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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1928/March 1929

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Milwaukee Milk Producer

AGRICULTURAL COOPERATION
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Milwaukee Co-operative Milk Producers

Volume I

APRIL, 1928

Number 1

March Milk Prices

When the Board of Directors met the dealers on February 27 to confer on price of fluid milk for March no agreement was reached. We asked for \$3.00 and the dealers wanted to pay less. Adjournment to March 9 was agreed on but when that day came very much the same sentiment prevailed. After much argument it was agreed that if the government reports showed that 92 score butter in Chicago averaged 47 cents or better for the month the price for fluid milk would be \$3.00. If less than 47 cents, \$2.90 would be paid.

The final figure showed an average of \$.4819 and as a result the fluid price is \$3.00 for March. The manufacturing price, for milk over the fluid needs of the city, is \$2.04 for March. The percentage of manufactured is 29 and the average price will be \$2.71. There is a slight difference in the price paid by the different companies because of a difference in the amount manufactured.

On March 26th the Board of Di-

rectors held their regular monthly meeting in the forenoon, and in the afternoon the dealers came in and the bargaining for price of April fluid milk began.

We wanted \$3.00 but the dealers would not agree to pay it. The latter had the help of Mr. Gehl of Germantown who sells to stores in the city. He made a strong argument for a lower price based on the lower price condenseries are paying.

We believe that the margin which we get over milk used for manufacturing should be greater than it has been in the past for several reasons, chief among them being the strict requirements of the health department, and the fact that we have a uniform production plan that some producers find difficult to operate under. The dealers offered \$2.90 and a price of \$2.95 was finally agreed on.

The conference on price of May milk will be held on Thursday, April 26th, at 2 P. M. at this office and all producers are welcomed to attend this conference.

Difference in Fat Tests and Probable Causes

It seems just and fitting at this time when most tests have taken a drop to discuss at some length that very interesting subject of variations in tests. We are continually being questioned by some of our shippers on this important matter. They receive their test cards and on glancing over the daily tests they note that the test of the herd is apt to vary considerably from day to day. In some cases it is very slight, in others the variation is so great it is hardly believable. The question is asked: "What causes this great difference? I have the same cows, my production is the same and I am feeding the same."

A great deal of study and experimenting has been put on this great problem and as yet no definite conclusions have been arrived at, although it has been pretty definitely established that certain things play an important part in these daily variations. Among the most important are seasons of the years, daily changes in weather and temperature, or in other words atmospheric conditions, changes in health or the physical condition of the animal, a change in milkers, irregular or incomplete milking, exercise, unusual excitement of some kind or other, and sudden changes in feed. To the man who never changes his feeds or feeding schedule and milks very regularly the temperature and atmospheric changes and the nervous condition of his cows probably plays the most important role. Most

(Continued on page 8)

Another Fieldman or Check Tester Engaged

Owing to the insistent demands from the shippers for more check testing we have employed a third man. As a result we will be able to give you more testing service and Roy Knoll will have some time to devote to country work.

Our check testing has developed into a real service to the producers. Four years ago one man was employed and because of a total lack of laboratory facilities of his own an average of 72 shippers' milk was tested per day. With a convenient laboratory right in our own quarters and with two 36-bottle electric testers, we will be able to test the milk of 350 farmers each day.

We have made some forty herd tests this year and we are ready and willing to extend this service to any of our supporters who ask for it.

The health department has invited us to have a man present to check on its inspectors to determine whether the department man is fair in his inspection. We intend to devote some time to this work.

We hear a great deal about warm milk coming in of late and suggest that a more general use of the thermometer might save time, trouble, annoyance and financial loss.

Your Secretary is always anxious to adjust differences which may arise because of health department activities and has noted that when he appears at the City Hall with a shipper the first question asked of the latter is, "Have you one of these milk house cards?" If it is a case of high temperature milk you are asked if you use a thermometer. A negative answer brings forth the statement that if you follow the rules laid down you will not get into trouble.

We may not agree with the Health Department in regard to many of these requirements but until changes are made it is well to abide by them. At any rate, have a little thermometer in your milk house and use it. We have been told that milking time inspections will soon be made to check the use of small top pails.

On another page we print the requirements of the health department for the production of milk for the Milwaukee market. These are the same regulations which are on the "milk house card" sent out by the health department through the dealers last year. Our purpose in printing these rules is to refresh the producer's memory in case he has lost or mislaid the card sent.

Sent as per request.

CARDED

MILWAUKEE MILK PRODUCER

Owned and Published by
Milwaukee Co-operative Milk Producers
 1511 FOND DU LAC AVENUE
 Phone Grand 4990 MILWAUKEE, WIS.

Volume I APRIL, 1928 Number 1

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Application pending as second-class
 matter at the Post Office at Milwaukee,
 Wis.

This copy should be kept for future reference for it contains, among other things, our buying plan. We will discuss this plan in a later issue. There are some features of this plan which may seem hard to understand and which we shall try to explain when space permits.

THIS IS YOUR PAPER.

This is the first issue of The Milk Producer.

It is published solely in the interests of the members of the Milwaukee Co-operative Milk Producers.

We hope, through its pages, to keep our members better informed about our association and its work—to keep them posted on what is going on, and to bring to them in each issue much valuable information relating to dairy markets and dairying methods.

It's a big job we have laid out. We need your help and your loyal support.

First, we are going to ask you to read each issue carefully, and then tell us from time to time what you think about it. Tell us how we can make it the most interesting to you and your family. Don't be afraid to offer suggestions because that is exactly what we want.

The Milk Producer is your paper. As increased advertising patronage makes it possible we expect to make it bigger and better. We have a lot of features in mind to be added from time to time which will come to you as pleasant surprises.

Help us by speaking a good word for your publication whenever you have a chance. Farmers never needed to pull together more than right now. This paper can be made a power for you. Let's make it that. You can help.

NEIGHBORS.

It's mighty pleasant to live in a good neighborhood. To be on friendly terms with one's neighbor is very desirable and very necessary if one is to enjoy life at its best.

We influence other people in thoughts, words and actions. We are all subject to being influenced, and our habits are formed largely as a result of our environments. Every person exerts an influence over those with whom he or she comes in contact.

Generally, the man who likes the neighborhood in which he is living is a mighty good neighbor himself. Farmers have so much in common that as a rule they all are good neighbors. As they meet and talk over their farm problems, they not only enjoy themselves but they help themselves as they help others.

WISCONSIN COUNCIL OF AGRICULTURE MEETS

Your secretary attended a meeting of the Wisconsin Council of Agriculture at Madison on April 6. This organization is composed of a number of co-operative marketing agencies of the state such as the National Cheese Federation, the Foreign Cheese Producers, Fruit Growers, Equity Live Stock Sales Assn., Madison Milk Producers, the State Grange, Farm Bureau, Equity, and numerous other organizations whose purpose is to better farmers' conditions.

The purpose of the Wisconsin Council of Agriculture is to make a study of taxation, marketing and to effect a closer organization of the

various farm groups in the state. Also to bring home to the unorganized farmers the pressing need of effective organization, if we as farmers wish to earn enough on our labor and investment to live as Americans should live.

In regard to taxation the committee has the promise of help from the tax commission, from the state superintendent of schools and the highway commissioner in furnishing facts for study.

A lengthy discussion of fluid milk marketing was indulged in. Don Gier of the Chicago Pure Milk was present and told of their efforts to organize and better the conditions of the producers supplying Chicago. About 60% of Chicago's milk comes from Wisconsin. Their price for March ranges from \$2.25 to \$2.50 at country plants and there is some surplus to be paid for at a lower price according to reports. The meeting was worth while and if the Council keeps on as it has started much good work can be done. There is a great need for closer co-operation on the part of the farmers and for more information about our problems.

If we are paying too much in taxes we should know why and be in a position to propose a remedy and have a strong, well informed organization to work for and get what we are entitled to.

In the marketing field, sad to relate, there are co-operatives competing with each other and playing in to the hands of the people who are always getting the long end of the game.

Walsh MILK WAGON HARNESS

A NEW kind of harness that cuts out repair bills, greatly improves the looks of your horses, is much easier and quicker for drivers to hitch and unhitch and costs less than ordinary harness.

The Walsh No-Buckle Harness has proven an amazing success among farmers of America. Now milk dealers are taking advantage of this greatest of all harness improvements.

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Walsh Harness can be adjusted to fit any horse perfectly. Made of the best harness leather ever tanned. It is exceptionally well made, perfectly sewed and finished. Large production enables us to make such a high grade harness at the price of ordinary harness.

LOWEST REPAIR COSTS EVER KNOWN

With no buckles to cut straps, no rings to wear straps in two, and no holes to weaken the straps, Walsh Milk Wagon Harness is not only three times stronger than any other harness, but cuts repair costs as low as ten cents a year.

Many farmers, who are hard on harness, have used the Walsh as long as ten years without a penny for repairs.

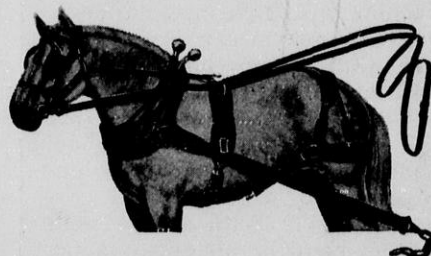
It will pay you to investigate and post yourself on this new way of making harness. Write at once for free book.

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Plan of Buying Milk for the Milwaukee Market

Adopted by the Milwaukee Milk Dealers, and the Milwaukee Co-operative Milk Producers.

(Effective January 1, 1926.)

1. Two classes shall be established in the Milwaukee Milk Market known as "Fluid Milk" and "Manufactured Milk." "Fluid Milk" is that which is sold in its natural state. Milk used for any other purpose whatsoever, shall be considered "Manufactured Milk."

2. The price of "Fluid Milk" shall be determined each month at a conference of the dealers and the agents of the Producers' Assn.

3. The price of "Manufactured Milk" shall be determined by multiplying the butterfat test of 3.5% by the average Chicago quotation on ninety-two score butter (as reported by the U. S. Dept. of Agriculture) plus twenty per cent. Deduct the cost of manufacturing and selling (5c per pound butterfat.) To this is added the average value of the skim milk for manufacture into skim milk powder, sweetened condensed skim milk and cottage cheese (as shown in Par. 4.)

4. Value of 100 lbs. skim milk for manufacture into skim milk powder.

Take the average quotation on high and low unknown brands and average these for the month. Deduct the cost of manufacturing and selling (7c per pound) and multiply the balance by the yield per 100 lbs. skim (8 pounds).

Sweetened Condensed Skim Milk.

Take the average quotation on high and low unknown brands (Bbls. as reported by the Producers' Price Current, N. Y.) and average these for the month. Deduct the cost of manufacturing and selling (2c per pound) and the value of the sugar used (43/100 lb.) at the average quotation and multiply the balance by the yield of 100 lbs. skim (28 lbs.)

Cottage Cheese.

Select five large jobbers of cottage cheese (to be named later.) Take the average of each day of their high and low quotations (on good cheese in large irregular shipments) and average it for the month. Deduct the cost of manufacturing and selling (two cents per pound) and multiply the balance by the yield per 100 pounds (13 lbs.)

Average the value of skim milk for the three products and take eighty-five per cent of this as the value of skim in 100 pounds of milk.

5. Each dealer shall determine the

The Cream City Seed Co.

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DEALERS IN

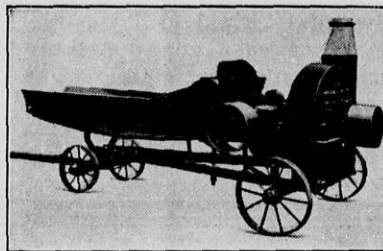
Alfalfa, White, Red and Alsike

Clover, Lawn Mixture

High Grade Seed Corn



ASK YOUR DEALER FOR OUR SEEDS



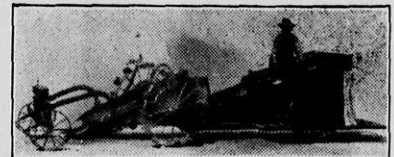
TuSco Potato Picker

No other like it—a real labor saver. Works behind any standard digger—adaptable to all conditions.

