved of these prices. Things were improving when January, 1934, came round and the fluid price was set at \$2.00, although manufactured price was only 75 cents for the previous month.

In January, 1935, the fluid price was \$2.15, cream milk brought 25 cents per hundred over the manufactured price, and manufactured was \$1.32, the butter price having improved but manufactured skim milk values were still low.

FOR BETTER HEALTH USE BUTTER

» » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Cream of Tomato Soup

- 2 cans condensed tomato soup
- 2 ½ cups milk
- ½ pint cream
- ¼ teaspoon celery salt
- ¼ teaspoon sugar
- ¼ teaspoon salt

Heat soup and milk separately. Combine just before serving. Garnish with parsley sprig and ½ pint whipped cream, season with celery salt, sugar and salt.

* * *

Spanish Potatoes

- 6 baked potatoes
- 3 tablespoons butter
- 1 pimento cut in small pieces
- ½ cup milk
- ¼ teaspoon baking powder
- ¼ teaspoon salt
- ¼ teaspoon pepper
- Grated cheese

Cut baked potatoes in half. Remove potato from shell, add butter, milk, salt, pepper and baking powder and mash. Fold in pimento. Refill shells, dash with grated cheese. Replace in oven 15 minutes.

* * *

Veal Casserole

- 1 ½ lb. veal steak
- ½ cup butter
- 1 tablespoon cornstarch
- 1 cup milk
- ¼ teaspoon salt
- ¼ teaspoon pepper
- ½ green pepper

Cut veal in one-inch cubes. Cook veal slowly in butter for 15 minutes. Add cornstarch and stir until smooth. Add milk, green pepper, salt and pepper. Place in a buttered casserole and bake 45 minutes in a 350-degree oven.

Swedish potato sausage — the Swedes may have a more musical name for this special delicacy but the American appetite for it is fully as good, if not greater.

Particularly is this true during the holiday season when appetites must be stimulated by new and tempting dishes, the department of agriculture and markets pointed out in recommending Swedish potato sausage.

Emphasizing that this sausage can be made in any kitchen and that few winter foods are as delicious, the department recommended that

this delicacy be made according to the following recipe:

Swedish Potato Sausage

- ½ lb. casings (bologna size)
- ½ peck potatoes
- 1 lb. ground beef
- 2 lbs. lean pork shoulder, ground
- 1 large onion, ground
- Salt, pepper, allspice

Soak casings in cold water for one hour, then run cold water through the casings.

Grind the potatoes, and mix with pork, beef and onions. Salt the mixture well, and season with pepper and allspice according to taste.

Stuff the mixture into casings loosely. An angel food cake tin center can be used for stuffing a small number of casings if a stuffing machine is not available. The casings should not be stuffed too full. After stuffing, tie the ends of the casings with string, then submerge in water and boil slowly for one hour. Prick each casing with a fork after ten minutes of boiling.

The sausage can then be served or stored in a cold place. While the sausage can be eaten cold, it is most delicious when fried in a frying pan until the casings turn a golden brown.

Many thousands of pounds of honey from Wisconsin farms are available for use in perking up winter menus planned by housewives of this state, Charles L. Hill, chairman of the department of agriculture and markets, suggested.

"During the winter months honey is always popular with hot cakes and biscuits," he said, "but there are many additional ways in which its use will add zest to the family diet.

"Honey may easily be substituted for sugar in preparing cinnamon toast, candied vegetables, salad dressings, baked ham, baked apples, custards, puddings, and pies, and is often used in quick breads, cakes and confections."

Pointing out that honey is composed so largely of simple sugars that it can be assimilated by the body with ease, and that it is at its best when served uncooked, Commissioner Hill suggested its use in several dishes recommended by food specialists of the U. S. Department of Agriculture.

These recommendations were that it be served as a spread with plain

or toasted bread or with waffles, and as a sweetening in fruits, beverages, cereals and frozen desserts.

In addition, it was recommended for sandwich fillings. Honey butter, made with equal parts of honey and butter creamed together, with or without nuts or with grated orange peels, is one of the popular fillings, Commissioner Hill said. Others are honey with chopped dried fruits, with or without nuts; with either cream or cottage cheese; with chopped or grated orange peels, and with peanut or almond butter.

In hard sauce, honey can be substituted for one-half the sugar, he stated, and, for a real treat, he urged that honey be tried as a sauce for ice cream, with or without nuts.

To those who prefer a change from regular clover honey, wild raspberry honey will prove a great delight, the commissioner added.

In conclusion, he pointed out that there are about 15,000 beekeepers in Wisconsin, many of whom have supplies of honey available at this time.

ANNUAL MEETING

As our co-operative will hold its twenty-first annual meeting at the Crystal Ballroom, fifth floor, Hotel Schroeder, Tuesday, January 26, I think it would be a day well spent if the women folks would also attend the meeting. I know you are all interested in the marketing of milk and other problems that will be brought before the members and will gain a fine picture of our operations.

If enough women attend and the meeting becomes tiresome, cards may be played and entertainment enjoyed. Reasonably priced meals will be served in the Empire Room of the hotel.

Set the day aside and be sure to attend. Remember Tuesday, January 26, you are all cordially invited to attend.

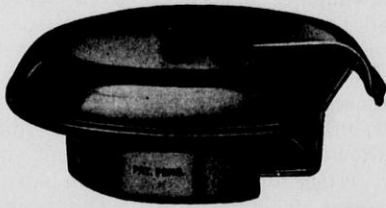
TO DISCUSS STATE BRAND FOR WISCONSIN BUTTER

Hearings to discuss the establishment of a state brand for Wisconsin butter and requirements for the use of such brand if established will be held at Sparta, January 5; Eau Claire, January 6; Rice Lake, January 7, and Berlin, January 8, the department of agriculture announced recently. The sessions will be held in the afternoon of each day.

BEST SHORTENING—BUTTER

Another Big Step FORWARD

toward more **SANITARY**
MILK PRODUCTION



The NEW *Cream City*

Combination "SEAL-RITE"
MILK CAN COVER "More Sanitary
In Every Way"

Eliminates this Dust Trap.
Insulates against freezing milk to
cover and against baking cream
to cover in summer. It floats
if dropped into cooling tank.



This with the *Cream City*
SEAMLESS MILK CAN
will keep the bacterial count low.

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

ALL SEAMLESS Hooded Dairy Pail

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Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.



"SKY-TEST" MILK FILTERING STRAINER

Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles

You Can Get These from Your
Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

OTHER MARKETS

Twin Cities Milk Producers Hold Twentieth Annual Meeting

The Twin Cities Milk Producers' Bulletin, in its account of the Twentieth Annual Meeting of the Twin Cities organization, says that over fifteen hundred people were present. Starting the program at 10:00 A. M. with entertainment by a high school band and a demonstration by 4-H Club boys featuring the care of milk, the officers' addresses and reports followed. In the afternoon, Dr. Le-land Spencer of Cornell University gave a talk using charts to show the trend of commodity prices and dairy production.

The Sanitary Milk Producers of St. Louis are battling with the St. Louis Health Department because of the new ordinance which the city of St. Louis has enacted. The milk producers hold that the ordinance is too drastic. Its organ, "The Sanitary Milk Bulletin," says that because of the ordinance's requirements a great many new milk houses will have to be constructed to take the place of some seven thousand constructed in 1931, according to specifications laid down by the St. Louis Health Department.

The bulletin also says that in order to meet with the bacterial count, mechanical refrigeration will have to be used which would cost the producers over four million dollars to install.

Leading St. Louis distributors are reporting increases in the sale of Wisconsin cheese as a result of the campaign sponsored by the Wisconsin Department of Agriculture and Markets last fall to promote the consumption of that product in the St. Louis trading area, Wilbur G. Carlson, in charge of dairy promotion for the state, states.

The principal distributor of St. Louis reported that his October sales were larger than for any other month of 1936, Carlson said, despite the fact that in previous years his July sales were customarily the heaviest and that October is usually a very poor month for cheese sales in that area. Another wrote that his sales for September, 1936, were 510 pounds as compared with 410 pounds in September, 1935, and that his October, 1936, sales were 815 pounds as compared with 507 pounds for the same month in 1935.

One company reported that, although it hadn't believed much in advertising generally, it was of the opinion the Wisconsin cheese campaign was a definite success, both from a volume standpoint and from

the trade's comments, Carlson said, while another felt that the campaign had produced results and that it should be continued.

SEEK A.A.A. MILK PRICE RAISE

Dubuque, Iowa—Milk producers in this area have asked the A.A.A. for higher milk prices under the marketing agreement in effect since October 1. A hearing to consider the application was scheduled for December 29 at Dubuque.

Cheese, Wisconsin's major product, recently was given a boost in the commercial portion of the Bakers' broadcast, a nationwide radio program featuring Robert L. ("Believe It or Not") Ripley, according to the dairy promotion division of the Wisconsin Department of Agriculture and Markets.

In this broadcast, busy housewives were reminded that the problem of getting lunch can be easily solved by preparing toasted cheese sandwiches, a dish that is also popular for late suppers and snacks.

The radio audience was reminded, too, that there are other ways of serving melted cheese with toast, and that baked and Welsh rarebit, cheese fondue, and toasted cheese rolls are other dishes relished by virtually everybody.

The Des Moines Co-operative Marketing Association, Des Moines, Ia., announces that its annual meeting will be held on January 20 at the Savery Hotel, Des Moines, Ia.

INDIANA LAW UPHELD

Indiana's milk price-fixing statute was held valid in Washington, D. C., last week when the Supreme Court affirmed a decision of the district court on the ground that the requisite jurisdictional amount of \$3,000 was not involved.

The case was brought by the Kroger Grocery and Baking Company which charged that the order of the Milk Control Board deprived it of property without due process of law. In giving its decision, the district court found that the company's total loss in profits for a one-year period, on a complete loss of its milk business, would be only \$2,089, inasmuch as it sells only 550,000 quarts at a profit of \$.00398 a quart.

By the terms of the milk control order, the retail price of milk was increased and the differential between the price of delivered milk and that sold on a cash and carry basis was eliminated. The Kroger Company has been fighting the case for many months and finally carried it to the Supreme Court.

—Dairy Record.

CHEESE AVAILABLE AT YOUR HEADQUARTERS

TOWN OF MEQUON BUILDS FINE HALL

The Town of Mequon, Ozaukee County, has just completed what is probably the largest and finest town hall in the state. Built as a Public Works Administration project with an outright grant of \$30,285.00 from the federal government, and at a total cost of over \$70,000.00, this hall is the pride of the town. Bonds were sold by the town bearing two and one-half per cent interest, \$4,000 and interest to be paid off each year.

The building contains office space for the town officials, a board room and an auditorium with seating room for five hundred people, a large dining hall and kitchen in the basement provides a place where community banquets may be held. An annex houses the town fire department. The town has also built a large swimming pool and intends to develop a park on grounds that it owns surrounding the hall. The formal opening was held on January 2 and the next day several thousand people were entertained by the town committee at an open house celebration.

Oscar Sommers is town chairman and Werner Miller and Frank Dehling are the town supervisors. All three are members of the Milwaukee Co-operative Milk Producers.

FARM TENANCY 42 PER CENT

How to get 2,860,000 U. S. farmers who are now full tenants to become land owners, is the question before a special committee appointed by President Roosevelt. The committee, which is in session as this is written, has to consider the fact that farm tenants are becoming land owners with less frequency than formerly and that absentee owners are failing to give the country as a

whole, the type of substantial rural citizenship that progressive agriculture demands.

Whatever action this committee may recommend, live stock must receive a prominent place in an improved system. Breeders and feeders with their longer turn-over must replace the seasonal, less stable sharecropper who looks less to the future and who lacks the incentive and the necessary income to buy land and operate it successfully.