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The TuSco Cutter

Works in any corner for it belts five different ways. Positive drive, cut steel gears running in oil. No wasted power—No clogging of pipe.



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THIENSVILLE, WISCONSIN

average price to be paid to his shippers by figuring what percentage of his total receipts was sold as "Fluid Milk" and what percentage was "Manufactured." He will then multiply the percentage of "Fluid Milk" by the price of "Fluid Milk" and the percentage of "Manufactured Milk" by the price of "Manufactured Milk." Adding these two figures together and dividing by 100 will give the average price. The dealer shall then deduct one-half cent per hundred pounds which will be the farmers' contribution for advertising. This money shall be paid to the Wisconsin Dairy Council with the pro-

vision that it be used to encourage a greater consumption for milk in the Milwaukee and adjacent markets. The dealers shall contribute the same amount to this advertising fund.

6. The dealers shall be permitted to take on shippers at the straight "Manufactured Price" using the shipper's actual test instead of the average test if they do not wish to put more shippers on the "Average Price" list. The names of such shippers shall be reported to the Producers' Association immediately when they start or stop or are transferred into the "Average Price" class. The amount of such milk shall

be deducted from the total receipts before figuring the average price as stated in paragraph, and from the amount manufactured, as shown in paragraph 7.

7. Each dealer shall mail a report to the State Division of Markets not later than the 15th of the month, giving the following information concerning the previous month:

Total amount of milk purchased during the month.

Amount and percentage sold as fluid milk.

Amount and percentage sold as manufactured.

Amount used in manufacture of each product.

Amount of each product manufactured.

Average price paid to the producer.

Amount bought at manufactured price.

Amount of emergency milk purchased.

The Director of the State Division of Markets, and his assistants, shall have free access to the dealers' books and records any time said director may choose to check the accuracy of the reports.

The figures used in manufacturing costs, yields, etc., as shown in para-

graphs three and five, may be changed when conditions warrant.

The dealers individually and collectively agree to accept so far as is possible, all milk of good quality offered from sources which are logically in the Milwaukee District.

All milk purchased directly from farmers shall be considered when determining the percentages of "Fluid Milk" and "Manufactured Milk." However, milk received at country plants may or may not be included at the option of each dealer, in the pounds of milk of which percentage is to be figured. Milk purchased from creameries, cheese factories, condenseries, or other buyers of milk, to protect the dealer against shortage of supply, shall be known as "Emergency Milk" and shall not be included in the pounds of milk in which percentage is to be figured. Neither shall this "Emergency Milk" be deducted from the total pounds actually sold as "Fluid Milk." In the case of "Emergency Milk" between two distributors, the selling distributor shall include such milk in his total "Fluid Milk" sales. However, in case one distributor sells milk to another for the sole and only purpose of manufacturing, such milk shall be considered as "Manufactured Milk" by both distributors.

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Home Cooked Meals

ICE CREAM
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MIGHT TAKE A CHANCE.

Billy—"Grandma, can you help me with this problem?"

Grandma—"I could, dear, but I don't think it would be right."

Billy—"No, I don't suppose it would, but take a crack at it and see."

—London Mail.

THE EFFECT OF ENVIRONMENT.

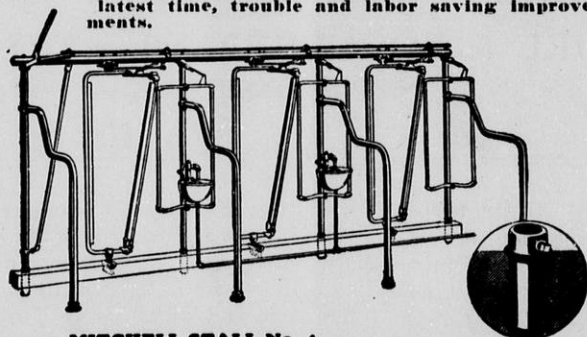
"Say, waiter, is this an incubator chicken? It tastes like it."

"I don't know, sir."

"It must be. Any chicken that has a mother could never get as tough as this one is."—Wampus.

Are You Thinking About a Better Dairy Barn?

GETTING ready to build a new barn? Planning to take care of more animals in your present stablest? Getting tired of old-fashioned, awkward, clumsy, unsanitary stalls, stanchions and mangers? Realizing the need of handling stable litter with less labor, and less waste of valuable manure? Then—get posted on the built-to-last barn equipment line that has all the latest time, trouble and labor saving improvements.



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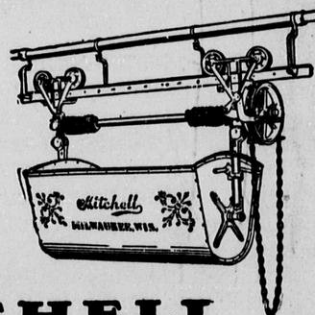
Securely held, but easily and quickly detached. Strongly built—Water flow easily regulated. Frost-proof. Cow can't suck air while drinking.

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Set into concrete and filled with oil — prevents stall partitions from rusting off at base. Makes stall installation easy.

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Wisconsin's pioneer line, built for quality ever since 1896. Readily installed. (We furnish barn plans and blueprints—free) easily operated—many exclusive, patented features that save you time and labor and add to the comfort of the farmer and his livestock.

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Dairy Outlook for 1928 by the Bureau of Agricultural Economics

The position of the dairy industry appears on the whole to be fully as strong as it was a year ago. There are as yet no indications of any material expansion in dairy production in the near future. In comparison with a year ago there has been no increase in the number of cows being milked, no significant increase in the number of heifer calves being reared and no material change in the disposal of old cows.

The relatively higher prices of feed grains and other concentrates this year as compared with last year will tend to decrease milk production during the present feeding season, but this may be offset in a measure by the abundance and cheapness of legume hays. Probabilities are that during the coming grass season the record pasture conditions of last summer and fall will not be repeated.

Domestic demand is likely to be fully maintained during the coming year. The foreign situation on the other hand is such that price depression abroad is resulting in increasing imports into our markets, with the prospect that the increasing foreign supplies will be further drawn upon to supplement domestic production.

Dairy Cow Situation: The estimated number of yearling heifers being kept for milk on farms January 1, 1928, was 4,173,000, an increase of 127,000 head or 3.1 per cent over the number on hand a year ago. The estimated number of heifer calves saved for milk shows an increase of 217,000 head, or 4.6 per cent. Although these changes indicate a slight tendency toward increasing the size of dairy herds, the increases are small in comparison with the total number of milk cows on farms, estimated at about 22,000,000. On the whole, it seems probable that the increased number of heifer calves saved in 1927, is only sufficient to cause an increase of about 1 or 2 per cent in the number of milk cows in 1930. It is possible, however, to increase the herd by retaining old cows beyond the usual age although this tends to be prevented by the present favorable prices of beef.

Although the number of dairy cows slaughtered in 1927, as a result of tuberculosis eradication campaigns, may have had some significance locally in certain districts, the numbers were not sufficiently great to be regarded as of particular importance from the standpoint of total milk production, being only about 1 per cent of the total estimated milk cow population.

Total butter production has shown a continuous upward trend since 1920; it was very pronounced until 1924, and marked since then. Creamery butter production during 1927, showed only a slight increase despite the usually favorable pasture season. Cheese production, which had shown a strong upward trend from 1920 through 1925, turned downward in 1926 and 1927 with declines of 3 and 6 per cent respectively. Condensed and evaporated milk production continued its upward trend with a heavy increase in 1927. Production of fluid milk in most areas averaged slightly higher in 1927 than in 1926, and the percentage used for fluid purposes continued to increase.

As a whole, milk production in 1927 was but little higher than in 1926, but a larger proportion was devoted to the more valuable uses.

During the summer of 1927, increased production and reduced movement into consumptive channels caused storage stocks of butter to reach 163,700,000 pounds on September 1st, a record level, and stocks of condensed and evaporated milk to become heavier than usual. Most of the extra accumulation of butter has now been worked into consumption without material effect on price, however, and the stocks of concentrated milk have not affected markets unfavorably. Cheese stocks on January 1st, on the contrary, were 12 per cent lower than a year earlier, reflecting the reduced production.

In addition to domestic production, dairy products equivalent to almost a billion pounds of milk were imported, in spite of the prevailing tariffs.

Shifts in the Dairy Industry: With the growing population and with increased consumption of dairy products, significant changes are taking place in dairy regions. In Wisconsin enlarged demands for fluid milk and sweet cream explain much of the recent decline in cheese production in that state. Increased demand for sweet cream in many eastern consuming centers has led to the growing long distance shipment of this commodity, cutting into production of manufactured products. In Eastern producing regions the upward trend in the proportion used in fluid form is likely to continue during 1928. In addition to these shifts, butter and cheese production is being expanded in some of the newer dairy regions, particularly in certain intermountain states. In the South several new condenseries have been es-

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Every Animal Guaranteed to be as
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Time Payments If Desired. We Deliver.

Farm three miles west of Brown Deer and one
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THIENSVILLE, WIS.

Heifers For Sale

We have forty heifers in our herd sired by Prospect Canary Lad, one of the leading grandsons of Segis Pieterje Prospect and Matador Segis Walker, over half the heifers are bred to Echoland Sir Romeo and Sir Segis Matador Ormsby.

Echoland Sir Romeo

is a son of Sir Romeo Mildred Colantha from a 1,000 lb. daughter of Sir Pieterje Ormsby Mercedes.

Sir Segis Matador Ormsby

is from a 30 lb. daughter of a 1,000 lb. cow, grand daughter of the 1st 1,400 lb. cow and sired by Matador Segis Ormsby.

Heifers bred will freshen from Oct. 1st on. Please visit the farm and inspect the heifers.

For further information
address

Dr. Gustav A. Klettsch
453 Cass St. Milwaukee, Wis.

established in regions where there is a growing realization of the possibilities in dairying. The general tendency toward higher valued products in the older dairy regions and the opening up of new territories reflect the inability of dairy product manufacturers to compete in price with the users of fluid milk. This has resulted in the forcing backward of the "milk frontier."

The United States will probably continue to import large quantities of cheese, fresh cream, and milk, and to import some butter. Our exports of condensed and evaporated milk will probably continue to decline, owing to foreign competition in the production of condensed and evaporated milk and to the protected position of the producers of other dairy products.

Since production and prices of dairy products in foreign countries tend to affect the price level to which our domestic prices can rise, producers should watch developments as to foreign production and markets. Foreign dairy production has recovered from the effects of the war and continues to increase. The rate of increase, however, appears to have been checked in the past two years, with supplies of butter and cheese in the principal foreign markets in 1927 practically no greater than in 1926, and only slightly greater than in 1925. The checking of supplies, however, has been due in part to temporary conditions such as drought in Australia. Present indications are that foreign dairy production next year will be maintained and may be increased. A favorable season in Australia such as in 1920-

21 and 1924-25, together with favorable conditions in other important producing countries, would probably result in a considerable increase in supplies.

The ability of foreign markets to absorb the supply of the surplus-producing countries will probably be no greater in 1928 than in 1927. With no increase in the purchasing power of Great Britain, which is the most important foreign market, any increase in supplies would probably result in lowering foreign market prices and increasing shipments to this country. In Continental Europe at the present time there is not a potential market for increased supplies such as that which developed in Germany in 1924 and 1925. Germany is now producing about 85 per cent, on a milk equivalent basis, of the dairy produce consumed within that country. With this recovery in production and with no prospect of further improving the purchasing power of German consumers no relief can be expected from that source. Improvement in economic conditions in Italy and France will probably have little if any effect upon the demand for foreign butter.

With respect to probable imports of cheese, fresh cream, and milk, it may be said that conditions appear favorable for further increase in the imports from Canada.

During recent years the total domestic consumption of fluid milk, butter, cheese, and concentrated milk has been increasing. In 1927, however, there was apparently not the usual increase. The purchasing power of urban consumers declined during 1927, until at the end of the year it was materially below the early part of the year, which partially explains the slowing up of the increase in consumption of butter and cheese; consumption of fluid milk, however, continued its previous increase. The difference in price between high grade and lower grade of creamery butter has been greater this year than for several years previous. This undoubtedly reflects in some measure the increased demand for the better grades of creamery butter.

Present indications are that business conditions will be on the upward trend through the first half of 1928, with possibly a seasonal dip in mid-year. There is apparently a long-time upward trend in the demand for dairy products. Farmers in most fluid milk areas received moderately higher prices for their milk in 1927 than in 1926. This fact was due to the higher prices received for milk used for fluid purposes and for milk which went into surplus

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From Your Old, Rusty, Leaky Ones
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BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

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Certainly, We Can Retin One-Piece Cans!!

uses, and to greater percentage of the total production used for fluid consumption.

As predicted in the 1927 Outlook Report, the number of dairy cows has not been materially increased and a rather favorable spread between the cost of feed stuffs and the price of dairy products prevailed through 1927. Present indications are that similar conditions will continue for another year or two and perhaps even longer. Roughage, especially legume hays, are unusually abundant this winter in the great butter-producing area of the Mid-west, and silage and feed grains are as plentiful as they were a year ago. The increased supply of legume hays will tend to increase production during the winter feeding season, offsetting the usual tendency of higher prices of concentrates to reduce production.

Beef cattle are in demand, the beef producing sections are more prosperous than they have been and, with the exception of some of the irrigated sections, the increase in dairying in the beef-producing sections will probably be slower than heretofore. The number of cows slaughtered has run fairly heavy during recent months compared with last year, and with milk cows showing unexpected value for beef purposes, there is little reason to expect any marked tendency to increase dairy herds in some of the Eastern states where the scarcity of cows has become rather acute. While there has been a sharp increase in the average price of milk cows in all parts of the country, the increase seems to be little more than the increase in the beef value of the cows.

Summarizing the prospective supply situation for the current year, there seems nothing to indicate any increase in milk production except the result of the general improvement in the quality of cows and methods of management, and intensity of feeding. These together will hardly increase production more than is needed for the natural increase in population. A markedly wider spread between the cost of feed and the price of dairy products would no doubt stimulate production, but there seems no particular reason to expect the present spread to be widened by any marked decrease in the price of feed, and in view of the foreign situation a materially higher price for dairy products as a whole is not expected. Although the ratio of the price of feed to the price of dairy products might easily become somewhat less favorable than at present, dairy producers can reasonably look forward to only

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a very gradual expansion in dairy production during the next two years and to a continuation of conditions somewhat similar to those which now prevail.

The supplies of beef cattle are low and there is good reason to expect rather favorable prices to continue for some time. This will afford dairymen an exceptionally favorable opportunity to dispose of their old cows and low producers at prices high enough to contribute largely toward covering the cost of raising young animals to replace them. Dairymen who have cows of good productive ability, therefore, will probably find it profitable to raise more than the usual number of calves in 1928. This is particularly true of those farmers who have good reserves of hay. Prices of milk cows on January 1st, averaged about 24 per cent higher than a year ago. Expansion of production should take place only at about the rate of the increase in the demand for dairy products in the United States. It should be borne in mind that the tendency to increase dairy production evidenced by last year's increase in number of heifer calves kept will not be realized in increased production until these calves have begun to produce, and if, in the meantime, the herds are increased too rapidly the result in about 5 years will be over production and depressed prices.

The generally favorable outlook for dairying seems to be shared by practically all sections of the country, and all sections show moderate increases in the numbers of heifers and calves being raised for milk cows.

In the Northeast the percentage of the production needed to meet urban demands for fluid milk and cream has been steadily increasing and will probably continue to increase for some time to come. Although conditions have been improving gradually for some time there has been no corresponding increase in production principally because of the failure of dairymen to raise heifer calves during the past few years when milk prices were low. Recently interest in dairying has been renewed and there has been an increase in the number of calves saved, but on January 1st, the total young stock on hand seemed no more than sufficient for normal replacements.

In the central butter and cheese regions conditions seem likely to continue substantially as at present. In the eastern part of this region the shipment of fluid milk and cream seems likely to increase and those localities which are prepared to furnish a large and uniform volume of high-quality product are likely to receive the benefits of somewhat higher prices. The continued increase in butter production in the western portion of the Corn Belt does not seem likely to cause an undue increase in United States butter production.

Increasing consumption of dairy products and development of more efficient methods of production are aiding in the development of the dairy industry in the South. Indications are that there will be fairly steady expansion, with satisfactory returns to areas which are growing into dairying. Some evidence of the expansion which has already taken place is to be found in the establish-

ment of several condenseries in Southern states.

Dairy production on the Pacific Coast is not keeping pace with demand, with the result that the coast is reaching back into the mountain country for its supplies. The upward trend in demand and rapid development of the industry in this region seem likely to continue for some time.

DIFFERENCE IN FAT TESTS AND PROBABLE CAUSES.

(Continued from page 1)

variations are only temporary, sometimes one cow will increase the test of her milk under certain conditions while another cow on the same day will show an opposite reaction by lowering her test. We have found for example that certain cows that came into heat during the time we were studying their variations in test would milk heavier and test higher when in this condition, than at any other time during the period they were under observation. We have also found the opposite, in which case their production and test would take a very decided drop.

In testing separately the morning and evening milk of cows in individual herds great variations are often found and so we have arrived at a system of testing individual cows whereby we make a composite sample for each cow for at least eight consecutive milkings so as to get away from the daily variations, thus giving us a more accurate indication of the animal's true test, by testing this average sample.

An interesting part in connection with this work is that as a general rule in the winter time the evening milk of individual animals runs somewhat higher in butterfat than the morning sample and vice versa in the summer time. What seems to be a feasible explanation of this to some extent has been worked out by the writer. In the winter time a great many barns are not properly ventilated and also over stocked, the air becomes foul and poor during the night, the cows become restless and hence the low test on the morning's milk. During the day the barn is open more or less—the cows are put out in the yard for exercise and fresh air while the barn is being cleaned and on testing the evening's milk, it invariably runs higher.

In the summer, if the days are hot and the flies are bad, the cows become restless and irritated and the evening's milk shows a lower test. After milking they go to pasture, graze until dark, rest well during the cool night, are not bothered by

flies, with the result that the morning's milk tests higher.

We do not want to convey the thought that this is a general rule because it does not always follow out this way, but in a great many cases it does and so it seems to bear out the opinion of experts that the nervous and physical condition and temperament of the cow has a great deal to do with her test.

As a general rule the tests begin to increase along in August and continue to climb gradually until they

hit the peak in the month of December. From then on there is a decline until probably June. Why these conditions seem to be true no one knows and no one seems to be able to give any good reasons. It is one of the problems of the dairy industry that as yet has been unsolved.

In concluding I might quote Prof. Haecker of Minnesota, who studied very extensively this interesting subject. He said: "The dairy cow will do one thing, then she will do the other, and then she will do neither."

ROY P. KNOLL,
Senior Fieldman

HEALTH DEPARTMENT. Regulations for the Production of Milk and Cream for the Milwaukee Market.

Cattle

Tuberculin tested annually.
Clean at all times.
Recommend flanks, udders and tails clipped.

Stable

Tight ceiling, floor and gutter.
Plenty of ventilation and light.
Whitewashed yearly, or kept well-painted.
Clean at all times.
Recommend floor and gutter of concrete.
Clean water tanks and drinking cups.
Hogs and goats not permitted—poultry and pigeons, if separated by tight partition.
Recommend separate poultry house.

Barnyard

Good drainage.
Manure 15 feet from stable, or to be taken to field daily or fenced off so cattle do not come in contact with same.
Recommend concrete yard.

Milk House

Constructed of suitable material, as it must be used throughout the year.
Proper ventilation, COOLING FACILITIES and drainage.
If constructed of wood, walls and ceiling must be sheeted and painted—no whitewash.
Used only for milk and milk utensils.

Utensils

Do not use rusty or open-seamed utensils.
Approved, small-top pails must be used.
Use brushes and washing powder in cleaning, no cloths.
Clean at all times and kept on suitable racks.

Milk

Must be produced under sanitary conditions and removed from stable immediately.
Milk, when received at the city plants, must be 60° F. or below.

DR. JOHN P. KOEHLER,
Commissioner of Health.

OUR ADVERTISERS.

You will note that we are carrying some advertising. The people who buy space in your paper help pay the printing cost and if you patronize them no doubt we will continue to sell them space. All of these advertisers are good people to deal with and we respectfully ask that you give them a trial.

Professor—"Young man, I understand you are courting a widow. Has she given you any encouragement?"
Y. M.—"I'll say she has. Last night she asked me if I snored."—Columbia

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COOPERATIVE MARKETING

Milwaukee Milk Producer

AGRICULTURAL COOPERATION

MILK PRODUCTION

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume I

MAY, 1928

Number 2

April Average Price May Fluid Price

The fluid price for April is \$2.95 per cwt. for milk testing 3.5 per cent fat; the manufactured price figures out at \$1.84 as against \$2.04 for March.

This seems like an unreasonable drop but butter averaged \$.4819 for March and only \$.4397 for April. Condensed skim milk was worth \$.204 in March and \$.152 in April. Powdered skim was \$.206 in March and \$.184 in April. The lower price of all of these products reduced our manufactured price and of course brought down the average price.

The surplus varies with the different companies but 32.5% would seem to be a fair average, which makes an average price of \$2.59.

Some of the dealers have no figures on surplus at this writing.

We met the dealers on April 26 to bargain for the price of May fluid milk.

The board of directors agreed that because of the lack of silage and legume hay, the high price of concentrates, the backward season and the demands of the health department for improvement of general conditions, pertaining to the production

of milk, a lower price would be poor policy for all concerned.

The dealers admitted the logic of these contentions but insisted that more attention should be given to the lower prices in competing markets. Condenseries were cutting price and an immense stock of condensed goods is on hand. Butter is lower. Industrial conditions are not good and as a result many men are out of work resulting in a lowering of the buying power of the consumer.

It was finally agreed that if 92 score butter would average 41 cents or better, government reports for May, the price would be \$2.95 for fluid milk. If lower than 41 cents, the fluid price is \$2.90.

At the present writing the May average butter is \$.4375 which is almost as high as the April average.

May butter averaged \$.4150 in 1927, \$.3941 in 1926, and \$.4076 in 1925. Production per farm is lower than last year but retail sales are also low. April, 1927, surplus was 33 per cent; butter average \$.4830; manufacturing price, \$.206 and average price, \$.262; fluid, \$.290.

Over Base Milk

Some shippers are sending excess milk or over base milk to other plants than their regular dealer. Lower cartage to the other plants netting a higher price for manufactured is the incentive for doing so in many instances.

If this practice is followed care should be taken to stir well if nights and mornings milk is mixed.

The portion of milk coming to one

plant might because of lack of care in the mixing, contain a high percentage of fat, while the balance received at the other plant might be under standard.

The Health Department prefers having all of the shipper's milk come to one plant or company, but at our request it allows farmers to ship to two different companies and we suggest that it is wise to observe the above precautions.

Milk Prices for April in Other Cities of State

Madison producers got \$2.27 for 3.5 per cent milk for April as against \$2.35 for March. Madison price is based on Chicago 92 score butter with a differential of 70 cents per cwt. for March and April. Lower

butter prices reduced the April price.

Sheboygan Dairymen's Ass'n reports the April price as \$2.21 for 3.5 per cent milk.

This price is arrived at by taking

the average cheese price on the Plymouth Farmers' Call Board for the month, deducting 2.5 cents per pound for making, and using a yield of 9.45 pounds cheese in 100 pounds 3.5 per cent milk, adding 10 cents for whey and a premium of 15 per cent.