Reduced supplies of pork and the better grades of beef combine to cause economists to forecast meat supplies for 1937 will be the smallest for 15 years.

MILK IS THE ANSWER

Milk furnishes the following percentages of essential dietary needs: Calcium—100 per cent (for good teeth, strong bones and nerve stability).

Vitamin G—76 per cent (for normal growth and the prolongation of youth).

Phosphorus—70 per cent (for good bones and healthy body cells).

Vitamin A—52 per cent (for resistance to infection).

Protein—43 per cent (for muscle building).

Energy—22 per cent (a quart supplies approximately 675 calories).

Iron—16 per cent (for healthy blood).

—The Dairymen's League News.

When you need **FEED** for

Poultry AND Cattle

Pay Us a Visit

We Save You . . . **Money**

Phone DALY 4700

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Milling
Co.**

**500
West Oregon St.**

Two blocks West of
Teweles Seed Co.

Only a short distance
from the Stock Yards.

Safety Record of PRIME ELECTRIC FENCE Wins Recognition by Lloyd's of London

FREE INSURANCE POLICY . . . FOR PURCHASERS OF
PRIME CONTROLLERS

1937 models have many new and practical improvements — 4 different types — operate from battery, high line or home plant. Place your order now.

E. J. GENGLER

Phone Hilltop 9515-R-1 - Station F, Milwaukee, Wis.



AMERICAN—Loaf and horns—BRICK—fresh and cured—LIMBURGER—BEER KAESE

THE BOSTON STRIKE

For the second time in two weeks a strike call was issued by New England Dairies, marketing organization of the New England Milk Producers' Association, and several other New England co-operatives on December 15. The call went to approximately 5,000 members of the N. E. M. P. A. shipping to H. P. Hood & Sons Company, Boston's largest milk distributor.

On December 1 the same association had called on its 2500 members shipping to the Whiting Company, second largest Boston distributor to withhold their milk.

From our position on the sidelines we hesitate to comment in detail on the serious situation that has developed. Charges and counter charges are flying thick and fast and many long and detailed statements from both sides are appearing in the Boston daily papers. All of these are issued for their influence on the housewives and consumers of milk in Boston and they probably do not reflect the true differences of opinion which are the real cause of the strike.

The controversy seems to contain the same old elements—individuals and groups of producers striving for more than their share of the Class I market, and urged on by distributors. Past experience tells us that the farmers will pay the bill.

As long as this divided attitude on the part of producer groups continues, we can, frankly, see no hope of a solution to the problem. The principal farmers' organization is attempting to force a settlement by withholding supplies of the two largest dealers. Apparently these dealers, with the generous aid of the Boston City Health authorities, are able to obtain an ample supply from other farmers.

Unless the situation changes it

looks like the end of any semblance of stability in the Boston market, perhaps for years to come. Dealers will suffer as well as farmers if that happens.

In the long run Boston dealers must buy their milk from New England farmers. The answer, then, lies in the hands of the farmers themselves and can be expressed in one word—co-operation.

—The C. M. P. A. Bulletin.

TO HOLD NATIONAL DAIRY SHOW AT COLUMBUS, O.

The National Dairy Show will be held at Columbus, Ohio, the week of October 9 to 16.

Announcement was made by Charles L. Hill, president of the National Dairy Association, upon completion of arrangements early in December. Scene of the year's premier cattle exposition will be the State Fair Grounds where equipment, including the Coliseum, erected especially for the National when it was held in Columbus in 1917 and 1918, will be available.

"The Ohio State Fair Grounds and buildings made available by Earle H. Hanefield, Ohio State director of agriculture, are splendidly suited for housing the 1937 show," declares Mr. Hill. "Four-H Clubs and other educational features can be given the special attention they deserve. Ohio is central in the dairy industry and we anticipate a satisfactory attendance by leaders from its several branches from coast to coast."

MEYER SUCCEEDS HULL

Fred W. Meyer, Fair Haven, Michigan, was elected president of the Michigan Milk Producers' Association to succeed N. P. Hull, who

Quality Milk
Deserves This

SURE PROTECTION

Don't take chances . . . give your milk the PROTECTION it deserves by cleaning milkers, pails, separators, cans and other utensils the thorough, quick Oakite way . . . then sterilize before using with that NEW, more powerful, quick-acting sterilizing material . . .

OAKITE BACTERICIDE

Instantly ready for use, it gives you SURE PROTECTION . . . MORE COMPLETE sterilization due to its more active form of available chlorine. You have the assurance always that bacteria counts will be LOWER!

Your dealer has OAKITE BACTERICIDE or will get it for you. Order a can today. Ask him also about other Oakite dairy materials for safely and quickly cleaning utensils at low cost. Write for interesting booklet free on request to

A. H. BOND
OAKITE PRODUCTS, INC.
757 North Broadway
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CLEANING AND STERILIZING
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relinquished the office recently after many years of service.

Meyer has been a director of the association since 1921 and treasurer since 1929.

Square
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Poultry
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(SQUARE DEAL FEED STORES)

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Storage capacity 1800 tons sacked feed
NORTH MILWAUKEE STORE
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Storage capacity 250 tons sacked feed
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On 83rd just north of National
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BOOST YOUR INDUSTRY—EAT CHEESE

Mr. Fletcher Says: . . .

Perhaps the membership will be interested in what its field representative has done in the past year.

While farm inspection is not a part of my job, I have called on some 1400 farmers, many of whom were having trouble producing the right kind of product. Your directors believe that if I can help the members produce better milk I should do so. In the course of these calls, I have tested 722 cows for mastitis. Advice on cooling milk and the care of utensils has been given where desired.

Complaints regarding returned milk have been checked on at the dairies, followed up by farm visits in many cases. Signing new members has taken considerable of my time. The Waukesha market is now under our control and some of my time has been devoted to it.

My contact work with the members has been most pleasant and sincerely hope that in many cases the information I have been able to pass on to the producers has been helpful.

My sincere wish is that the coming year may find a larger percentage of producers lending their aid to market stability and using not only the fieldman's services but the help of the entire organization whenever they feel they need it.

* * *

Let us remind you that the Health Department regulations require that stables be cleaned and limed by 10:00 A. M. daily. The requirements also state that cows must be clean at all times, manure removed from the yard daily or fenced and toilets in a sanitary condition.

All shippers have been notified of these requirements for some time and we note that in quite a number of cases, recently, where these conditions were not complied with, the shipper has received a shut-off notice.

Let us remind you that your organization has always approved sensible requirements that promote higher quality milk and that it is our sincere belief that orderly compliance with the regulations will be beneficial to us all as individuals and as a group.

Our Base Shipments

Recently I attended a meeting of farmers who are producing Jersey Creamline milk and I was much impressed by the spirit of co-operation that prevailed. These producers,

100 per cent members of our organization, were not trying to figure out a scheme to displace some one else in the market by giving more to the consumer for lower prices, but were interested in furnishing a high fat, quality milk at a premium price.

They were, it seemed to me, building for the future, for in all markets there is a certain demand for each classification of milk that may be increased considerably.

When all producers in fluid milk markets keep in mind that each and every one must work together a better market will result. Producers must insist that consumers know what they are getting and pay a fair price for it. All producers, whether producing standard milk or premium milk, will get their fair share of the market and a fair price for their product.

More power to any group that is ambitious for itself but fair to its competitors.

* * *

Be sure to make a special note on your calendar to attend the annual meeting of your organization, Tuesday, January 26. This meeting is important to you in many ways.

It is the time when the directors report to you the record of the past year's stewardship and give you a picture of accomplishments. Programs for the next year will be formulated, four new directors will be elected, and reports will be made by the officers.

We will meet at the Hotel Schroeder where a fine dinner may be had if desired. It will be worth your while to be there promptly at 10:00 A. M.

Surely you can afford to spend one day in the year to help formulate policies that may have a definite bearing on your milk income and on the continued success of co-operative bargaining.

HORSES! HORSES! HORSES!

The draft horse has come back into its own as the most lucrative source of farm income, if the indications of the International Live Stock Exposition, just closed, mean anything.

Draft horsemen swamped the management with entries and found that they had taxed the capacity of the great International amphitheatre. There were 606 head of all breeds entered, but because of lack of stall room, some had to be left at home. Even then, draft horses overflowed the amphitheatre and taxed the capacity of the older barns ordinarily used for sales.

NEW SUPPORTERS

Marton Fagan, Hartland, R. 1
 Peter Schneider, Menomonee Falls, R. 1
 A. J. Thurlhoff, Oconomowoc
 Mrs. Ph. Puetzer, Waukesha, R. 4
 Paul Rossman, Sussex, R. 1
 John C. Roth, R. 1, Sta. F., Milwaukee
 E. A. Swendsen, Lake Beulah, R. 1
 Virgil Schmitz, Menomonee Falls, R. 1
 Adrian Ihling, Hales Corners, R. 1, Box 264
 Martin Bros., Waukesha, R. 3, Box 148
 Merrill Gutzner, Whitewater, R. 4
 Ed Calkins, Palmyra
 Ed Brewin, Jefferson

MILWAUKEE COUNTY FAIR

The Milwaukee County Mid-Winter Fair featured a production show with sixteen cows entered.

Member John Malone exhibited two pure bred Holsteins, one with a four-year average of 12,800 pounds milk and 564 pounds fat, and another who made a four-year average of 12,214 pounds milk and 483 pounds fat.

Member Roland Dittmar showed a pure bred Holstein with a four-year average of 9,550 pounds milk and 398 pounds fat.

Member Allen Guenther showed a pure bred Holstein with a three-year average of 10,385 pounds milk and 327 pounds fat.

Member Wm. H. Basse showed a pure bred Guernsey with a two-year average of 8,147 pounds milk and 433.3 pounds fat.

Lloyd Kurtze showed a pure bred Holstein with a one-year record of 9,701 pounds of milk and 318.8 pounds fat.

FARMERS FACE TIGHT FEED SITUATION

Farmers are faced with a somewhat critical feeding situation, similar to that of 1934, the Bureau of Agricultural Economics said today in its December summary of the feed situation. It is again necessary for feeders to reduce livestock numbers, especially hogs, and to curtail feeding operations.

Unless the winter is unusually severe, however, the domestic feeding situation will be less critical than two years ago. Domestic forage supplies are considerably larger and grain supplies are slightly larger. Imports of grain are expected to exceed those of 1934-35.

Corn and barley prices are somewhat higher than two years ago, and recent advances in the price of oats have brought them about the same level as in late 1934. Feed grain prices are supported, not only by small supplies but by a stronger demand resulting from higher livestock prices than in 1934. They probably will remain high until the prospects for the 1937 crops materially influence current prices.

AFTER ALL THERE'S NOTHING LIKE GOOD BUTTER

HATE—THE DESTROYER

Hate never raised a price nor built a route.

Hate eats into the hater and destroys him.

Don't hate your neighbor; he is trying to do what you are trying to do.

Don't hate the distributor, don't hate the co-operative; they are agents—tools—for use. Sharpen them when they get dull; replace them when they wear out.

The hatefulest word in the dictionary is "Hate."

—The California Milk News.

**EXAMINATIONS FOR COM-
MODITY EXCHANGE COM-
MISSION POSTS**

Notice of civil service examinations for positions with the Commodity Exchange Administration was released November 21 in Washington. Applicants will qualify under three classifications—cotton, grain, butter and eggs. Men selected for the positions will become investigators for the recently created Commodity Exchange Administration.

Education and experience will be rated 70 in determining qualifications. Applicants will submit theses or discussions which will be graded on a scale of 30.

Salaries will range from \$2,600 per year for an assistant commodity exchange investigator, to \$5,600 per year for principal commodity exchange investigator.

Applications must be filed before January 11, except from states in the far west on which the expiration date is January 14. Necessary forms may be secured from the Secretary, Board of United States Civil Service Examiner, at any first class post office, from the Civil Service Commission at Washington, D. C., or branches.

FOR SALE—Registered Holstein Bull—6 mo. old; of exceptional size and type; sired by a double grandson of King Bessie; dam is a high producer with good test; from a herd which for the last seven years averages over 400 lbs. fat per year and which is accredited for Bang's disease. Bernard Schoessow, Thiensville.

Milk Producers...

AT LAST—A simple, inexpensive milk stirrer, cooler and aerator, operates on either electric or spring motor. Easy as a spoon to clean, takes up no room in milk can. Mail card for free booklet "Get More Money for Milk". Dealers and agents invited. Write,

COBURN COMPANY

B - 208 - - Whitewater, Wis.

COWS

100 Holstein and Guernsey.
Close and Fresh T. B.
and Blood Tested.

20 Well Broke Young
Horses and Mares

KEATING BROS.

Farm Midway Between Jefferson
and Fort Atkinson on High Road,
Near County Farm

**BADGER STATE BANK**

"Milwaukee's Largest Outlying Bank"
Fond du Lac Ave., and North Ave. at 21st St.

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

PRODUCE BETTER MILK

**REBUILD and RETIN YOUR
USED MILK CANS**

...NOW...

**GUARANTEED CANS
AT A LOWER COST**



**HOT METAL COATING OF STAMPINGS
AND ALL TYPES OF CASTINGS**

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

Substantial Discounts

... to Milwaukee Co-operative
Milk Producers and members
of their families



on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

WRITTEN GUARANTEE

Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

KINDY OPTICAL CO.

Tel. MAquette 7225

615 N. 3rd St., Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

FEBRUARY 1937

Number 11

FLUID MILK PRICE UNCHANGED

Your board of directors conferred with the milk dealers regarding fluid milk price for the month of February on January 27.

A price of \$2.71 was agreed on after some discussion.

The dealers were informed that the Milwaukee Co-operative Milk Producers had voted to have a deduction of one cent per hundred pounds of fluid milk made by the respective dealers, same to be turned over to the treasurer of the Milwaukee Dairy Council providing the dealers paid a like amount.

There was some argument among the dealers but most of them said that they would make the deduction asked and would pay a like amount from their own funds.

A GOOD ANNUAL MEETING

The twenty-first annual meeting of our co-operative held at the Hotel Schroeder on January 26 was a very good one. icy roads kept many producers at home, but over five hundred up and coming farmers were there. Keen interest in the reports presented and in the other business brought before the meeting was evidenced.

A telegram from Governor La Follette expressing his regrets at not being able to attend was read. Dr. Rudolph Froker of the State College of Agriculture gave a very good talk on co-operatives. Mr. E. D. Waid, formerly head of the North-eastern Ohio Farmers Co-operatives and now with the Resettlement Administration, spoke briefly on co-

operative milk marketing and also on how the resettlement Administration can make loans to farmer groups and to individual farmers.

The balloting for directors to succeed the outgoing members of the board resulted as follows:

Paul Bartelt, 213; Wm. Kerler, 202; Ed. Schmidt, 200; William Weber, 184; Jos. Ryan, 75; John Hoffmann, 74; A. Schumacher, 73; E. Krumhus, 62; Frank Dardla, 28.

Discussions on resolutions read by the chairman of the resolution committee proved that the members take a deep interest in the affairs of their co-operative. Among other resolutions presented was one that instructed the officers to forward \$100 to the Red Cross for flood relief. It was passed by unanimous vote.

Commissioner Fred Schultheiss of the Wisconsin State Department of Agriculture and Markets was introduced by the chairman after the resolutions were disposed of. Mr. Schultheiss talked about the milk control law, the amount of money that had been collected from the producers at the rate of one-half cent per hundred pounds and the purpose for which it had been used. Questions were asked from the floor about the administration of the law. Mr. Schultheiss said that he knew that he was on the spot but that he had inherited a rusty machine and was doing his best to make all dealers comply with the law.

Called at 10:00 A. M. with only

one hour for lunch, the meeting lasted until almost 6:00 P. M. The members evidently liked the Schroeder as a meeting place.

A copy of the January issue of "Farm Credit Messenger" has just been received. This publication is gotten out by the Farm Credit Administration for the purpose as stated, "of promoting a clearer understanding of the functions of the Farm Credit Administration and its various units among officers, employees and the public at large; to improve efficiency, build up the spirit of co-operation and so serve as a medium of information and suggestion, throughout the 7th district, which includes the state of Michigan, Wisconsin, Minnesota and North Dakota. It is a continuation of the Messenger, first issued April 1, 1925."

Officers and directors are: John D. Jones, Jr., general agent; Roy A. Nelson, president, Federal Land Bank; Fred H. Klawon, president, Intermediate Credit Bank; Hutzel Metzger, president, Bank for Co-operatives and George Susens, president, Production Credit Corporation. Andrew Boss, St. Paul, Minn., director at large; John C. Smith, Mandan, N. D.; H. F. Schroeder, West Bend, Wis.; John Brandt, Litchfield, Minn.; Sam A. Rask, Blooming Prairie, Minn.; Gottfrid S. Johnson, Manistique, Mich.; Garfield Farley, Albion, Mich.

JANUARY PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		EMMER BROS DAIRY		FOX DAIRY CO.		
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price	
Fluid	51.38	\$2.71	Fluid	54.56	2.71	Fluid	52.47	\$2.71
Out. relief .	2.08	2.48	Out. relief .	2.37	2.48	Out. relief .	.53	2.48
Cream	18.90	1.73	Cream	17.01	1.73	Cream	16.82	1.73
Manuf'd . . .	27.64	1.48	Manuf'd . . .	26.06	1.48	Manf'd	30.18	1.48
Composite price	..	\$2.17	Composite price	..	\$2.21	Composite price	..	\$2.17
BLOCHOWIAK DAIRY CO.		GOLDEN RULE DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price	
Fluid	62.40	\$2.71	Fluid	50.52	\$2.71	Fluid	60.62	\$2.71
Out. relief .	04.29	2.48	Out. relief . .	.81	2.48	Out. relief .	1.27	2.48
Cream	10.60	1.73	Cream	20.72	1.73	Cream	19.02	1.73
Manuf'd . . .	22.71	1.48	Manuf'd . . .	27.95	1.48	Manuf'd . . .	19.09	1.48
Composite price	..	\$2.31	Composite price	..	\$2.15	Composite price	..	\$2.27

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 9 FEBRUARY, 1937 Number 11

BOARD OF DIRECTORS

EDWARD A. HARTUNG, *President*, Sta. D. R. 2, Box 626, Milwaukee.
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CHESTER FLETCHER, R. 3, Waukesha.
WM. WEBER, Mertton.

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

Subscription\$1.00 Per Year

MILK SALES PROMOTION

At long last as the story writers say, it seems that Dairy Council work will be resumed. Your co-operative voted favorably on a resolution to have one cent per hundred pounds of fluid milk deducted by the dealers and turned over by them to the Milwaukee Dairy Council providing the dealers contributed a like amount. The dealers agreement follows:

"IN CONSIDERATION of the advantages which will accrue to each of the parties hereto by reason of this agreement, and of One Dollar (\$1.00) to each of the parties in hand paid by the other, receipt whereof is hereby acknowledged, and of other good and valuable considerations, the parties hereto agree as follows:

1. The dealer agrees to deduct at the end of each month from the amount due every producer from whom he received milk during such month, one cent (1c) per one hundred pounds (100 lbs.) of fluid milk so received by him from each producer of milk during such month. The term "fluid milk" means milk or pasteurized milk sold by the dealer in bottles or other containers or in bulk, and is classified as "fluid" milk under the Milwaukee milk buying plan.

2. The dealer agrees to pay twice the amount of such deduction to the Council not later than the 20th of the month following the month for which such deduction was made, and in case of failure of the dealer to pay said sums at the time specified, the Dealer shall be liable to a penalty of five per cent (5%) of each monthly payment due according to

the terms hereof for each month or portion thereof during which default shall continue.

3. The Council agrees to expend said sums so received for encouraging and stimulating the consumption of milk and advertising the food value of milk and the beneficial effects of the use thereof, with the purpose of increasing the consumption of milk in said territory.

4. This agreement shall become valid and effective as of January 1, 1937, and apply to milk received on and after that date provided that the Board of Directors of the Council shall determine that agreement similar to this agreement have been entered into on or before February 5, 1937, between the Council and Dealers supplying ninety-five per cent (95%) of the fluid milk sold in the City of Milwaukee and in cities, towns and villages adjacent to said city, whose population is furnished with milk by any Dealer operating generally in said city of Milwaukee but otherwise shall be void."

Its high time to promote a greater consumption of milk for production is increasing and with at all favorable conditions will continue to increase. Our fluid price is out of line with butter, cheese and evaporated milk for the reason that the latter products are too low.

THE BUTTER MARKET

Butter prices while higher for several days than in December averaged practically the same for January. The first week of February showed an advance over the last week in January, but slightly lower than the first week in January.

The flood situation probably reduced production in the area affected. Some foreign butter is reported at New York and considerable is expected if the present price prevails.

It seems that consumers shy away from butter when the retail price reaches 40 cents. Oleomargarine production during December totaled 38,805,844 pounds compared with 32,820,974 pounds in December, 1935. The figures include both colored and uncolored oleomargarine although the amount of the former sold was almost negligible in comparison with the total quantity of uncolored produced. In December, for example, only 67,144 pounds of colored was produced.

We are sometimes asked why the price paid by all milk dealers are not printed in this publication. Some dealers do not have their figures ready at the time we go to press as they pay later on in the month. Oth-

ers make part of their payment through subsidiaries or affiliated organizations and it is difficult to know just what the farmers really do get. In some cases the farmers themselves are very reluctant to show the statement which accompanies the check if any is sent.

In one case according to rather good information some of the shippers are members and some are not and the non-member gets a considerable higher price than the member. Of course if we quoted in that case, we would have to show one price for members and another price for non-members for that particular organization.

We would be very glad to publish prices paid by all dealers if we got them in time and if we were certain they were authentic.

Recipes suggesting the use of Wisconsin cheese and butter will be featured during the Lenten season in advertisements placed in all newspapers of this state by the department of agriculture and markets.

Beginning February 9, the department will insert two single column, three and one-half inch advertisements in these newspapers each week for five weeks. Running concurrently, one of these displays will call attention to Wisconsin cheese while the other will perform the same selling function for creamery butter made in this state, according to the announcement from the state's dairy promotion division.

Small logotypes featuring Wisconsin cheese and butter will be furnished all of these newspapers to assist them in selling additional space to their merchants, the report stated. One of the logotypes reads, "Wisconsin Creamery Butter — the Nation's Natural Source of Vitamins," while the other presents the message, "Cheese at Any Time — Ask for Wisconsin Dated."

With the Lenten season affording an excellent opportunity to concentrate on building the home market for Wisconsin dairy products, the department will distribute its dairy promotion advertising materials among grocery stores throughout the state. In addition to counter and window displays, special 9 x 12 window hangers calling attention to Lenten recipes featuring milk, butter, cheese, and ice cream will be distributed.

Approximately 3,500 dairy plants and dairy distributors will assist in this Lenten campaign by distributing the department's dairy advertising displays and literature, the division reported.