Racine bargained price for all milk testing 3.5 per cent delivered in that town in April was \$2.65. The May price has not been decided on.

HOT WEATHER AND WARM MILK.

As we write this at 2:30 P. M. May 3, the temperature registers 88 in the shade. That is high temperature for this date and we hear that considerable milk has been returned because it was too warm.

It may seem like a lot of bunk but we believe that it pays well to use plenty of water, get the milk cooled as quickly as possible and then keep it cool until it is taken away by the hauler.

Tomorrow one of our men will be on a truck taking temperatures as the milk is collected and again on the same milk as it arrives in the plant to check on the rise in temperature from the farm to the weigh can. Cool your milk and save money.

GOOD WILL.

Is your neighbor a supporter of the Milk Producers? If not get him interested. With everybody helping we are bound to grow stronger and be able to do more for you.

Is it not about time that farmers all over the country stopped knocking their own organizations and try to build up instead of tearing down? Your officers and employees make mistakes. Of course they do. Everybody does, but you seldom hear stock holders of a bank, for instance, telling what a poor institution it is. Instead they are out plugging for it. Can't we do the same?

Right now you are very busy getting seeding and planting done so that you may grow feed for your cows. That is important. It is also very important to get a fair price for your milk after you have grown your crops and feed them to the cows. Help get it by working for your Association.

sent as per request.

CARDED

MILWAUKEE MILK PRODUCER

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 Phone Kilb. 2050 MILWAUKEE, WIS.

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THANKS, FRIENDS, THANKS.

We are indeed pleased to acknowledge the many kind words that have come to us relative to the first issue of the Milwaukee Milk Producer.

The launching of this paper has been in the minds of our directors for some time. We have felt the need of closer contact with our members. There are many items of interest that they should know about.

The friends that have told us they enjoyed the first issue have "pepped" us up. They have made us feel, more than ever, like serving them the best we possibly can. This paper will get better as the months go by because it is backed by such loyal friends.

MILWAUKEE IS A GOOD MILK MARKET.

A friend who travels to many cities told us one day recently that we probably don't fully appreciate the peculiar advantages we enjoy in supplying milk to the people in Milwaukee. He pointed out that in most other large cities the price to the consumer is higher and the price to the producer is lower.

Comparatively high per capita consumption of milk and milk products is what makes this possible. Yes, we have a good market and we want to make it still better.

OUR ADVERTISERS

Have you noticed that good cows, horses, furnaces, barn equipment, milk cans, seeds and feeds, harnesses, farm and dairy machinery, sprayers, etc., are advertised in our columns, not to mention some good places to eat? Tell 'em you saw their ad in your paper.

CO-OPERATIVE MARKETING.

Co-operative marketing such as we carry on is group selling. Therein lies its main strength. We offer the buyers of our milk a whole city's supply. We get more money because the buyers can pay more money when they buy in large quantities.

Unfortunately we can not compare the prices we are getting with the prices we might be getting if each one went for himself. If we could make such a comparison we would be still better satisfied with what we are accomplishing by working together.

It's the most natural thing in the world to wonder at times whether we are getting "value received" for the money we spend. We wouldn't be good business men if we didn't do it.

So it is no wonder that the individual member looks at his membership dues once in a while and debates with himself whether he is making a good investment. After he has thought it all out, of course, he will decide that he can't afford to do without his association membership. He will decide that even if he got as much for his milk as a non-member he wants to help and pay his way. He doesn't want to ride free. No red blooded citizen wants to do that.

It does us good to face facts and talk them over frankly. The more we think over this whole marketing question the better pleased we will be with our organization.

WE WILL WIN TOGETHER.

In a co-operative enterprise like ours we profit as we pull together. We can't all think alike on all subjects, but in matters that concern our association we can all pull together. No one else is going to fight our battles for us. The whole purpose of our organization is to gain results that help each and every member. We win together or we don't win anything. And the evidence is all on the side that we are winning.

NEW SUPPORTERS COMING IN EVERY DAY

We plan to increase the number of our supporters at the rate of at least fifty per month. In January we signed 47, February 53, March 136, and April 80.

We are losing some supporters through farms being sold for subdividing, for country homes, parks and resorts, fox ranches, etc., but if we can keep up our present rate of

increase, we will be in a much stronger position at the close of the year.

If you read the article "The Members Are the Association," and give due thought to the statements contained therein and act accordingly you will help very materially to build up the organization. If you remember that every time you knock the farmers' co-operatives you are injuring yourself and that when you say good things about your association you are helping to better your own and all others farmers' conditions a brighter day will have dawned for the people on the farm. It is easy to find fault but not so easy to propose a workable remedy for the things which seem wrong.

NEW PUBLICATION

Vol. 1, No. 1, of the "Milwaukee Milk Producer" for April, 1928, has come to our notice. The new publication is owned and published by the Milwaukee Co-operative Milk Producers and its aim is, as announced in the introductory article, "to keep our members better informed about our association and its work—to keep them posted on what is going on, and to bring to them in each issue much valuable information relating to dairy markets and dairying methods." These promises are already carried out in the first number, and judging from it, the publication apparently fills a need and should gain all necessary support to carry out its mission.—West Bend News.

SURPLUS MILK

Some producers evidently think that surplus milk exists only in the imagination of the dealers.

The buyers of milk report their purchases of milk and the amount sold as fluid, the amount manufactured and the fluid manufactured and average price each month to the department of markets. The department of markets reports these figures to us and the department also examines the dealers' books to determine the correctness of the reports. Copy of the reports of the last examination of the dealers' books by the department of markets is given on another page of this issue.

CHICAGO PRICES

Chicago dealers announce a price of \$2.50 for April and \$2.40 for May and June at country plants or receiving stations. This price is for base milk, excess over base to be paid for at a lower price.

SPRING TIME.

It's spring time again.

Spring time anywhere is a pleasing change from the monotony of winter. The working man in the city sees little or no change during working hours, but the beautiful outdoors gives him a new inspiration just the same.

A bigger change comes into the life of the man on the farm. He enters more fully into the spirit of spring time. He finds his working hours very much changed, the most of them are out in the open with the birds, the green things—and mud.

Whether he has any poetry in him generally depends upon his makeup. He is influenced more or less by the number of hours he puts in and the kind of weather, but after all he finds poetry in his life only when he opens his heart and lets it come in.

HE KNEW

W. B. Barney of the Holstein Friesian Association of America is responsible for this one. An inebriated Irishman was causing considerable disturbance at a meeting and had repeatedly attempted to move that the organization represented be made a permanent one. Finally the chairman in disgust told him, "Sit down, Pat. You're drunk and besides you don't know what permanent and temporary mean."

"Ye were all wrang the lasht time," Pat responded. "I do know. I'm drunk alright. Thah's temporary. You're a fool. Thaht's permanent."

MERGING OF DAIRY INTERESTS.

In the past 12 months The Gridley Dairy Co. has taken over the Mansfield Ice Cream Co. and The Sievert and Gaulke Dairies.

The Waukesha Milk Co. has purchased the Quality Dairy Co. and has merged with the Blommer Ice Cream Co. and the Bendfelt Ice Cream Co.

The Trapp Bros. Dairy Co. has become a unit of the National Dairy Products Corp. of which the Luick Ice Cream Co. is also a unit.

DO FARMERS NEED TO CO-OPERATE AND WORK TOGETHER?

DEMAND FOR DAIRY COWS IS BRISK

Cows are going out of Wisconsin to eastern markets every day and prices are very good. The farmer who has been raising a few good heifers every year can get good money for surplus stock.

TO MAKE FOR YOU Good Useful Milk Cans

From Your Old, Rusty, Leaky Ones
Is Our Business!

BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

Wacho Mfg. Company

3036 Galena Street Milwaukee, Wis.

Certainly, We Can Retin One-Piece Cans!!

The Cream City Seed Co.

104 West Water Street



DEALERS IN

Alfalfa, White, Red and Alsike

Clover, Lawn Mixture

High Grade Seed Corn



ASK YOUR DEALER FOR OUR SEEDS

WISCONSIN BRINGS FEWER HORSES TO STATE IN 1928.

Importations of horses into Wisconsin for the first three months of 1928 was less than for corresponding months of last year, according to the state department of agriculture.

During March of this year, there were 3,978 horses imported compared with 4,305 for March of 1927. During February, 2,405 were imported as compared with 3,133 for February, 1927.

Dairy cattle exported from the state during March this year numbered 5,971. Illinois purchased 2,171 of these.

Otto Schaefer of the Dairy Department of the University of Minnesota has been known to remark that the only girl he would marry would be one who could take a joke. Someone has been so unkind as to ask if he thought he could marry any other kind.

THE SILENT PARTNER.

"Does yo' take this woman for thy lawfully wedded wife?" asked the colored parson, glancing at the diminutive, watery-eyed, bow-legged bridegroom, who stood beside 210 pounds of feminine assurance.

"Ah takes nothin'," gloomily responded the bridegroom. "Ah's bein' looked."

BUTTER AS A FOOD.

Probably most people eat good butter because they like it, not because of its high food value. Good butter is not only a palatable dairy product, but it has a special food value peculiar to all dairy products.

Ignorance of the real food value of butter prompts some people to economize by using oleomargarine. If they could only appreciate the essential food elements in butter they would do their economizing in some other place.

Careful experiments conducted by the world's best scientists have conclusively proven that dairy products contain elements which no other foods contain in sufficient quantities to make them practical as substitutes. No other animal or vegetable fat contains these elements—more largely known as vitamins. Therefore, it is impossible for a substitute made up of other fats to take the place of butter in the diet.

In some sections of the country farmers have been known to sell their dairy products and buy oleomargarine. Such farmers not only deprive their families of an essential food, but are also lessening the demand for dairy products just that much. In some sections farmers' organizations have taken the subject

up, and members have pledged themselves not to use butter substitutes in their homes. If this is a good thing for farmers' organizations to do, it is a good thing for the individual farmer to do. Resolve right now never to let a pound of oleomargarine get into your home.

NATIONAL EGG WEEK

Many of our members are keeping quite a number of chickens and taking good care of them. This results in heavy egg production and a surplus at this time of the year with resulting lower price.

The National Poultry Council had designated the week of May 1 to 7 as National Egg Week. Although the week is over it might be well to keep right on "Taking your iron in eggs" in accordance with one of the slogans suggested for that week.

Before Andy Volstead assumed the role of National Crape Hanger many of us took our eggs in something else, but as the saying goes, "that is something else again."

TURNED TO BUTT HER.

A dairy maid milked the pensive goat,

And pouting, paused to mutter,

"I wish, you brute, you'd turn to milk,"

And the animal turned to butt her.

High producing, high testing

Jersey Bulls, Springing Heifers and Cows for sale.

From my accredited herd

While the herd sire is a grand champion show bull and the cows have good fat records I am not asking fancy prices. Some bulls almost ready for service. Now is the time to buy these good Jerseys.

RIVERBY FARMS

Hugo J. Trost

Grafton

Wisconsin

FIGURE IT YOURSELF

A small boy and his sister were asked how many brothers and sisters they had. The boy replied, "I have the same number of brothers as sisters," while the girl stated, "I have twice as many brothers as sisters."

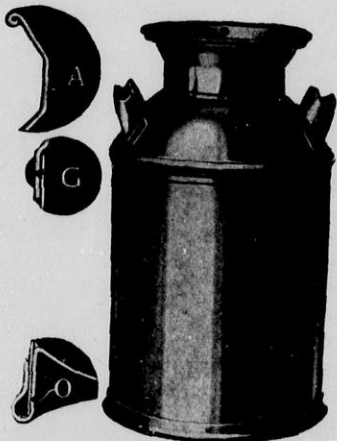
How many children in the family?

UNCLE EB.