FOR BETTER HEALTH USE BUTTER

» » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

Egg and Salmon Casserole

1 small can salmon
2 cups soft bread crumbs
¼ cup cream
1 egg
¼ teaspoon white pepper
Dash of cayenne
1 teaspoon salt
1 teaspoon lemon juice
6 raw eggs

Mix salmon and bread crumbs. Cream 1 egg, lemon juice and seasonings well. Line buttered muffin tins with this mixture. Drop one raw egg in center of each mold. Place tin in a pan of hot water. Bake 30 minutes in a moderate oven. (350 degrees.)

* * *

Peach and Cottage Cheese Salad

1 jar cottage cheese
½ cup chopped celery
¼ teaspoon salt
4-6 canned peach halves
Lettuce
Mayonnaise and lemon juice
Paprika

Mix cottage cheese salt and celery together. Make a mound of this mixture on the center of a large plate. Around mound place peach halves on lettuce leaves. Drip a small amount of lemon juice on each peach half. Fill center of peach with mayonnaise mixed with sour cream. Dash with paprika.

* * *

Apple Roll

2 cups flour
½ teaspoon salt
4 tablespoons baking powder
3 tablespoons butter
¾ cups milk
1 cup pared and sliced apples
¼ cup raisins
1 tablespoon sugar
1 teaspoon cinnamon

Mix a biscuit dough of flour, salt, baking powder, butter and milk. Roll out very thin. Cover dough with sliced apple, raisin, sugar and cinnamon. Roll up jelly roll fashion. Put in a buttered baking dish and cover with this syrup: Three-fourths cup dark corn syrup, one cup water, dash of nutmeg, two tablespoons butter. Bake 40 minutes at 350 degrees, serve with cream.

OUR ANNUAL MEETING

Congratulations to the ladies for the wonderful turnout at our last annual meeting. As stated in our previous issue cards were to be played and we trust you all enjoyed them. I know you all have a clearer picture of the workings of your co-operatives, now that you have attended one of our meetings.

I was indeed sorry that I did not have the pleasure of meeting each of you personally, but the press of business prevented my doing so.

FARM AND HOME WEEK

I had the splendid opportunity of attending a session at Farm and Home Week at Madison, on Wednesday, February 3 and know if you have attended, you will agree with me it was very educational and interesting.

The morning was spent seeing exhibits in the Home Economics Bldg. and much worthwhile information was gained. One of the exhibits proving very educational were facts worth knowing in purchasing food for the family. Differently priced and sized oranges were displayed and proven that the larger and more expensive ones were really purchased at a saving as a cupful of orange juice extracted from the was cheaper than a cupful from the smaller sized and lower priced ones. The opposite was true in buying prunes, the statistician stating that more was derived from buying the smaller ones. It was also shown that it was profitable in examining the amount of contents in bottles and packages as the containers are very often misleading.

Another exhibit found interesting was a living room arranged in such a manner as to give all the occupants a feeling of peace and comfort without disturbing anyone else in the room. The room was laid out in units, there being one for father, for mother, the tiny tots, the school children and a corner for the grown children.

I then visited another exhibit which I liked very much inasmuch

as it dealt with wearing apparel. The various terms and phrases used by manufacturers were given to us and as space does not permit me to list them here, I would be glad to send a copy to anyone who desires it, as I know you would find it worthwhile.

There was a lovely Wisconsin cheese exhibit, and delicious samples of soybean bread and pie were distributed.

The afternoon session was especially interesting to me, inasmuch as Miss Mary A. Brady, whom I know is known to a good many of our members, was chairman of the program. Mrs. Oscar Conrad, Milwaukee County, a wife of one of our members, gave a talk on the Washington conference of the Associated Country Women of the world, as did Mrs. Howard King of Dane County, and both were worth listening to. Dean Christensen of the College of Agriculture spoke briefly on farm courses. Dr. Helen Parsons, of the Home Economics Research also spoke on nutrition, and a very good talk was delivered by Mrs. Julia Kiene on the progress of the farm women.

I was indeed sorry that the day had gone and it was time to return. I sincerely hope that it will be possible for all of you to attend the Farm and Home Week sessions at Madison next year, as I know you will enjoy it as much as I did.

HUMMER DEPT.

Miss Arlene Kremple, daughter of Mr. and Mrs. Henry Kremple, suffered a fractured leg while skating recently. Reports left at this office state that she will be confined to her home for approximately three months. Arlene is a sophomore student in the local high school and we think she would appreciate hearing from other students in this territory. Write to her, tell her what you are doing and help her to forget some of the long hours she has. Her address is Route 3, Box 73, Waukesha.

BEST SHORTENING—BUTTER

Another Big Step FORWARD

toward more **SANITARY MILK PRODUCTION**



The NEW *Cream City* Combination "SEAL-RITE" MILK CAN COVER

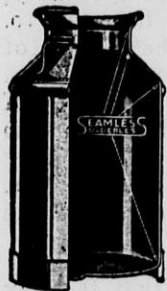
"More Sanitary In Every Way"

Eliminates this Dust Trap. Insulates against freezing milk to cover and against baking cream to cover in summer. It floats if dropped into cooling tank.



This with the *Cream City* SEAMLESS MILK CAN will keep the bacterial count low.

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

ALL SEAMLESS Hooded Dairy Pail

Pat. Pend.

Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.



"SKY-TEST" MILK FILTERING STRAINER Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO.
330 N. 15th St. - Milwaukee, Wis.

MILD WEATHER AIDS MILK PRODUCTION

Total milk production at the beginning of the year is running about 2 per cent larger than a year ago, even though the number of milk cows on farms is 2 or 3 per cent less, the bureau of agricultural economics reported today in its January review of the dairy situation.

Mild fall weather and the fact that farmers are milking a rather higher percentage than usual of the cows in their herds probably account largely for the sustained output of milk.

Production of the principal manufactured dairy products during the fall months was substantially larger than a year previous. The movement of these products into consuming channels, on the other hand, has been somewhat smaller. Stocks have not shown the usual decrease. Current storage holdings of butter on January 1 amounted to 61 million pounds, compared with 40 million pounds a year earlier, and an average for that date of slightly more than 48 million pounds. Storage holdings of American cheese also were large.

Butter prices, however, rose somewhat during the early part of January, the bureau reports, even though this is a period of the year when prices usually decline. The fact that butter production is not showing the usual seasonal increase at the present time is considered to be the reason for higher prices. Prices farmers are receiving for butterfat are unusually low in relation to feeds and meat animals. In mid-December the farm price of butterfat averaged 33.6 cents a pound. This would buy only 20 pounds of feed grains, whereas a year earlier a pound of butter would have exchanged for 36 pounds of feed.

This unfavorable relationship between present prices of butterfat and prices of feeds and meat animals, together with the shortage of feed, are cited as the principal factors in the production outlook for the first half of 1937. It does not seem probable that the relatively high level of production of manufactured dairy products which occurred during the fall of 1936 will be maintained during the next few months.

Every buyer of milk in this market knows he is not paying his high test producer enough per pound of butter fat in relationship to the average price, but he also knows that as long as unfair dealers stress high test milk in the standard milk

bottle the producer must be penalized. Every producer must be on his guard against the buyer who is looking for high test herds on the standard market or who builds his trade by stressing his fat content in the standard milk bottle.

WAUKESHA COUNTY HOLSTEIN BREEDERS MEETING

The Waukesha County Holstein Breeders Association held its annual meeting Saturday, January 30, 1937, at the Avalon Hotel, in Waukesha. It was another of their successful meetings with between 150 and 200 in attendance. About 150 enjoyed the luncheon at noon.

At the morning session business matters were discussed. The secretary's report showed that there had been a successful year. Calf club work was endorsed as was also cow testing. A number of breeders are again taking up the latter work. It was announced that the state Holstein meeting will be held at Oconomowoc on March 12 and 13. All breeders in this section of the state are urged to attend. A worthwhile program is being arranged by the committee.

Luncheon speakers were: Prof. Browning of Carroll College, on the economic situation; Dr. Bohstedt on the mineral requirement of farm animals; Prof. Harris on keeping records. Several men from outside of the county were called upon including C. A. Schroeder of West Bend; Charles Dineen of Cedarburg and H. F. Schroeder of West Bend, a director of the Farm Credit Administration at St. Paul.

The officers elected are as follows: L. A. Peters, president; George Howard, vice-president; W. L. Baird, secretary and treasurer.

NEW SUPPORTERS

Edward Kurth, Jr., 7229 W. Wisconsin Ave., Wauwatosa
Charles Coughlin, Saukville, Wisconsin
Edgar Lueder, Cedarburg
Mrs. Carrie Herpich, Thiensville, R. 2
Nick Willms, Milwaukee, Sta. D., R. 2, Box 112
William Freitag, Sr., Hales Corners, R. 2
Frank Pawlowski, Caledonia, R. 2, Box 30
John Swoboda, Mukwonago, R. 2
Henry Jones, Hartland, R. 1
William Prager, Jr., Pewaukee, R. 1
Leo Albright, Waukesha, R. 5, Box 168
Herbert Schrank, Lake Beulah, R. 1
H. Reichert, West Bend, R. 1
Hugo Emil Reetz, West Bend, R. 4
Anton Scheunemann, West Bend, R. 1
Gustave Tuskey, Menomonee Falls, R. 1
Albert Kuenzi, Richfield
J. F. Mayer, Slinger
John Dehling, Sta. C., R. 6, Milwaukee
John Trowbridge, 735 N. Water St., Milwaukee
Oscar G. Becker, West Bend, R. 4

CHEESE AVAILABLE AT YOUR HEADQUARTERS

SMART? WELL, WHO PROFITS?

Milwaukee producers and distributors have been forced to contend with competition arising from one dealer's bid for business in the form of a higher fat content of milk. As was to be expected, the result has been that consumers are getting a richer milk for which they pay no premium, and distributors and producers, principally the latter, stand treat in the form of lower returns for their efforts and investments.

Three years ago when the dairy industry feared that the tremendous surplus which burdened it at that time would spell its doom, the proposal was made that some of the excess might be absorbed by the delivery of higher fat milk. If we recall correctly, several legislators wanted to bring this about by law. But the industry weathered the storm and the proposal was never adopted in any locality, as far as we know. It remained for the enterprising Milwaukee milk merchant to foist this new burden upon the industry.

Ever so often, some supposedly smart merchandiser gives birth to an idea of this kind, solely with the thought of building his own business and without care of what it may mean to the industry at large. The creamery industry is suffering from a plague of white butter today because a New York butter dealer was able to convince a large number of consumers that light colored butter and quality butter were synonymous. The butter trade supinely fell in line, so we suppose that the originator's plan could be said to be successful, although the ultimate cost to the industry may be far greater than anything that has been gained.

And so it is with the Milwaukee distributor who introduced high fat milk, without premium, in that market. Just what did he hope to gain? Was he so naive as to think that his competitors would stand by idly and let him take business from them? It should have been easy for him to have foreseen the result; if he couldn't figure it out for himself, he might have found out from any ice cream manufacturer what happens when one individual falls out of line and tries, through methods which increase costs, to steal the business of a rival. The certain result is that competition meets the challenge, so that nothing is gained but losses are often heavy. Milwaukee consumers undoubtedly are profiting by the eruption in that city. But what of the producers and the distributors? —The Dairy Record.

More equitable distribution between industry and agriculture of both the benefits and burdens of our reciprocal trade agreement policies was urged by John D. Miller, president of the National Cooperative Council, who appeared before the House Ways and Means Committee considering the extension of the present Trade Agreements Act.

Ratification by the Senate of all future trade pacts, Miller stated, would prove a means toward this end; and hearings before Congressional committees would afford opportunity for the more effective and accurate presentation of agriculture's position than is now possible before the State Department which negotiates the agreements.