An old colored man was burning dead grass when a "wise guy" draped himself over the fence: "You're foolish to do that, Uncle Eb," he told the bent figure; "it will make a meadow as black as you are." "Don't worry 'bout dat, sah," responded the undisturbed Uncle Eb. "Dat grass will grow out an' be as green as you is."

A TIGHT CAN for SWEET MILK

Here's a Milk Can that does everything a good can should do.



It keeps the milk sweet and clean.

It stands the knocks and jolts.

It cleans out perfectly and no water can seep into the joints.

How this is accomplished is easy to understand when you see how it is constructed.

Follansbee Forge Steel Sheets are one of the secrets of its strength.

Write for details, prices, discounts, etc.

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The Members Are The Association

By L. S. HULBERT, in "Agricultural Co-operation"

The members of a cooperative association, at least in a practical and non-legal sense, are the association. The cooperative association is simply a medium or method for enabling producers to act collectively in the handling and marketing of their products or the buying of supplies. If an association is not conducted to the general association of its members, the fault lies with the membership; if this condition continues over an extended period, because of their failure to place competent men in charge. An association, broadly speaking, is the agent of its members, the members collectively are the principal, and of course it is a commonplace that an agent must act in accordance with the express desires of the principal.

Officers and Directors Accountable to Members

Members of cooperative associations are often prone to look upon the association of which they are members as something separate and apart from them. In a strict legal sense this conception is correct, but in a practical sense it is less correct. The directors and officers of an association are placed in office by reason of the action of the members of the association. The officers and directors are simply the authorized representatives of the members for the conduct and operation of the business in which the association is engaged. These officers and directors are accountable to the members and if they fail to conduct the business along sound lines or prove to be incompetent, the members can select others to fill their place. It is true that if the officers and directors of an association adopt policies or engage in transactions that are not satisfactory to a majority of the membership, these officers and directors cannot be instantly removed from office, but over a period of time the officers and directors of an association must, if they are to continue in office, justify their conduct of the affairs of the association and demonstrate that they are competent persons to be entrusted with its management, provided that the membership is alive to its rights, duties and responsibilities.

Should Avoid Thoughtless Criticism

The cooperative statutes, generally speaking, provide for machinery by which officers and directors who prove to be incompetent or unsatisfactory may be removed from office before the expiration of their terms.

Owing to the large area over which a cooperative association may operate and the large number of members which it may have, it is not always an easy task to obtain an expression of the members as to their desires concerning the business of the association or other matters connected with its affairs, but if the circumstances warrant obtaining an authoritative expression from the membership, it is possible, ordinarily, for this to be done, not only at annual but at special meetings. Officers and directors of an association should not be looked upon as targets at which to direct thoughtless criticism. Every doubt should be resolved in favor of those in charge of an association until it is clearly shown that they are incompetent.

Hard Task to Manage Large Association

It is a hard and difficult task to manage a large enterprise. Only those who are actively engaged in doing so know of the difficulties that have to be met. To criticize thoughtlessly and without having a clear knowledge of the facts is to make the tasks of officers and directors of an association hard if not intolerable. Officers and directors, like other members of an association, will often err in their judgment so it is unwise, ordinarily, to base a decision regarding the competency of an officer or director upon a single transaction. The fact remains, however, that in theory at least the officers and directors of an association must demonstrate their competency and fitness for the positions which they hold if they are to continue in office over an extended period.

Should Have Long-Time Point of View

Frequently a considerable period of time must elapse before the results of any policy are evident and this fact should always be borne in mind in passing upon the efficiency and competency of the management of an association. Generally speaking, the members of cooperative associations should have the long-time point of view with respect to them; and should not expect miracles or instantaneous results of a decidedly high order. The greatest benefits from a cooperative association may only be expected after it has had an opportunity to establish itself thoroughly as an integral part of the business world in which it functions.

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TO BOOST BUTTER

The National Dairy Council is promoting a unique means of encouraging butter consumption. They are assembling a series of slogans which have for their purpose a brief, concise message to the consumer as to why we should eat more butter. These slogans will be submitted to the creameries of the country and each will have the privilege of using any from the group that they wish.

We cannot help feeling that this move will have a real effect on butter consumption and on dairy profits. The reason people do not consider more dairy products is that they do not know the value of such products. The families that really appreciate the value of dairy products eat two to three times as much as the average, and they are more healthy and prosperous on account of it. This latest idea on the part of the council is a good one. If you have any ideas for slogans boost the good work by sending them in to Dr. C. W. Larson of the National Dairy Council, 307 North Michigan Avenue, Chicago, Illinois.

Daughter: "I can't marry Tom, mother. He is an atheist and doesn't believe in hell."

Mother: "Marry him then, and between us we'll show him."—Missouri Pacific Magazine.

A professor defining woman started "Woman is, generally speaking—"

"Stop right there," interrupted one of his audience, "if you lived a thousand years you couldn't do better."

ECONOMICS BUREAU SURVEYS FIELD OF CO-OPERATIVE MARKETING.

The remarkable development of agricultural cooperative marketing the last ten years, in size, number, form, and activity of farmers' associations, is shown in the latest publication by the United States Department of Agriculture, entitled "Agricultural Cooperative Associations, Marketing and Purchasing, 1925."

The farmers' cooperative movement has changed materially in character since 1915," declares R. H. Elsworth of the Division of Cooperative Marketing, Bureau of Agricultural Economics. "Most of the organizations in that year were local enterprises, engaged largely in assembling farm products and in preparing the commodities to enter the channels of trade.

"Today a different situation prevails. There are still the local associations, but there are also large-scale associations engaged in selling and merchandising the farmers' products. Among these are 14 associations which sell cotton in the world markets; 24 cooperative organizations for the sale of livestock on terminal markets; 8 associations which sell wheat on the grain exchanges; 2 associations which market wool in large quantities direct to the mills.

"Nearly 500 cooperative creameries have their own cooperative selling organization which deals directly with the chain stores and other retailers. The egg and poultry associations have their own sales agencies in the larger cities for putting their products in the hands of retailers and consumers of large quantities; the milk producers, through their own associations, determine prices jointly with the city distributors; a score or more of fruit and vegetable associations have organizations for merchandising their products in this country and abroad."

The department's comprehensive publication, of which Mr. Elsworth is the author, covers the development of the cooperative movement in the aggregate and by commodity groups; chapters are devoted also to collective purchasing associations, cooperative credit associations, mutual insurance companies, and cooperative farmers' organizations and 1,375 associations which have ceased to operate.

Copies of the publication which is designated as Technical Bulletin 40-T, may be obtained from the Department of Agriculture, Washington, D. C.

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WEST BEND, WISCONSIN

Capital and Surplus over \$250,000

Report on Surplus Milk of the Milwaukee Milk Dealers, Dept. of Markets

January 5, 1928.

Board of Directors,
Milwaukee Milk Producers' Assn.,
Milwaukee, Wisconsin.

Gentlemen:

In accordance with the agreement that exists between your association and this department, we have examined the records of the milk dealers in Milwaukee and its suburbs for the period July 1, 1926, to November 1, 1927, for the purpose of ascertaining if the prices paid for milk by the dealers during this period were in accordance with the plan or the agreement that exists between the dealers and your association, and we are pleased at this time to make a written report of our examination.

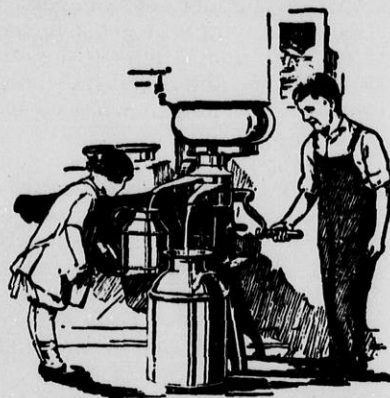
We examined the records of the following dairies: Bauman, Blochowiak, Sievert, Gaulke, Layton Park, Cedarburg, Sunshine, Gridley, Waukesha, Trapp, Wilke.

Of the above mentioned dairies it was found that Bauman, Blochowiak, Sievert, Gaulke, Layton Park, Gridley, Waukesha, Trapp and Wilke were paying in strict accordance with the plan during the period under observation. Cedarburg paid a price governed by the prices paid by Gridley and Trapp, while Sunshine paid a price based on the prices paid by the competing condenseries at East Troy, Burlington and Elkhorn. The price paid was the average of the prices of these three condenseries plus thirty cents for hauling. According to Mr. Bernstein the producers furnishing him milk are condensery farmers and want their price given in a way that it is easily comparable to those of the competing condenseries.

We called on the following distributors of milk, but we did not deem an examination of the records necessary under the circumstances: Cudahy, Welbes and Marcinia. Welbes buys milk by the can as do the other distributors in Cudahy and S. Milwaukee and his price is governed by the price paid by Waukesha. The other two competitors of this little group operating in Cudahy and South Milwaukee pay a price equivalent to the price paid by Welbes, which is the Waukesha price.

The examination disclosed the existence of certain injustices and irregularities. When errors existed in the records they were questioned and "run down" for the purpose of

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International Harvester Co. of America

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Incorporated

Milwaukee, Wis.

ascertaining the farmers' loss. In one instance a dealer had paid four cents short, but the following month's price was four cents over to adjust for the short payment. At no time was an underpayment detected and only once was an overpayment made to meet a competing dealer's price. But this happened in November, 1927, and is in reality outside the scope of our examination.

The records as maintained for the purpose of price setting were analyzed carefully to prove their correctness. The totals shown as paid to the farmers were verified by an examination of the cancelled checks at various periods. The extensions of the recapitulations of the various months were also traced to the general ledger to satisfy ourselves that the totals shown for purchases and sales were genuine and agreed with the records later used for annual report and income tax purposes.

An injustice which is very conspicuous to us is the fact that while the benefit of the existence of the plan or agreement goes to all the producers selling in the Milwaukee market, approximately less than 60 per cent are contributing to the association. In our opinion there should be more cooperation on the part of the producers benefiting because of the existence of the association. More cooperation and equality in support would make possible the reduction of the dues from two to one cent and would do much toward unifying and solidifying the producers who are collectively bargaining through your association. This department is ready to cooperate

with your association in putting on a campaign for more supporters or members with a hope of correcting the situation.

We have endeavored to make our work a more thorough examination than usual because we believed it was desired by the board. We have also concerned ourselves about phases that did not strictly pertain to our mission but it was only because of our desire to give you a better service.

We should be pleased to continue making examinations of this type and at the new effective rate, if it is agreeable to the board. In our opinion, since the work has been done up to November 1, 1927, it would be better to do it every six months with the periods November 1 to April 30 and May 1 to October 31 as the half years to be examined every June and December. This arrangement would make more effective examinations possible because of the shorter periods of observation and allow ample time for record preparation.

Respectfully submitted,
M. J. HEISMAN,
Senior Accountant.

THRIFT SERMON

Telephone Operator—"I have your party. Deposit five cents, please."

Souse at Pay Station—"Whaz-zat?"

Operator—"Please deposit your money."

Souse—"Listen, girlie, wat I wan's a conversash'n from a fren', not financial advice from a stranger."—Wright Engine Builder.

ACREAGE AND PRODUCTION OF PEAS

As the result of an inquiry by the Wisconsin State Department of Agriculture covering 91 pea canners, it was brought out that the canners expect to increase their acreage this year about 26 per cent over last year. The intended acreage for 1928 of 101,000 compares with 80,000 acres in 1927 and an average for the last five years of 99,772 acres. This five-year average, however, includes three years, 1924-26, inclusive, when the acreage and output was admittedly excessive.

The United States Department of Commerce reports, as the result of a survey, that 11,225,324 cases of peas were held by canners and distributors other than retailers on December 31, 1927. Of this quantity, 7,181,509 cases were in the hands of canners and 4,043,815 were held by distributors. The report shows that Wisconsin canners and distributors were holding 4,057,879 cases on the above date.