"In considering what is an equitable distribution of the benefits and

burdens of our foreign trade policies," he said, "consideration must be given to the fact that our manufacturing industry is in a prosperous position whereas agriculture is not. Inasmuch as farmers have a greater need for assistance and are less able to endure the shock of imports of competing products, agriculture should be given a preference in foreign trade negotiations. Only in this way can equity be established."

Mr. Miller declared that the public has been misled as to the present economic status of agriculture as a result of newspaper comments which have emphasized increases in farm prices, but which have failed to equally stress the increases which have occurred in costs of producing farm products.

"From statistics released from month to month by the federal Bureau of Agricultural Economics," he continued, "we find that the prices paid by farmers for commodities used in production, expressed in percentages of the average of the five pre-war years, show that in December, 1935 the percentage was 119 while nine months later in September, 1936 it had increased 13 points to 132.

"The percentage as to farm wages reached the low point in April, 1933 when it was 73; steadily increased until October, 1935 when it was 102; and a year later in October, 1936 had jumped to 110.

"During the three-months period beginning with September, 1936, the ratio of prices received by farmers to prices paid declined from 98 in September to 94 in November—a movement away from instead of toward parity prices.

"These shifts in the relation of

(Continued on page 8)

Safety Record of PRIME ELECTRIC FENCE Wins Recognition by Lloyd's of London

FREE INSURANCE POLICY . . . FOR PURCHASERS OF
PRIME CONTROLLERS

1937 models have many new and practical improvements — 4 different types — operate from battery, high line or home plant. Place your order now.

E. J. GENGLER

Phone Hilltop 9515-R-1 - Station F, Milwaukee, Wis.



AMERICAN—Loaf and horns—BRICK—fresh and cured—LIMBURGER—BEER KAESE

CO-OPS NO HAVEN FOR MALCONTENTS

No haven for the social malcontents or the disgruntled "have-nots," American agricultural co-operatives are neither anticapitalistic, socialistic nor communistic according to the definition of Robin Hood, secretary of the National Cooperative Council.

He emphatically denied implications which would link the farmers' marketing organizations with radical movements aimed at supplanting an economic system of private enterprise and private ownership of property.

"The farm co-operatives are businesses; nothing more and nothing less," Hood declared. "There is nothing new about them. They are old, established organizations fitting into the national economy and into all the traditions and characteristics of the American economic system. There are farm co-operatives in this country that have been operating continuously for more than 70 years.

Has Enormous Investment

"The farmer has an enormous investment in his co-operative association. He may have only a few hundred dollars in the plant and working capital of his fruit packing association or his creamery or his cotton gin, but in reality his whole farm investment is in his co-operative business undertaking. His investment in his farm and equipment is worthless except as he has access to a marketing structure which returns him an income. He is a capitalist, in the economic sense of the word.

"He knows that the pink doctrines which would take away from the 'haves' in order to give to the 'have-nots' are directed to his injury just as much as they are directed to the damage of any private business. He resists any plan for the destruction of our American economic system for the identical reasons that any other business man opposes the intrusion of weird European doctrines into our economy."

The stress of European economic circumstances, Hood continued, has resulted in a belief by many Europeans that the remedy for their troubles is to take everything away from those who have it. They become the prey of those who preach communism, or become converts to the intermediate step of socialism. The antidote in some countries has been fascism, which he described as dictatorship by the "haves" as contrasted to the communistic dictatorship of the "have-nots."

Seeds of a Serious Trend

"In this country we also have plenty of weird, fanatical, social-political nostrums advocated to save the world or part of the world. We have the seeds of the psychological trend that has put Europe where it is today.

"In American the one remedy that will save us from the route of chaotic Europe is the strict adherence to our own established doctrine of retaining patience, putting the cards on the table, and talking out our conflicts by harmonizing and compromising. That is what all responsible, straight-thinking business groups need to do.

"The agricultural co-operatives have demonstrated that more can be accomplished by this doctrine in straightening out business difficulties than can be accomplished by legislation. It is the businesslike way of avoiding economic conflicts that lead to social upheavals."

BEEKEEPERS MEETINGS

Milwaukee county beekeepers will meet February 8 at 8 P. M. in the town hall at Greenfield.

Racine County—February 9, at the County Agricultural School, Rochester.

Washington County—February 12 at the Courthouse in West Bend.

Meetings have been tentatively scheduled for February 20 at Waukesha.

The Wisconsin Jersey Breeders Association held its annual meeting at the Belmont Hotel, Madison, on Tuesday, February 2. Dr. A. F. Rheineck, Grafton, was elected president; Stewart Barless, Janesville, vice-president, and John H. Hoffman, Grafton, secretary and treasurer.

Our organization is well represented in this state organization as Dr. Rheineck, Messrs. Hoffman and Warmington are members.

MILK PRODUCERS BUY HOLSTEINS

Producers of milk for the Milwaukee market were among the purchasers of top notch Holsteins at the United States National Blue Ribbon sale held at Waukesha on November 16-17. The list follows:

Thos. C. Ballack	and L. J. Halbach
Herman Engler	Hugo Schroeder
W. S. Goodland	Melvin F. Horne
Joe Esser	Wm. T. Hurtgen
Irving E. Gross	Frank J. Loomis
Gygax Bros.	Wm. Wollenzien
Makowski Bros.	

BOOST YOUR INDUSTRY—EAT CHEESE

Have you tried
this **NEW**, easy
way of
removing
milk-
stone?



Dairy authorities will tell you that if accumulations of milk-stone or casein are not removed from equipment and utensils, it is **SURE** to result in increased bacteria count, thus affecting quality of your milk. But you can get rid of these deposits easily and quickly if you use

OAKITE MILKSTONE REMOVER

Simply apply with brush, let soak short time, then remove deposits with a soft bristle brush. No abrasive or scouring powders needed. Inexpensive to use. Ask your dealer about this amazing material or write direct for booklets, price, etc., to



A. H. BOND
OAKITE PRODUCTS, INC.
757 North Broadway
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OAKITE
CLEANING AND STERILIZING
MATERIALS

Milk Producers...

AT LAST — A simple, inexpensive milk stirrer, cooler and aerator, operates on either electric or spring motor. Easy as a spoon to clean, takes up no room in milk can. Mail card for free booklet "Get More Money for Milk". Dealers and agents invited. Write,

COBURN COMPANY
B - 208 - - Whitewater, Wis.

A. J. Glover, President of the Holstein Friesian Association of America and Editor of Hoard's Dairyman, purchased five head in this sale. Well up among the good ones sold at this sale were four head consigned by Walter Ahlers, Grafton, Wisconsin.

Mr. Fletcher Says: . . .

The question of continuing market control measures for the state of Wisconsin is now being strongly agitated by certain forces within the Department of Agriculture and Markets. This question of vital importance to the fluid milk producers of this state, needs careful study before any bill should be presented. Placing the control of milk markets in the hands of men whose positions are subjected to the vagaries of politics always has its dangerous aspects.

I find that some of the smaller markets are very much in favor of this measure, possibly because their problems are so local in character that control really amounts to voluntary agreement.

One notable market, La Crosse, has never come under control because they seem to find voluntary agreements more satisfactory.

In a market like ours, however, with such a volume of milk and so many diversified interests, control, unless rigidly and fairly enforced, may not always be so beneficial.

Certainly under present plans the control measure seems to control those who wish to co-operate with it and the others seem to do as they like without penalty.

As an illustration: In November, two farmers living in the same neighborhood, on the same road, shipping to the same company, found that one received \$1.70 per hundred for 3.5 per cent milk while the other received \$2.20 for milk of the same classification. Yet I believe through some weird bookkeeping the control authorities are led to believe this is O. K. Another company is allowed to force a deduction of twenty-five cents per hundred pounds milk and their plan is also considered correct from all indications. I am informed four companies operated without a license and no one molested them. I also wish to again state that no company in this market was ever forced to pay the bargained price to their farmers by law, even though it is common knowledge that many farmers shipping to this market not only did not receive the correct price but in many cases received no check at all.

Control laws, to be truly effective, must not be dictatorial but must recognize collective bargaining and supply and demand. And enforcement must be handled by wise, practical men.

One of the greatest problems facing milk producers of this state is that of mastitis or udder infection.

The importance of this problem to fluid market producers lies in the fact that this disease affects the quality of the product, causing a great deal of off flavor and bad odor milk, and tends to create high bacteria count. Milk of this character is lower in solids and in the cheese districts causes the make to be materially reduced.

All these results add to our cost of production and under present conditions our costs are vitally important.

The college of agriculture has done a great deal of work on this problem and while there is no known cure, there are certain suggestions for its prevention and control that may be found to be of great benefit.

As long as there is no known cure cows that are affected should be removed as soon as possible, and our efforts must be centered on prevention and control.

One of the control measures of high benefit is cleanliness. Milker's hands, cloths or brushes for wiping udders, and milking machines should be clean at all times.

Care should be exercised to milk all cows with affected udders last and to, if possible, dip the teats in a chlorine solution before milking.

Too much stripping is believed to have some ill effects inasmuch as the udders may be injured by that method. This idea seems to be borne out to a certain degree, for we have one herd of 30 milkers in this territory milked by machine that has never been hand stripped, yet is entirely free from mastitis.

If sores develop on the teats, be careful to consistently use some healing compound or disinfectant until all trace of the sore has disappeared.

The heavy feeding of high protein foods seems to tend to overcrowd the udders, sometimes beyond its capacity with resultant breakdowns. It is believed that reducing the protein content of the feed, and coming back to more roughage and less concentrates will be highly beneficial.

Remember the cow is a highly developed animal machine for the production of milk. The udder is the final stage of the process and if injured will surely spoil all the efforts of the rest of the plant. Therefore it behooves all of us to carefully watch this final stage in the manufacturing process if we hope to produce quality products profitably.

As I travel throughout the milk shed, one question often asked me is "What kind of cattle are the most profitable?" My invariable answer is, "good cattle." The type of cattle kept by a producer is not the important question, because no poor producing cow of any breed is of value at any time on any market.

When the question is asked, "what test of milk returns the most dollars per pound of butterfat on our market?" we find some rather startling figures on analyzing this question. Let us consider a shipper producing 3.5 per cent milk on the average price market of \$2.30 for December. His price per pound of butterfat is 65.7 cents. Across the road he has a neighbor with a herd testing 5.00 per cent on the same average price market. He receives with his additional fat \$2.90 per hundred but his fat value is 58 cents per pound. Down the road is another man with a 3.10 per cent test who received \$2.14 per hundred for his milk or an average of 69 cents per pound for fat. Upon the hill is a neighbor who has a "grade A" market with a premium of 25 cents for quality plus a fat differential of five cents per point of fat over 4.00 per cent. This man got, on 5.00 per cent milk \$3.25 per hundred pounds or a fat value of 65 cents per pound.

Analyzing this, the man on the the 3.10 per cent market got the highest fat value, the 3.5 per cent test producer next, the "Grade A" shipper next, and the lowest fat value went to the high test herd on the standard market.

If the market was based on 4.00 per cent rather than the 3.5 per cent the high test herd loss per pound of butter fat will be still greater.

The question then is should we all produce 3.10 per cent milk? Not at all, for none of these figures mean much unless the volume of production is commensurate with the fat content of the product.

The point is that the high test producer on a fluid market is at a distinct disadvantage unless he is receiving a high premium for his product.

This is only possible to obtain by selling the consumer the product at a wider spread than we have today and by keeping the fat content in the standard bottle low enough to make the premium product desirable.

This would enable the buyer to pay a premium per hundred pounds to properly reimburse the producer.

How big is a Wisconsin cheese that required the milk from 63 cows one whole week to make?

This question had Californians scratching their heads several days ago when a Monrovia (Calif.) grocery store conducted a guessing contest regarding the weight of a giant Wisconsin cheddar cheese, Wilbur G. Carlson of the dairy promotion division, state department of agriculture and markets, stated lately. The department learned of the contest through newspaper clippings.

"The fact that Wisconsin cheese was featured at so great a distance signifies that the popularity of that product is established throughout the nation," Carlson commented. "General recognition is being given Wisconsin's leadership in the manufacture of cheese."

On one occasion the giant Wisconsin cheese was featured in a two-column, seven-inch photograph prominently displayed in the news columns of a Monrovia daily newspaper, Carlson said. In other editions, the same newspaper reported that scores of customers were guessing the weight of the Wisconsin cheese every day.

Carlson added that a North Arlington, New Jersey, merchant had just reported that his cheese sales had increased 30 per cent during January directly as a result of his having used Wisconsin cheese advertising material furnished by the department.

(Continued from page 5)

prices of farm products and farm production costs have occurred during a period when, as a result of a combination of causes, the volume of some of the major farm crops has been materially reduced. This being so, we may view with concern what will happen when we again enter a period of normal production."

FOR SALE—Pure bred Holstein Bulls—one nine months old; two two months old Dams test 4% and over 500 pounds butter fat yearly. Kroehler & Kuenzi, Richfield, Wis.

SAVE MONEY ON

HARNESS... buy Walsh

Investigate these Walsh features before you buy! New, Non-rust Bronze Hardware. Improved ALUMINUM HARNES -- 50% less weight, stronger, can't rust. Long-life, No-Buckle--world famous for quality. Popular new Natural Tan leather. Only Walsh offers all these advantages. Highest quality; lowest factory prices--from \$38.95. Liberal terms. 30 days trial. Write for FREE Harness Book today!

WALSH HARNES... COMPANY
Department 37 Milwaukee, Wis.

NO BUCKLES TO TEAR
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COWS

100 Holstein and Guernsey.
Close and Fresh T. B.
and Blood Tested.

20 Well Broke Young
Horses and Mares

KEATING BROS.

Farm Midway Between Jefferson
and Fort Atkinson on High Road.
Near County Farm



BADGER STATE BANK

"Milwaukee's Largest Outlying Bank"
Fond du Lac Ave., and North Ave. at 21st St.

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PRODUCE BETTER MILK

REBUILD and RETIN YOUR
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...NOW...

GUARANTEED CANS
AT A LOWER COST



HOT METAL COATING OF STAMPINGS
AND ALL TYPES OF CASTINGS

STRIP CUPS, FILTER DISKS AND OTHER DAIRY NECESSITIES

Substantial Discounts

... to Milwaukee Co-operative
Milk Producers and members
of their families



on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

WRITTEN GUARANTEE

Glasses straightened, adjusted, frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of a discount.

KINDY OPTICAL CO.

Tel. MAquette 7225

615 N. 3rd St., Milwaukee, Wis.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 9

MARCH 1937

Number 12

MARCH FLUID MILK TO BE \$2.71

No change was made in the price of fluid milk for March at the conference held at the Co-operative's office on February 26, between your Board of Directors and the milk dealers.

The base plan came in for considerable discussion and it was agreed that the state order should cover the base plan and that one acceptable to the majority of the producers should be approved by the Department of Agriculture and Markets in its order.

4. Co-operative Relationships
5. The Place of Co-operatives in Our Economic System

Evenings

Entertainment and General Programs.

REORGANIZATION PROBABLE

Reports that the Department of Agriculture and Markets would be reorganized have been current for many months. Now that Governor La Follette has asked a legislative committee to introduce a bill that would provide for an entirely different set up, action long delayed may be hoped for.

Without casting reflections on the personnel of the Department of Agriculture and Markets, it can truthfully be said that there has been a lack of co-ordination and that much valuable time has been frittered away on projects of little importance while things really worthwhile have been neglected.

With one commissioner serving almost two years after his term had expired and another holding the job on an interim appointment, that had never received confirmation and neither one knowing when he might be ousted, good work could not be expected.

Current reports state that the governor wants a board of directors or consultants and one executive who will carry out policies established by this board through heads of the

UNIFORM PRODUCTION PLAN FOR 1938

The board of directors of the Milwaukee Co-operative Milk Producers, at a meeting held Feb. 26, 1937, decided on the following base plan:

For the year 1938, the producer has the choice of the base made during the base months of July, August, September, October and November, 1937 or the average of the bases made in 1935, 1936 and 1937.

The base for 1937 will not apply during July, August, September, October and November (these are open months) but will apply during December, 1937.

The above regulations are subject to modification by the board of directors as market needs may warrant.

BOARD OF DIRECTORS.

Milwaukee Co-operative Milk Producers.

CO-OPERATIVE MANAGEMENT SCHOOL

The College of Agriculture of the University of Wisconsin announces a course in Co-operative Management to be given at the college, March 15 to 20. Subjects to be considered in the morning programs are as follows:

Classes each day in:

1. Operating Control and Efficiency
2. History and Philosophies of Co-operative Movements
3. Internal Organization and Membership

Afternoon Conferences

One each day:

1. Co-operative Financing
2. Employment Problems of Co-operatives
3. Legal Phases of Present Day Problems

different branches of the department.

Governor La Follette can make the Department of Agriculture and Markets of real service to the state and a credit to his administration if the law is changed so that the department can be reorganized on sound lines and with the right personnel. Too long, far too long, has the present condition of uncertainty existed to the detriment of the best interest of Wisconsin farmers.

FEBRUARY PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		EMMER BROS DAIRY		FOX DAIRY CO.		
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price	
Fluid	48.75	\$2.71	Fluid	51.58	\$2.71	Fluid	63.14	\$2.71
Out. relief . .	2.14	2.48	Out. relief . .	2.70	2.48	Cream	12.41	1.73
Cream	18.22	1.73	Cream	16.57	1.73	Manuf'd . . .	24.45	1.48
Manuf'd . . .	30.89	1.48	Manuf'd . . .	29.20	1.48	Composite price . .		\$2.29
Composite price . .		\$2.14	Composite price . .		\$2.18			\$2.20
BLOCHOWIAK DAIRY CO.		GOLDEN RULE DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price	
Fluid	58.07	\$2.71	Fluid	51.78	\$2.71	Fluid	54.28	\$2.71
Out. relief . .	4.82	2.48	Out. relief . .	89	2.48	Out. relief . .	1.48	2.48
Cream	8.18	1.73	Cream	23.56	1.73	Cream	17.98	1.73
Manuf'd . . .	28.93	1.48	Manuf'd . . .	23.77	1.48	Manuf'd . . .	26.26	1.48
Composite price . .		\$2.25	Composite price . .		\$2.17	Composite price . .		\$2.20

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE

MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 9

MARCH, 1937

Number 12

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WM. WEBER, Merton.

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

Subscription\$1.00 Per Year

COUNCIL EMPLOYS FULL TIME REPRESENTATIVE

The Wisconsin Council of Agriculture organized nine years ago and operating all of that time without a paid official has established an office in Madison and placed a full time man in charge.

This man, Milo Swanton, operates a farm near Madison. He is a graduate of the state university. Swanton had worked for the Extension Division of the university prior to enlisting at Sheridan in 1917. On the death of his father, he took over the farm where he produced milk for the Madison market and also bred hogs and maintained a large poultry flock. He helped organize the Madison Milk Producers Association and served as its president.

In July, 1933, he was commissioned a federal land bank appraiser. That job brought him in contact with many farmers throughout Wisconsin and enabled him to get acquainted with their problems.

Mr. Swanton is 42 years old, married and has one child. He took charge of the Council's office in the Hotel Loraine on February 1 and has given most of his time since to a study of legislation which might affect the farmers of this state, directly or indirectly so that he may intelligently represent the council at legislative hearings and report to the members of the units of the council.

The council's executive board made up of the following members, Herman Ihde, Neenah, Pres.; Wm. H. Hutter, Spring Green, Vice-pres.; Chas. Dineen, Cedarburg, Secretary; Fred Huntzicker, Greenwood, Treasurer; Jos. Schwartz, Spring Green; Rex Ebert, Sparta; C. F. Clafflin, Milwaukee has direct supervision of the new officer's activities.

POLITICS AND MILK

A bill has been introduced in the Wisconsin legislature which would give cities of the state the right to take over the fluid milk business as a public utility, if a majority of the aldermen would vote for it. This is the same old socialist measure which was introduced two years ago, passed the assembly but was killed in the senate.

If cities are given the power to take over the fluid milk business and place it in the hands of politicians whose only thought would be to sell milk cheap in order to gain favor with the city voters, the milk producers would suffer great loss.

A Milwaukee politician in speaking for this measure before a committee of the state senate said that milk could be sold cheaper if loaded on large trailer trucks, manned by several people who would set off the milk at homes as the truck moved along the street presumably much as the paper boys throw the newspaper on the porch. No effort would be made to induce the housewife to buy more dairy products for neither the city nor the employee would be interested in greater sales. The city would not want to have the delivery man take time out to promote sales because that would mean more time to pay for and increase the costs and, of course, the only thing the city is interested in is to furnish cheap milk. The delivery man would get his pay per hour and could only work so many hours so why make an effort to increase sales and have to carry two or three quarts to the porch if the customer is satisfied with a pint.

Competition is needed to promote interest in business and the profit motive is also needed to induce both employer and employee to work to increase sales.

Every other food product is sold by high pressure sales people but the socialists-politicians would wait until the consumer asked for fluid milk and then give the most meager service while with all other foods, would go the best of service. Would the milk sales decline? The answer is obvious.

TRIBUTE TO MOORE

A resolution of appreciation for the lifelong service to Wisconsin agriculture of Ranson A. Moore, veteran agronomist, was engrossed and hung in Moore Hall on the college campus by members of the Wisconsin Agricultural Experiment Association. Professor Moore founded the association and served continuously as the secretary from 1906 to 1936.

STATE DAIRYMEN'S MEETING

The State Dairymen's Association will hold its sixty-fifth annual meeting at Oshkosh on March 23-24. This organization has been interested in herd improvement work or as it was known until very recently, cow testing association work. A worthwhile program is in the making and dairy farmers will profit by attending the meeting.

Some bad odor milk delivered to the market may be the result of hold over part cans from one day to another in order to send only full cans. It is much better to ship in milk when fresh even in cold weather, for milk, unlike wine, does not improve with age. The cartage rate is the same and while a little wear and tear on cans may be avoided by holding over, such loss is less than if a can is condemned or returned.

Another practice which leads to bad odor milk is very uncommon, but it has occurred in some instances and that is keeping of milk pails in the barn over night. No more surer way of getting at bad odor milk could be thought of, for if the barn is closed up pretty tight in cold weather the utensils will undoubtedly take on odor from the air in the barn. Of course, no producer wishes to have milk at off flavor or odor and it is with this thought in mind that we make the above suggestion.

COMPOSITE PRICE LOWER

It will be noted that the composite price for February is lower than in January. The fluid and also the manufactured price is the same but due to higher production and because of the short month which kept some milk out of the excess or overbase class the amount of milk in the composite computation is higher than in January.

CHICAGO PRODUCERS DEMAND PRICE INCREASE

Pure Milk Association of Chicago asked for an increase from fifty-eight cents per hundred to seventy cents over the condensery price for base milk while the dealers asked for a reduction to fifty cents above condensery. An arbitration committee headed by Prof. Leland Spencer of Cornell University held a three day hearing and decided that no change should be made.

The producers asked more money because feed prices had increased production costs.