An increase of 25 per cent in acreage for the entire country this year would result, conditions being favorable, in a pack of about 17,000,000 cases. It may reasonably be estimated that there will be a carry-over into the season of 1928-29 of 2,000,000 cases. Adding the pack to the carryover would make a total supply of 19,000,000 cases against an estimated normal annual consumption of 16,500,000 cases.

If the above estimates are at all conservative, it would appear that in planting 25 per cent more acreage this year, the canners are running a risk of again overloading the market for canned peas. The average annual pack of the years 1924-26, inclusive, was 18,280,000 cases and the pea canning industry is just recovering from the over-production of those years.

TAKE CARE OF THE MILK.

It is getting the time of year when tests commence to drop and sour milk begins to arrive. Last year we received 15 cents more for our milk in the summer than we did the year before and all because we agreed to furnish a better quality of milk than the distributors had heretofore received. When the season was over the distributors agreed that it had been quite an improvement over the past years.

We hope this summer that the producers will take just as good care of their milk, or better than they did last summer.

The Extension Department of the Iowa State College at Ames had a representative call on the distribu-

tors and on the association in the interest of better milk for the city of Des Moines and it may be that the Extension Department will have men here this summer scoring your milk. If they do, you will get a letter and a pad each month telling the amount of sediment and bacteria contained in your milk, and in what class your milk was placed.

We hope if they do this you will all be able to produce A-1 milk, as all that is necessary for you to do is to produce clean milk and immediately cool it after milking. This can be accomplished without hardly a penny's added expense and I am sure would more than pay you in the quantity of market milk the association would be able to dispose of, as increased quality is one of the best salesmen the milk distributor has. — Iowa Dairy Marketing News.

MILKING MACHINE MUST BE CLEAN, IF MILK IS TO BE OF GOOD QUALITY.

There is no short cut to cleanliness, says the United States Department of Agriculture in Farmers' Bulletin 1315, Cleaning Milking Machines, just issued. Systematic cleaning and sterilizing of milking machines are of great importance in turning out a high-quality product.

The construction of the milking machine makes it necessary that great care be exercised in cleaning it. The parts requiring special attention are the rubber tubing including glass unions, teat cups and inflations, claws, pail, head, valves, moisture traps, and vacuum lines.

The effectiveness of the heat method of sterilization described in the bulletin is shown by a comparison with other methods. Samples of milk taken on 13 farms using various methods other than heat for sterilizing the machines had an average bacterial count of 257,900 per cubic centimeter for 74 samples. When the heat method was used on these same farms 261 samples showed an average bacterial count of 19,300. All work was done under actual farm conditions, machines being handled by the farmers or their hired men.

The effect of heat on the rubber parts has not been thoroughly determined, but, so far, the temperatures used (160 to 170 degrees F.) have been but slightly if at all more detrimental to the life of the rubber than the other methods.

The steps necessary in properly sterilizing milking machines are illustrated in the bulletin by a series of pictures. Copies of the bulletin may be obtained by addressing the Department of Agriculture, Washington, D. C.

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will be finished in time.

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DIVISION OF
COOPERATIVE MARKETING

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume I

JUNE, 1928

Number 3

May Average Price June Fluid Price

May fluid milk price is \$2.95 for milk testing 3.5 per cent fat, the manufactured or surplus price is \$1.80. The Gridley Dairy Co. has a surplus of 34.7 per cent and will pay \$2.55 for all milk testing 3.5 per cent. Wisconsin Creameries, formerly Waukesha Milk Company, reports 31.8 per cent surplus and will pay \$2.58.

Trapp Bros. and Luick Ice Cream Co. will pay \$2.54. The other dealers have not reported surplus at this writing.

At the monthly meeting of the board of directors and the dealers on May 26, it was decided, after much argument, that if butter aver-

aged 41 cents or better, government quotation on Chicago 92 score, the price of fluid milk shall be \$2.95 for June, if lower than 41 cents fluid milk price for June is \$2.90.

We are not basing our price on butter but our board held out for \$2.95 and the dealers wanted to pay less and in order to break the deadlock we made the deal mentioned above. Chicago 92 score average \$.43387 per pound for May, 1928; 1927, \$.4151; 1925, \$.4076. Skim milk products are all quoted lower this year.

The Sheboygan Dairymen's Association announces its May price as \$2.13.

tion, which was host to the convention, closed the meeting.

"Last year I said we had just been through the finest meeting of our history," he said, "but I can honestly say that this season surpasses all others. With all my heart I thank the Wisconsin group which has made our stay so pleasant. I've been to many conventions, and more and more I have come to believe the finest group of men in the world are the breeders of farm stock. I think it is more ennobling to spend part of one's time with farm animals than all of one's time with human beings."

A banquet closed the meeting on Wednesday evening when over five hundred breeders and their friends enjoyed a splendid dinner and were entertained by some fifty people.

The Ninth Annual Co-operative National Sale was held on June 7 at the State Fair Grounds where 80 good Holsteins were sold.

At the time this went to press, the sale was not completed. The highest price was \$4,500.00, which was paid for a bull calf by Owen D. Young of the General Electric Company of New York. The two highest priced females were bought by Thos. Saxe of Milwaukee, \$1,000.00 paid for one and \$2,000.00 for the other.

The 43rd Annual Meeting of the Holstein-Friesian Association of America

The Holstein-Friesian Association of America met at the Hotel Schroeder, Milwaukee, on June 4, 5 and 6 in its 43rd annual convention. This is the largest organization of stock breeders in the world and delegates from forty-six states and the District of Columbia were present. Ex-Governor Frank Lowden who has been president of this organization for the past seven years presided and was elected to succeed himself for another year. Mr. Lowden has the entire confidence of the members of this great breed organization and if the ovation given him by the delegates means anything he will find them supporting his candidacy if he receives the nomination at Kansas City.

The sessions held on June 5th and 6th were marked by spirited but friendly discussion on the problems confronting the breeders of the black and white cattle.

This great organization is tackling its big problems in a conservative manner with the purpose of building for the future rather than to gain temporary advantages.

An informal mixer under the aus-

pices of the W. F. Ass'n of Wis., provided wholesome fun and entertainment on Tuesday evening.

A feature of the Thursday afternoon program was the honoring of Dr. Stephen M. Babcock, Madison, inventor of the Babcock test to determine the amount of butterfat in milk. Mr. Lowden presented the 84-year-old University of Wisconsin professor with the true type Holstein models.

Proposed new regulation for color marking of cattle were adopted in part. The rigid regulations suggested for males were rejected and made to correspond with the more lenient provisions for females.

Philadelphia is Chosen.

Philadelphia was chosen as the scene of the 1929 convention. It was opposed by Syracuse, N. Y., winning by a vote of 100 to 70. Seattle and Denver presented invitations for the 1930 convention; Los Angeles asked for the 1933 meeting and Chicago wants it in 1933.

A speech of appreciation by Mr. Lowden to the Wisconsin Associa-

DEDUCTIONS FOR ADVERTISING.

You will note on your May statement that a deduction of one-half cent is made for advertising. The money obtained thereby is used to employ a nutrition worker who talks better nutrition in the schools, to groups such as the Parent-Teachers, club-women, etc., stressing the need of more dairy products in the diet.

We believe that this program has increased the use of dairy products and is well worth while. The dealers contribute the same amount as the shippers and the money is expended by a committee composed of representatives of the dealers and of our Association. The meetings are held in our office and the Association's Secretary, is also Secretary of the advertising committee.

Practically every large city is doing similar work, although in most cities a much larger amount is used.

CARDED

☆ NOV 8 1928 ☆

DIVISION OF

MILWAUKEE MILK PRODUCER

Owned and Published by

Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

1511 FOND DU LAC AVENUE

Phone Kilb. 2050 MILWAUKEE, WIS.

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Application pending as second-class
matter at the Post Office at Milwaukee,
Wis.

Subscription\$1.00 Per Year

AGAIN WE SAY "THANK YOU."

The many expressions of approval that have come to the editor regarding this little paper are indeed gratifying. We would be less than human if we didn't appreciate them, and we would appear unappreciative if we didn't acknowledge them.

"Ye editor" is not accepting these kind words from our readers as personal approval or satisfaction. We accept them in the name of the Milwaukee Co-operative Milk Producers—our organization. This paper is more than a one man institution. It speaks for you and every other member of our organization.

When you approve the policies of this paper you are approving the policies of your association and that pleases the men who are working so hard to make it serve you.

This paper can be the means of greatly strengthening our association. Its mission is to keep you better informed from time to time about what your officers are doing. It will cement the membership together more closely because the more you know about your association the more confidence you will have in it.

Big business institutions find it profitable to publish "house organs" to keep their employees "sold" on the organizations which employ them. How necessary it is, then, that we keep ourselves "sold" on our association! Where else can we look for help? Who is going to spend money or effort to help us get more money or to save us money?

"The Lord helps those who help themselves."

TRUE AS PREACHIN.

Farmers in this country are receiving more than \$2,000,000,000 annually for dairy products—three times as much as for the wheat crop. Dairying not only has become a very large branch of agriculture, but is the one branch that has the greatest stability.

The farmer who minds cows and his own business need never trouble his mind over anything that comes out of oil wells and gold mines.

Dairying, diversification and dollars form the farmers' trinity of success.

And when farmers pull together they increase chances of succeeding.

GRADING MILK.

Some producers who feel that they are making a little better product than the average, are anxious to have milk graded. We have discussed the subject with the dealers and some of them think that grading is sure to come, but how to go about it is a big question. One dealer said that he would not try it until the Association had men enough to do the grading.

We invite discussion on this subject. We want to know what our supporters think about it. Is the careful, competent producer entitled to more money for his milk than the fellow who just gets by? Write a short letter, giving your views on the question, if you are interested.

ANOTHER BIG MERGER.

Again we see a big merger of dairy interests in the Milwaukee milk district. The Gridley Dairy Company has merged with the Borden's, big milk interests in New York City and Chicago.

AGAIN WE ASK DO FARMERS NEED TO CO-OPERATE AND WORK TOGETHER?

President Coolidge has vetoed the McNary-Haugen farm relief bill for the second time.

There is much talk on the part of republican farmers against their party and threats that the mid-west will bolt and vote the democratic ticket. We venture the prediction that no such thing is going to happen for even out where the "Tall corn grows" and also where it does not grow so tall the old time republican farmers will vote that ticket even though Wall Street's own anointed son were drafted to head the ticket.

BACK IN "THEM GOOD OLE DAYS"

when you went around barefooted and grew up wild with the flowers, grabbing a fishing rod and teasing the fish every time the spirit moved you, and there were no such things as chinch bugs, potato pests, tree worms, lounge lizards, tea hounds, income tax inspectors, flappers, or automobile mechanics, a man could farm and live a life of ease, never making a whole lot of money, but just the same making enough to get along without worrying.

Well, "them days is gone for ever," and there's no use sighing for them. There are a lot of things before us today that we don't like, but if we get busy and make the best of the things now before us, we can build up conditions on our farms that will make those olden days of "Sweet Maggie," "Darling Nellie Gray" and old "Ben Bolt" seem like the dark ages of civilization.

Farming "ain't what it used to be," brother, and that's a fact, and it never will be again. The sooner you make up your mind to that effect, the better off you will be.

This is the age of dairying and diversification. The man who gives earnest thought and care to dairying is the fellow who is going to have the most profitable farm, the best automobile, the happiest household, and the most time to spend on the banks of the little creeks at the business end of the fishing rod. He will pay the income tax inspector a little more than he is paying now, but he'll be dern glad to do it.

We are reprinting in this issue, a news dispatch of an address by A. J. Glover, editor of Hoard's Dairyman, before the Agricultural section of the Chamber of Commerce of the U. S.

We agree with Mr. Glover and endorse everything which he is quoted as having said in this address but we can't understand why he did not tell these business men that the great increase in production per cow is due to the intelligent, but slavish, inadequately paid, hard work, of the men, women and children on the farm and that the consumer of dairy products and not the producer has been the chief beneficiary.