FOR BETTER HEALTH USE BUTTER

"HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

Using More Milk in Cooking Means Better Health and Less Surplus

RECIPE CORNER

Salmon Loaf

- 1 2 lb. can salmon
- 2 eggs beaten
- ½ cup minced onion
- 2 teaspoons salt
- ¼ teaspoon pepper
- 2 cups milk
- 4 cups soft bread crumbs

Break salmon apart with a fork. Add the beaten eggs, onion, salt, pepper, milk and blend. Add the bread crumbs and mix well. Bake in a large greased pan in a moderate oven at 375 degrees for one hour. Slice hot or cold.

Creamed Baked Potatoes With Cheese

- 4 potatoes
- ½ cup hot milk
- 2 tablespoons butter
- 1 teaspoon salt
- ½ teaspoon pepper
- 4 slices soft American cheese
- 4 tablespoons coarse buttered crumbs

Scrub the potatoes; dry, and rub lightly with fat. Bake in a hot oven 400 degrees until tender, about 50 minutes. Then cut a cover from the top of each; scoop out the pulp with a spoon; mash it; add the milk and season with butter, salt and pepper. Beat until the mixture is creamy; refill the potato shells. Place a slice of the cheese on each potato; cover with the butter crumbs; and reheat in a hot oven until the cheese is melted and the crumbs are brown, about 12 minutes.

Poppy Seed Cake

- ¾ cup poppy seed
- 1½ cups milk
- 1½ cups sugar
- ½ cup butter
- 2 cups bread flour
- 2½ tsps. baking powder
- 4 egg whites, beaten stiff
- 1 tsp. vanilla

Heat one cup of milk, pour over poppy seed and allow to stand over night. Cream butter and sugar, add poppy seed mixture. Add alternately remainder of milk and flour and baking powder, sifted together. Fold in beaten egg whites and vanilla. Bake in either layer or loaf tin in a moderate oven, 350 degrees, for 45 minutes. When cold, serve with sweetened whipped cream.

WHEN SHOPPING IT PAYS TO KNOW THE MEANING OF THE TERMS

1. **Tensile Strength** indicates the number of pounds pressure required to break a strip of cloth one inch wide. This quality is an important factor in determining the durability of material.

2. **Thread Count** refers to the number of warp and filling yarns per inch of fabric. Typical counts in percale are 80x80, 72x76, and 64x80.

3. **Slippage** is the spreading of the threads of the material. When there is strain, when the filling or warp threads are very smooth, or when several fibers have been combined in one material, the threads are apt to slip apart at the line of stitching.

4. **Sanforization** is a mechanical process used to shrink fabrics. Materials and garments thus labelled are guaranteed not to shrink more than one-quarter inch per yard and are improved in luster and durability.

5. **Pre-Shrunk** is a term that gives no guarantee of the amount a fabric will shrink.

6. **Nafal-Tested** applies to those fabrics which meet standards for color fastness to light and washing as set up by the National Association of Finishers of Textile Fabrics.

7. **Vat Dyes** are commonly used on cotton and are characterized by their excellent fastness to light, washing, acids, alkalies and mercerization.

8. **Mercerized** cotton is cotton material that has been treated to increase its strength, luster and elasticity. Because it is more absorbent, it will take and hold dyes more effectively.

9. **One Hundred per cent Pure Dye Silk** is a term that may be used on the labels on garments or materials that do not contain more than 10 per cent of any substance other than silk. Black silk is the only exception, and it may contain 15 per cent weighting.

10. **One Hundred per cent Pure Silk** is material which contains no other fibers than silk. This label may be used on heavily weighted silk for it makes no guarantee against weighting.

BEST SHORTENING—BUTTER

WISCONSIN'S HEALTH

By C. A. Harper, M. D.,
State Health Officer

Tuberculin testing of Wisconsin children has been undertaken by a number of counties on a scale aimed at complete protection of the younger generation from the tuberculosis menace.

Childhood tuberculosis is primarily an infection of the glands. Usually the disease remains latent in young bodies, and only a small percentage of latent cases become active during childhood and young adult life.

The tuberculin test determines not only active but latent cases of tuberculosis. It does not distinguish one from the other, hence further tests should be applied to children whose tuberculin tests are positive. X-ray chest examinations of these children reveal their exact situation relative to tuberculosis, and adequate care should be arranged for all, whether it be sanatorium treatment or the preventive measures that may be carried out at home.

It has been well stated that no home is safe from tuberculosis until all homes are safe. Wisconsin, after many decades of tacit acceptance of tuberculosis as a necessary evil and as a subject largely the business of only those who were afflicted, has come into the realization that this disease is properly a public concern, and that it must be combated like any other public enemy for the safety of the entire state population.

The present program is centered in children of school age in fairness to their prospective careers. Treated now, active tuberculosis can be successfully warded off in their young bodies and none among them need face the possibility of winding up as a sanatorium case in later years.

Write to the state board of health for its pamphlet on tuberculosis.

Confidence

"Mother, have I been a good boy lately?"

"Yes, Bobby, you have been a very good boy."

"And do you trust me, mother?"

"Why, of course, I trust you, son."

"Then why do you go on hiding the jam?"

True politeness is perfect ease and freedom. It simply consists in treating others just as you love to be treated yourself.—Chesterfield.

Another Big Step FORWARD

toward more SANITARY MILK PRODUCTION



The NEW *Cream City*

Combination "SEAL-RITE" MILK CAN COVER

"More Sanitary In Every Way"

Eliminates this Dust Trap. Insulates against freezing milk to cover and against baking cream to cover in summer. It floats if dropped into cooling tank.



This with the *Cream City* SEAMLESS MILK CAN will keep the bacterial count low.

"SEAMLESS - SOLDERLESS" MILK CANS



Being of seamless construction it does away with the danger of bacterial contamination caused by open solder seams.

No more loss of milk or resoldering expense. Easy to keep clean and sanitary. Costs only a little more than an ordinary can of the same weight. Cheapest in the long run.

ALL SEAMLESS Hooded Dairy Pail

Pat. Pend.

Eliminates the first chance for bacterial contamination. No solder seams to open. Easy to clean. 14 Qts. No. 1400 with Bail. No. 1410 Handle on Hood.



"SKY-TEST" MILK FILTERING STRAINER

Gets ALL the sediment and does it fast



To keep milk bacteria free ALL foreign matter must be removed at once by filtering. This strainer will do this because the baffle plate protects the disk against "washing-out." 12, 14 and 22 quart sizes with short or long handles

You Can Get These from Your Regular Source of Supply.

GEUDER, PAESCHKE & FREY CO. 330 N. 15th St. - Milwaukee, Wis.

VITAMIN D MILK

Vitamin D milk holds unusual interest for the dairy industry at the present time. This is due to two recent developments: (1) the new statement of policy of the Council on Foods of the American Medical Association which establishes milk as the most suitable food as a carrier of added vitamin D, and (2) a report of comparative studies favorable to the use of vitamin D milk as a preventive and cure of rickets.

The attitude of the council on foods toward vitamin D milk may best be summarized in its own words published in the January sixteenth issue of the Journal of the American Medical Association:

"Of all the common foods available, milk is most suitable as a carrier of added vitamin D. Vitamin D is concerned with the utilization of calcium and phosphorus of which milk is an excellent source. The council has recently made the decision that for the present milk is the only common food which will be considered for acceptance when fortified with vitamin D."

The council on foods reached these conclusions after full consideration of the human need for additional vitamin D at various ages, the suitability of the many different foods which can be fortified with vitamin D, and the extensive research in which vitamin D has been tested in feeding infants. It is evident, according to the council on foods, that infants and very young children need a supplementary source of vitamin D.

Practical Use of Vitamin D Milk

It is generally assumed that a baby needs more vitamin D than an older child, but that a moderate amount of extra vitamin D is a factor of safety in nutrition and health all through the growth period. Indeed, as the council on foods points out, vitamin D milk has an even greater usefulness for the child than

for the infants because of the larger proportion of children than of infants who do not receive vitamin D from special sources. The need for additional vitamin D for adults, with the exception of pregnant and lactating women, has not been demonstrated experimentally. However, it is probably desirable in some adults.

No effort is made to review the technical details of the council on foods' report here, either as to the types and potencies of vitamin D milk or as to requirements and allowable claims. Suffice it to say that vitamin D milk prepared by any of the methods, and taken in customary quantities which physicians prescribe, usually will prevent rickets in normal full term infants. However, there is evidence that the milk of 135 units to the quart "is rather close to the minimum requirements" and the milk of about 400 units per quart provides not only for needs, but for "an adequate margin of safety and possibly more vitamin D than is sufficient for the need of the average infant, but definite knowledge of these statements is not available at present."

An example of recent research favorable to vitamin D milk is a study of nearly 600 infants made in Detroit by government medical authorities and local agencies. The infants were observed during winter months under conditions fairly uniform with the exception of sources and dosages of vitamin D. Vitamin D milk proved to be a most effective antirachitic when compared with other sources. Of particular importance in this respect are the following conclusions of the investigators: Vitamin D milk "tended to be more effective in the prevention of rickets than cod liver oil;" "advance in the rachitic process occurred most frequently in infants fed cod liver oil, least frequently in those given vitamin D milk."—National Dairy Council, Chicago.

WAUKESHA COUNTY DAIRY SHOW

March 16-19, 1937 Sales Pavilion

WAUKESHA

PROGRAM EACH AFTERNOON AND EVENING

Consists of Judging Home Talent Plays Exhibition Circus Acts Amateur Night

Dance and Card Party on Friday Night

Judging of Holsteins, Jerseys, and Brown Swiss on March 17th Judging of Guernseys and Ayrshires on March 18th

Admission: Adults 25c — Children 10c

WAUKESHA COUNTY DAIRY AND AGRICULTURAL ASSOCIATION

CHEESE AVAILABLE AT YOUR HEADQUARTERS

MILWAUKEE COUNTY FARMERS USING LIME

Milwaukee County has acquired a W.P.A. lime grinding project. They are grinding high quality limestone at the quarry located on Grange Avenue one mile west of Center Road, near Hales Corners.

This limestone is very fine for barn use. This practice is approved by the Milwaukee Health Department. The use of lime in the barn costs only a cent or two a day and aids greatly in keeping the farm sanitary and preventing odors and bad flavor in milk.

We all recognize the great benefits resulting from the use of ground limestone on fields in increased crops of clover and alfalfa when the soil is sour. When applied to the fields the usual rate is at least two tons to the acre.

This will be an opportunity to purchase lime at a greatly reduced price. The price will be \$1.25 per ton delivered to the farm, if the farm is located within ten miles of the pit. For each mile beyond ten miles, the price will be five cents per ton per mile additional. Price at the pit if one wishes to haul it with his own truck is \$1.00 per ton for any amount. All orders must be cash in advance with order. Orders should be accompanied by check or money order, and sent to the County Agricultural Agent.

Some farmers west of Hales Corners in Waukesha county may want to secure lime from the Milwaukee county project, and some of the farmers living in the northern part of Milwaukee county may prefer to secure it from the Waukesha pit located one mile south of Sussex.

RESETTLEMENT LOAN PROGRAM

The loaning program of the Resettlement Administration must be restricted to that group of farmers, who, because of limited credit, find it impossible to secure needed loans from local banks or from other Governmental Agencies. The three types of loans, which, we believe, will be of most interest to you, are as follows:

1. Community Service

Under this group, a loan can be made to an eligible farmer for the purpose of purchasing a pure-bred sire (bull or other type of farm animal) on the condition that the borrower make this sire available for service to other farmers of his community, preferably of the low-income group. For these services the borrower is expected to collect reasonable service fees, which, of course, become an acceptance source of revenue for money with which to repay the loan.