The primary virtue of co-operative marketing methods is their common sense foundation. What one man cannot do alone, 10 men may do together. Simple as it is, this summarizes the entire philosophy of co-operative marketing.—The Western Producer.

The Domestic Dairy Markets Situation

United States Department of Agriculture, Bureau of Agricultural Economics, Market News Service

Lateness of the season has been the cause of much uncertainty and much speculation as to what dairy production will likely be during the summer months this year. Even now the probable production trend is more or less of an unknown factor, and about all which may safely be said relates to the immediate moment.

Weather conditions have been rather unfavorable all spring, with temperatures quite a bit below normal for the period from April 1 clear up to the middle of May. Practically all sections have been affected with the result clearly shown in the last official butter production estimate which relates to the month of April and which indicates a decrease of 6.8 per cent below April of last year. Trade reports each week during the current month have further revealed that butter production continues to run below that of a year ago, these later decreases representing quite substantial percentages, averaging roughly about 10 per cent. These same reports, of course, show that for succeeding weeks there have been increases, which is to be expected despite the lateness of the season. This setback of the past month or so has resulted in total butter production for the calendar year dropping behind the same period in 1927, and while the extent of the decrease is not known at this time, it is reflected by the fact that market receipts have not kept pace with those of a year ago. Cheese production shows the effect of the late season also, with a reduction in April of approximately 1.5 per cent compared with April, 1927, regardless of which, however, the calendar year total remains some 4 per cent above 1927. Condensed milk production in April was approximately 3 per cent less than a year ago, which reduces the calendar year increase over the same four months in 1927 to about 2 per cent instead of 5 per cent which was the relative gain a month ago.

It is getting close to that time of year when a heavy into-storage movement of butter and cheese occurs, but so far the movement is very light. Since May 1 to date (May 25) the increase in butter stocks at the four principal wholesale markets

has been but 1,100,000 pounds, whereas during the same period in May of last year, an increase of over 5,700,000 pounds occurred. Total storage stocks of butter on June 1 of last year were 25,000,000 pounds, but if the present rate of increase in storage centers for which information is available is applicable to the country as a whole, there is some question as to whether this year's stocks on June 1 will be half that amount, in which case they will also be considerably below the June 1 five-year average of 20,000,000 pounds. The increase in cheese stocks since May 1 is apparently less than half of last year's May increase although it may be said that during neither year were the increases important in amounts. As is usual, manufacturers' stocks of canned milk increased during April, the amount being about the average increase.

The late season with its resulting lower butter production has had a striking effect upon butter prices. April prices averaged from 4 to 5 cents below April of last year, but early in May the 1928 price curve crossed that of 1927, and unless some rather unusual change occurs during the remaining few days of the month, the May average will be about 2 cents higher than last year. May butter prices are, as a matter of fact, higher as the month comes to a close than they have been any May since 1920. It remains to be seen just what will happen to prices the next month or two, for the season is late and the usual spring decline has not yet occurred. On account of the shortage, this decline may not occur at all, for June is practically at hand and a sufficient demand for June storing may develop to prevent it. As a matter of interest, it may be noted that during each of the past five years, average prices through June, July, and August have not shown a variation exceeding 3 cents from the May average of the same year. Prices of cheese and other dairy products show little change from last year.

Nebuchadnezzar didn't know anything about Hebrews. If he had he would have realized that no Jewish boy could be hurt by a fire.

BUY CALVES TO BUILD UP GRANT DAIRY HERDS.

Each Monday for the last two weeks truckloads of calves have been shipped from Mount Horeb to Lancaster and Ellenboro townships.

These calves are all well marked Holsteins and are selected from the 300 or more brought to the yards each Monday. They are purchased at little better than veal prices, brought home and fed on skimmed milk and calf meal with the idea of raising some for dairy cattle.

Forty-two head have been purchased by E. L. Vesperman, Frank Morehouse and John Roddick. County Agent J. B. Keenan assisted in the selection.



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

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

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

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

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



Universal
natural milker

The following letter has just been received and the suggestion acted upon:

Office of the Legislative Committee of the First National Conference of Co-operative Agricultural Associations on Agricultural Tariffs, 1731 I St., N. W., Washington, D. C.

June 1, 1928.

Tariff at the Party Conventions.

To Co-operative Associations:

The Republican party will hold its national convention at Kansas City, beginning June 12. The Democratic party will hold its national convention at Houston, beginning June 26. As this committee has been charged with the responsibility of securing adequate protective tariffs on agricultural products, it considers one of the first steps to be a sympathetic attitude toward this proposition on the part of both political parties.

The committee recommends that interested associations immediately take up with the party leaders in the states where the associations may be operating, the question of having the agricultural planks of the platforms declare for the principle that the products of agriculture should receive protection equal to that of the products of other industries.

As delegations will be leaving next

week for the Kansas City convention of the Republican party, quick action on the part of co-operative leaders is recommended.

This office is already in receipt of advice that some co-operatives have taken up this matter with their state delegations and have secured promises that they would work for this principle.

You are further requested to advise this office of what action you have taken.

Very truly yours,

The Legislative Committee of the First National Conference on Agricultural Tariffs,

J. S. Montgomery, Chairman.

Chas. W. Holman, Secretary.

NAT'L GUERNSEY SALE.

The National Guernsey sale held at Hindsdale, Ill., proved that high bred dairy cattle are selling well and also indicates that wealthy men are willing to spend some money to get the best that are offered. \$15,500 was the top figure and the average for the entire sales of 77 head was \$1,410.

The Fern Dell Guernseys owned by the Larsen Canning Co. at Green Bay were sold for an average of \$270.00 per head at the State Fair

High producing, high testing
Jersey Bulls, Springing Heifers and Cows for sale.

From my accredited herd

While the herd sire is a grand champion show bull and the cows have good fat records I am not asking fancy prices. Some bulls almost ready for service. Now is the time to buy these good Jerseys.

RIVERBY FARMS

Hugo J. Trost

Grafton

Wisconsin

Grounds. This herd was noted for its show ring record rather than its high production according to our information.

EIGHT CREAMERIES JOIN LAND O' LAKES.

Eight more Wisconsin co-operative creameries have joined Land O' Lakes Creameries, Inc., which organization has its headquarters in Minneapolis, Minn. These eight creameries are located in Trempealeau County, and have an annual output of about 5,000,000 pounds of butter a year.

Follansbee Forge Security Milk Cans

Tiger or Jersey Pattern

IMPORTANT DETAILS OF CONSTRUCTION

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

G—Heavy Half Oval Breast Band shrunk on to breast.

O—Extra heavy bottom formed into roll, reenforcing bottom edge of body. Joints floated heavy with solder inside and outside. A perfect heavy duty Creamery Can. Preferred for stacking.

Welded Side Seam—Side seam of body acetylene welded, producing the strongest weld known to science.

Extra heavy coating of pure Tin. All parts separately tinned before assembling. No black surfaces between joints to cause corrosion.

Tubular handles furnished unless otherwise specified.

Umbrella or sunken covers.

Follansbee Brothers Co.

Distributors

31st and Auer Av. Milwaukee, Wis.



Security Cans wear better! Made only of FOLLANSBEE FORGE Super-Strength Steel. Heavily Tinned for Extra Service.

Order a trial lot for comparison from your Hardware Dealer, Dairy Supply House, or your Creamery.

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

Beef of U. W. on Sale Here

**Cattle Slaughtered to Show
Cross-Breeding Effect on Meat**

Savory roast beef from 24 young cattle, which were raised and fed by experts of the state college of agriculture at Madison in an experiment which may have a widespread effect on Wisconsin agriculture, will grace the tables of a few lucky Milwaukeeans this week.

The cattle, eight purebred Aberdeen Angus yearlings, eight Holstein steers and eight crossbred Angus Holsteins, were slaughtered at the Plankinton Packing Co. recently. Prof. J. G. Fuller of the University of Wisconsin; H. H. Roche, Madison, and Jacob Herman, representing the Wisconsin Retail Market Men's association, were interested spectators.

Meat on Exhibit.

Meat cut from these cattle will continue on exhibit at the packing plant, probably until Tuesday, when it will be parceled out among a number of Milwaukee butcher shops.

Results of the slaughter test on these cattle brought decisive confirmation to the theories which led to the experiment of crossing the Angus, a beef cattle breed, and the Holsteins, a purely dairy type cow.

Beef producers have long been prejudiced against any dairy blood in their cattle. The results of the experiment help to explode this belief.

The cattle were exhibited at Madison, May 19, at the annual stock feeders day held at the university and were looked over by packing house representatives, beef and dairy farmers and agricultural scientists. They were sold to the Plankinton Company and results left to a dollars and cents basis for determination.

Crossbreds Are Heavier.

The lots of cattle were weighed at Madison with the result that the eight crossbred animals led in live weight. The crossbreds weighed 8,450 pounds, the purebred Angus lot 8,265 pounds and the Holstein steers 7,834 pounds.

After the cattle had been slaughtered in Milwaukee it was found that the average dressed weight of the crossbreds was 635 pounds, the purebreds 625 and the Holsteins 567 pounds.

The Angus cattle, one of the best beef breeds, were slightly better from the butcher's point of view, because they dressed out 63.1 per cent of live weight, while the crossbreds dressed out 62.6 per cent, a differ-

ence of only a half per cent. The eight Holsteins, which are milk producers instead of meat producers, dressed out 60.3 per cent.

May Shift to Beef.

The importance of these tests to Wisconsin farmers lies in the fact that they show that in case of necessity dairy farmers can shift over from milk production to beef production without disposing of their dairy herds.

Another important fact is that by this method beef can be produced at a lower cost. This is true because two or three calves can be nursed by one Holstein cow, while an ordinary beef cow can only nurse one. All the university crossbred calves were nursed according to such a scheme.

"It is costly to keep a beef cow for a whole year just for the calf she produces," Prof. Fuller said. "Thousands of dairy calves are marketed for veal annually. This system of crossbreeding may be used to produce beef from dairy farms."

The three lots of cattle in the experiment were handled at the university farm at Madison under identical conditions.

The animal husbandry department of the state college last year started this pioneer venture and the experiment was repeated this season.

MONTHLY PAPER FOR MILWAUKEE MILK PRODUCERS.

"Milwaukee Milk Producer" is the name of a new co-operative paper. It is published monthly by the Milwaukee Co-operative Milk Producers, the first number appearing in April. The two numbers so far issued consist of eight pages of three columns each. In the first number the purpose of the paper is stated to be to "keep our members better informed about our association and its work, to keep them posted on what is going on, and to bring to them . . . valuable information relating to dairy markets and dairying methods." The paper is to be enlarged as the advertising patronage makes such action possible.—Agricultural Cooperation.

IT WAS HER IDEA.

Customer (insinuatingly):
Wouldn't you take something off for cash?

Salesgirl: Sir?

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Fresh Cows and Close Up Springers, Farm
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Time Payments If Desired. We Deliver.

Farm three miles west of Brown Deer and one
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HENRY KAUL, North Milwaukee

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

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

BABY CHICKS*Wholesale and Retail*

SCHAEFER'S BUTLER HATCHED CHICKS
"WISCONSIN'S CHICK CENTER"

Come in and get them direct. Always a large stock on hand

Best Chicks in Wisconsin**Lowest Prices.—All Breeds****Schaefer Hatcheries**

614 Clybourn St.

Grand 724

Gridley Milk Co. Joins Borden Chain in Merger

**Same Officers to Keep Same Policies Says
Le Feber; Deal Made by Stock Trade**

Merger of the Gridley Dairy Co., largest distributors of dairy products in Milwaukee, with the Borden Co., New York and Chicago, was announced Saturday by John Le Feber, president of the Milwaukee company. The Borden Co. is the largest dairy organization in the world, having annual sales in excess of \$150,000,000.

The consolidation was effected through an exchange of stock, the Gridley company having about 40,000 shares of closely held common outstanding. This association of a Milwaukee dairy with a national corporation marks the third important merger of a similar nature in Milwaukee.