2. Procurement of Services

Of this type would be loans to eligible farmers to enable them, with others, to procure needed services in the community, such as cow-testing or veterinary services.

3. Participating Loans

Under this class of loans we are permitted to loan money to eligible farmers to enable them to purchase shares of stock or memberships in bona fide co-operative organizations, either already existing or which are in process of formation.

Requests for loans of any type should be presented through the County Rural Rehabilitation Supervisor serving the county in which the loan is desired. If local dairy-

men have not yet made the acquaintance of our County Supervisor, he can be located readily by inquiry made at the office of the County Agricultural Agent.

We trust this information may be of interest to your members and that we may be able to serve such as have needs of the kinds described. We point out especially the definite benefits which are sure to accrue to any good dairymen from the purchase and use of good dairy sires.

All of the loans carry the very nominal interest rate of three per cent.

E. D. WAID,
Regional Co-operative Specialist

RETAIL GROCERS GO TO BAT FOR OLEO

Charles C. Smith, president of the National Association of Retail Grocers is protesting against the passage of legislation that would adversely affect oleo manufacture and sales.

Families of low income are the principal buyers of margarine, the report states. It adds that about 40 per cent of the replies came from small towns or rural sections, and of these "all but a small percentage testify farmers are buyers of margarine." Thirty-four per cent of the replies state that farmers are the heaviest buyers of margarine.

In this issue a release by the National Dairy Council on Vitamin D milk appears. Our interests as producers of milk will be furthered if people who are in need of Vitamin D depend on milk as a source instead of getting it in yeast, fish oils or other fortified foods.

1937 PRIME ELECTRIC FENCE Offers 6 Models . . . Price \$29.50 Up

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PRIME Controller MAKES ELECTRIC FENCING SAFE

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E. J. GENGLER

PHONE HILLTOP 9515-R-1

STATION F, MILWAUKEE, WIS.

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FILLED MILK

Immediately after the World War and as a result of the shortage of fats created during the war period, substantial quantities of a product known as "filled milk" were being sold throughout the United States. This so-called "filled milk" was a compound consisting of evaporated skim milk to which was added coconut oil in place of the butterfat which had been removed from the skim.

The product was sold in hermetically sealed cans identical in size and appearance with evaporated milk, and was being palmed off throughout the United States by many grocers as genuine evaporated milk. As a result of continuous efforts on the part of the National Cooperative Milk Producers Federation, 23 states passed laws prohibiting the manufacture and sale of this product. The manufacture and sale of this article within the District of Columbia and the shipment of it in inter-state commerce was prohibited by the Federal Anti-Filled Milk Act.

These acts were passed because of the impossibility of regulating this product in such a way as to insure protection to the consumer and to the dairy farmer. Congress and the state legislatures found that the only way to prevent the sale of this product as evaporated milk was absolutely to prohibit its manufacture and sale. As a result of this legislation, the manufacturers of filled milk went out of business.

In 1929, however, the Supreme Court of Wisconsin in a case arising under the Oleomargarine Act of Wisconsin, stated in its opinion, that no state had the power to prohibit the manufacture and sale of a product, wholesome and nutritious in itself, on the grounds that such a prohibition violated the due process clause of both the state and federal constitution. The filled milk people hearing of this decision, immediately brought an action in the state of Illinois asking that the filled milk law of that state be held unconstitutional on the grounds that it prohibited the manufacture and sale of an article wholesome and nutritious in itself. This case was apparently tried without any consultation with representatives of producer groups.

Later Michigan and Nebraska courts handed down similar decisions. Then the filled milk campaign moved into the state of Pennsylvania. The Federation in conjunction with the Inter-State Milk Producers' Cooperative, Inc., of Philadelphia, the Dairymen's Co-

operative Sales Association of Pittsburgh, and the Dairymen's League Cooperative Association, Inc., actively participated in the trial of the Pennsylvania case. No decision has been handed down in this case, but it is the first case where the filled milk people ran into real opposition in their campaign to nullify the filled milk laws of the various states.

The Federal law which prohibits the manufacture and sale of filled milk in the District of Columbia and further prohibits the shipment of this product in inter-state commerce was passed in 1923. No funds were available, however, for the enforcement of the law and inasmuch as the filled milk interests practically went out of business, there was no necessity for Federal enforcement.

Since the manufacture and sale of this product has been revived, the Federation obtained a transfer of the enforcement of this act from the Department of Justice to the Pure Food and Drug Administration of the Department of Agriculture, and an appropriation of \$10,000 annually has been provided by Congress for enforcement.

One case brought under the federal law has been held unconstitutional but dairy organizations under the leadership of the Federation are hoping that further, more complete tests of the law in court will support the constitutionality of it.

The "filled milk" problem is a dangerous one for dairy farmers. The only solution is complete and vigorous enforcement of state and federal laws prohibiting its manufacture and sale. — Dairymen's League News.

NEW SUPPORTERS

Mrs. Mary Savatski, Waukesha, R. 5,
Box 174
Ernst Karth, Hales Corners, R. 1,
Box 133
Harold Schuldt, Germantown
Walter E. Brown, Waterford, R. 1
Louis Frank, Jackson, R. 1
Harley Loomis, Colgate, R. 1
Walter A. Weber, Hales Corners, R. 2
Mrs. O. Gunderson, Waterford, R. 1
Louis Ludwig, Waterford, R. 1
Arthur Klingbell, Mukwonago, R. 2,
Box 101
Stanley Dorobkowski, Mukwonago, R. 2,
Box 126
James E. Welch, Mukwonago, R. 1
Robert H. Hilgendorf, Thiensville, R. 1,
Box 176
Harry Gierach, Cedarburg, R. 2,
Box 111
John Nygren, Racine, R. 1, Box 239
Arthur A. Juedes, Menomonee Falls,
R. 1, Box 271

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Have you tried
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Dairy authorities will tell you that if accumulations of milkstone or casein are not removed from equipment and utensils, it is **SURE** to result in increased bacteria count, thus affecting quality of your milk. But you can get rid of these deposits easily and quickly if you use

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Simply apply with brush, let soak short time, then remove deposits with soft bristle brush. No abrasive or scouring powders needed. Inexpensive to use. Ask your dealer about this amazing material or write direct for booklets, price, etc., to

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BASE PLAN

The base plan, as printed on page 1 of this issue, is the same as used in the past year. Attention, however, is called to the paragraph which states that the base used in the first six months of this year also applies for December of this year.

Mr. Fletcher Says: . . .

One question often asked me is why do we contribute one-half cent to the state from our milk checks? We maintain a bargaining organization so why keep paying to the state? Is not the Department of Agriculture and Markets maintained by state funds? Why should we shoulder any special part of its expense? These are pertinent questions and call for an answer.

When state control came into this picture some years ago, we as organized producers, were faced with a great deal of outside and inside competitive milk being offered to the consumers at much lower prices than we could afford and still stay in business.

We could and did successfully bargain with at least 80 per cent of the buyers for fair prices, but producers and distributors who would not agree to bargain could not be controlled.

Therefore a fair trade practice code or law was passed to strengthen the principle of collective bargaining and enforcement of the law was placed in the hands of the Department of Agriculture and Markets.

The cost of this enforcement was borne by the state out of the department's funds but enforcement for one reason or another was not satisfactory.

However, some good did result and when the law which was enacted for a certain period as an emergency measure was about to go off the books, another measure was introduced. Because of complaints that this law only helped a small number of dealers of the state, farmers outside of fluid markets were protesting, that state money should not be used for that purpose.

The fluid milk market producers of the state, feeling that a well administered law would help market stability, agreed to have a deduction of one-half cent per hundred pounds to pay the costs of administering the law.

The new law corrected some defects of the previous measure and I believe that some benefits have accrued because of this through law. Benefits from such a measure can be gained only if intelligent enforcement of the law is obtained.

This measure cannot be re-enacted as an emergency act but may take the form of a fair trade practice code. To ask the producers to pay for the enforcement of such an act without fully recognizing the principle of collective bargaining is dictatorship, rather than fair trade

practices, and will eventually destroy co-operative principles rather than upbuild them.

Certainly if a labor relations board is to be established for the benefit of a portion of labor and the state is willing to appropriate \$50,000 from the general funds for its enforcement there is not the slightest excuse to ask the fluid milk producers to pay for the enforcement of a fair trade practice code or law.

This bill, so anxiously sought by the Department of Agriculture and Markets officials, unless it specifically recognizes the principle of collective bargaining, can be a boom-crang to the industry rather than a benefit.

To some of the producers who are inclined to believe the base adjustment committee takes a "hard boiled" attitude toward base adjustments, the following production figures may be of interest. These figures represent the average production per farm and indicate the problem involved in allowing further increased production on our average price market.

	1937	1936	1935
Dec. 3	...	213	192
10	...	213	197
17	...	215	202
24	...	220	204
31	...	223	208
Jan. 7	227	211	...
14	232	215	...
21	235	194	...
28	235	226	...

The fluid price in February, 1936, was \$2.00 per hundred with a manufactured price of \$1.57 and a composite price of \$1.90. Condensery prices were about \$1.70-\$1.75.

Today's fluid price is \$2.71 with a manufactured price of \$1.48 and a composite price of \$2.18 with condensery prices of \$1.55 creates a tremendous pressure from many producers to try and sell more milk at the average price. In extreme cases the composite price will be lower, the cause of heavy production and increasing base amounts will, of course, make it still lower.

The principle of a uniform fluid market supply is absolutely sound. To obtain a uniform market supply, the problem must be gone at co-operatively to get good results. As far as we know every company with the exception of Golden Guernsey allows its producers to ship their overbase milk to outside manufacturing plants at the producer's option. This plan does not restrict production, but it does hold the producers to a uniform amount for which he can obtain the composite price. If a uniform amount is pro-

duced throughout the year there is no need of taking on any producers who will, of course, increase the amount of surplus, to lower the composite price.

As spring approaches, straw for bedding cattle sometimes becomes scarce and the job of keeping cattle clean is more difficult. For that reason it is well for producers to be prepared for such conditions so that they may produce clean milk.

Milk tanks, too, are sometimes neglected in the winter on the theory that the water is cold enough and need not be drained, but we must remember that the tanks may become foul and to prevent that, tanks should be frequently scrubbed. This sudden mild weather must be taken into consideration, otherwise milk may be sent in over sixty degrees, unless the thermometer is used very regularly. Clean utensils well, thoroughly rinsing with cold water, after which they should be washed with a chlorine solution or soap powder and very hot water. Practice of keeping milk utensils and cotton disks in the stable, while not generally followed, has been found to cause bad odor and flavors.

DE LAVAL NEWS

Ready to serve you before the spring rush with a new DE LAVAL SEPARATOR

—Capacity to suit your needs 150 lbs. per hour to 15,000 and in all styles—Hand driven or motor equipped—Several excellent rebuilt separators priced right. A full supply of parts and oil for Power and Dairy Size Separators—can also serve you with the SUPREME MAGNETIC DE LAVAL MILKER—world's leader—the only milker that pleases the producer of milk. Have a few LARGE POWER SEPARATORS that have been rebuilt and ready for sale. Machines shown by appointment.

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There will be a great many commercial purebred cows, close springers and fresh, capable of large records.

50 BULLS including a son of Matador Segis Ormsby from a 1243-lb. daughter of Sir Inka May; a son of Governor of Carnation from Carnation Romeo Inka Bracelet with 1211 lbs. butter (Carnation Farms); A. C. Oosterhuis sends a yearling son of Oostie Paymaster with 1104 lbs. butter from a granddaughter of North Star Joe Homestead.

Sale starts at 12 noon each day in heated sale pavilion.

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