Officers Will Remain.

The Borden Co., which operates in New York and Chicago, is adding a group of urban milk companies to round out its production and distributing activities. It has plants in Canada and a number of eastern and mid-western urban centers.

The name and personnel of the Gridley company will remain the same, according to President Le Feber.

"There will be no changes in policies or in our relations with the

dairy men producing the milk," said the Gridley president. "For many years we could not see any material benefit in associating the company with a national dairy corporation.

Profits Keep in Firm.

"When the decision came to follow the trend to link up with a national dairy corporation, we selected the Borden Co. as being the best suited to our business.

"It will be a surprise to many people to know that the Gridley company didn't pay dividends up to the last two years. All the profits were reinvested in the concern to improve the service and take care of the rapid growth of the company.

"The stock of the Gridley company is held with but one exception by officers and employees of the company. They are fully protected by the exchange.

No figures of exchange value were announced, the company insisting there was no cash involved in the merger.

To Continue Purchases.

In announcing the merger, Mr. Le Feber declared that the Milwaukee company would still purchase its supply from the Milwaukee milk belt and deal with the farmers through their bargaining association, the Milwaukee Co-operative Milk Producers' Association.

It was pointed out that during the last year the company here had paid the farmers 15 cents a hundred more for their milk and that the retail price was 1.5 cents a quart less than the average wholesale and retail prices paid in 15 metropolitan cities.

See Companies Alike.

The statement issued by the company follows:

"The Gridley Dairy Co. has merged its interests with those of the Borden Co. of New York, Chicago and other urban centers throughout the country. After months of serious consideration it has been deemed to the best interests of employees and customers, as well as stockholders, that we make this connection.

"The Borden Co. is in every respect akin to our own, starting in a small way many years ago, and developing healthily.

Private Money to Loan

To

Wisconsin Farmers

on

First Mortgages, 3, 5, 7 or 10 Years**Privilege to pay off—Reasonable Interest—No Red Tape****B. C. ZIEGLER AND COMPANY****Bonds, Mortgages, Insurance and Real Estate****WEST BEND, WISCONSIN***Capital and Surplus over \$250,000*

Cow Cited As Example for Business Men

Teaches Advantages of Quality,
Badger Tells U. S. C. of C.

Washington, D. C., May 9.—The great American cow, as a producing machine, was held up to both business and agriculture as an example of what should be done to improve conditions in both fields by A. J. Glover of Fort Atkinson, Wis., in an address today before the agricultural session of the Chamber of Commerce of the United States here.

The cow, he said, illustrates the advantages of quality over quantity production. Milk production, which in 1926 reached the enormous total of 226,000,000,000 pounds, has been going up, but the number of cows has been going down.

Production Expands.

"The growth and development of the dairy industry," said Mr. Glover, "has been rapid and sound because it has received no artificial stimulant, but rather the application of sound business principles and practices. In 1916 we produced eighty billion pounds of milk, in 1921 nearly ninety-nine billion pounds, and in 1926 nearly 122 billion pounds, and during this period there was a decrease in the number of dairy cows.

"In 1916 we had 225 cows to 1,000 consumers, in 1921 about 200 cows to 1,000 consumers, and in 1926 about 189 cows to 1,000 consumers. In 1916 the cows averaged 3,700 pounds of milk, in 1921 about 4,000 pounds. This increased production of our cows has literally meant millions of dollars of increased returns to dairy farmers.

Quality Essential.

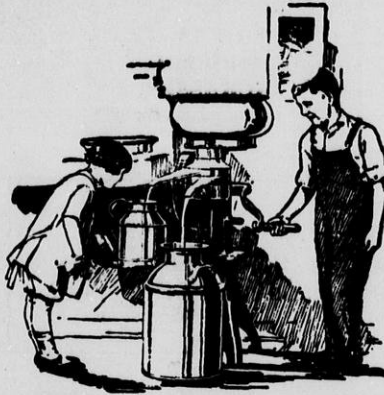
"Right in connection with increased production has come increased consumption of dairy products. In 1916 the per capita consumption of dairy products was equivalent to 804 pounds milk, in 1921 about 920 pounds, and in 1926 about 1,040 pounds, or an increase in consumption of dairy products of better than 30 per cent. This increase alone has brought the dairy farmers \$500,000,000 annually.

"We must bear in mind also that our population increased about 2,000,000 a year; or, in other words, we have each morning about 5,000 brand new consumers. In the last ten years we have had a total increased consumption of dairy products which amounts to 51 per cent. Notwithstanding our rapidly growing population it is within the limits

of practical attainment upon the part of the dairy farmers to meet the increased demand for dairy products until 1950 without increasing the number of our dairy cows. If this were accomplished, our cows would then be averaging but little more than those belonging now to herd improvement associations. This situation presents clearly the opportunity for substantial development of the dairy industry.

"No matter what branch of farming is followed, it can be clearly shown that it is essential to produce quality products. Quality stimulates consumption and better prices."

New McCORMICK-DEERING Ball-Bearing Cream Separator



Four Ball Bearings instead of two
Japanned Finish
New Bowl Design
Increased Capacities
Positive Automatic Lubrication
Glass Window for Oil Gauge
New Revolving Supply Can
Perfect Outside Faucet
New Frame, New Gear Design
New Rounded-Edge Tinware
Sturdier Construction

International Harvester Co. of America

217 Oregon St. Incorporated

Milwaukee, Wis.

TO MAKE FOR YOU Good Useful Milk Cans

From Your Old, Rusty, Leaky Ones
Is Our Business!

BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

Wacho Mfg. Company

3036 Galena Street Milwaukee, Wis.

Certainly, We Can Retin One-Piece Cans!!

A HOUSEHOLD PAGE?

Some people have suggested a household or woman's page for this paper.

We may try out the idea if it seems practical and will appreciate comments from our readers on the subject.

QUALITY.

Quality in any article is what intelligence is to man. It is fertility to the soil and perfume to the flowers.

Quality in dairy products is the one big necessity—the one thing really worth while.

Let's Pull Together



THE TWO
FOOLISH
JACKASSES.

WHY NOT
PULL
TOGETHER?



Two fool jackasses — Say! get this dope —
Were tied together with a piece of rope.
Said one to the other, "You come my way
While I take a nibble from this new mown hay?"
"I won't," said the other, "you come with me."
So they got nowhere, just pawed up dirt,
And Oh, by golly! that rope did hurt.
Then they faced about, these stubborn mules,
And said, "We're acting like human fools."
"Let's pull together. I'll go your way,
Then come with me and we'll both eat hay."
Well, they ate their hay and liked it, too,
And swore to be comrades good and true.
As the sun went down they were heard to bray,
"Ah! this is the end of a perfect day."

The Foreign Dairy Situation

(Monthly Survey by the Foreign
Service).

The net effect of foreign dairy developments through April and May has been the maintenance of the recent strength of European markets. During the period under review there is normally an over-lapping of seasons of the Southern and Northern hemispheres. While, during much of the winter, drought in the Southern hemisphere had strengthened foreign markets, more recently Australian and New Zealand production has been rallying for a strong finish of the season. So long as there was a prospect of an early season in Northern Europe there was naturally considerable caution in the matter of purchasing supplies beyond immediate needs and early in April the European butter markets broke rather sharply. But the grass season in Northern Europe, which is normally earlier than our own, proved to be late. Lack of rain retarded production, and as late as May 11 the Danish Butter Journal reported that while cattle were grazing in many districts, vegetation was backward. German reviews reported as of April 28 that the fodder

scarcity was somewhat relieved but that grass would not be at its best until the middle of May. From the second week in April to the middle of May the Copenhagen butter quotation has varied but little and the average of about 36 cents for May will be only fractionally lower than that for April. Both foreign and domestic prices are now well above those of a year ago, and the difference between Copenhagen and New York stands now at about three-fourths of the import duty. Last year our April imports of butter totalled 2,310,374 pounds whereas under the conditions prevailing this year our butter imports continued through April to be quite negligible. Imports of cheese and exports of condensed and evaporated milk have likewise been less. As compared with April of last year our imports of fresh milk and cream have been heavy.

WRONG PURPOSE.

Morris Nelson, secretary of the Minnesota Guernsey Breeders' Association, tells of the Swede who asked for some squirrel whiskey.

"We haven't any squirrel whiskey but we have some fine Old Crow," he was told.

"Oh, no," Ole replied, "I no want to fly, I just want to jump around a little."

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Sprayers of Orchards
and Stables

We are booking orders for
summer whitewashing now.
Get in line and your spraying
will be finished in time.

Milwaukee Milk Producer

OWNED AND PUBLISHED BY
Milwaukee Co-operative Milk Producers

Volume I

JULY, 1928

Number 4

June Prices

We say June prices for as this is written we have figures on surplus from only two companies and the range in price is from \$2.49 to \$2.56 for 3.5 per cent milk but we believe that the other companies will be within that range.

Manufactured milk figured out at \$1.79 per cwt. for June and the fluid price was \$2.95. Chicago 92 score butter averaged \$.42991 for June. Skim milk products were higher but not enough to offset the slight decline in butter over May.

Production in the first half of June was high but receipts of milk fell off rather sharply toward the end of the month. Consumption of milk fell off at about the same time due to the closing of schools and the countryward movement of everyone that could get away from the city.

The heavy rains have helped some pastures and practically ruined others where the cattle tramped and cut up the fields.

With hot weather, flies and mos-

quitos all coming at once the supply of milk is going down and unless a great deal of green feed and some grain is fed production will be low.

June fluid price last year was \$2.85, manufactured price \$1.70 and average price \$2.41, butter average for same month was \$.40433. July fluid milk price will be \$2.95 if butter averages 41 cents or higher, if butter averages lower than 41 cents \$2.90 will be paid.

Judging from the amount of butter in storage and the low production all over the country we think that butter will hold up well. Warm weather would make a great deal of difference as more cream would be needed for ice cream. Cheese prices have been very good but there has been a slight weakening recently.

Government reports indicate that production in foreign countries is lower than last year. Germany is importing a large volume of dairy products due perhaps to the increased buying power of its people.

200 SIGNERS IN JUNE.

We know that you will all be pleased to read that two hundred farmers signed up with the association in June.

All of the field men did some country work, George Drought brought in a dozen names and the secretary spent considerable time calling on farmers. Credit is due "Bill" Kerler, our treasurer, for a considerable number of authorizations. When Bill went out with one of our force among people who knew him the rough ways were made smooth. Then too, we are getting very good co-operation from many of the haulers.

Three years ago the haulers of milk with only a few exceptions seemed rather bitter toward the association, but a different spirit prevails today and we wish to thank those haulers who boost instead of knocking. We can all benefit by co-operating. Each supporter can also help if he chooses to do so and it is to his interest to help get his friends and neighbors to support. In union there is strength.

FARMERS' PICNICS.

The Richfield, Washington County, Dairy Herd Improvement Assn. held its summer picnic and meeting at Laubenheimers Grove, Richfield, on Saturday, June 23. Mr. Deakens, the tester for the association, is a very energetic worker and has the co-operation of the members to a marked degree. The picnic, we are told, was a very successful one.

The Ozaukee County Dairymen's picnic was held at Cedarburg on June 27. This gathering was sponsored by the County Holstein Breeders Assn., County Guernsey Breeders Assn., and the three Herd Improvement Assn.

County Agricultural Agent Guy S. Hales and a member of each of the above associations had charge of the affair, got out a good crowd, entertained it with the Grafton band, some good talks, ball games, and games and contests for the ladies and children. Walter D. Corrigan, presided and good talks were given by Gavin McKerrow and Jerry Riordan. To Mr. Hales goes much of the credit for making this gathering a successful one.

Is Gluten Feed or Meal Monopoly Controlled?

Some things queer about the feed situation. Gluten feed at \$37.50 per ton, f. o. b., Milwaukee, today and corn \$38.00 per ton.

Gluten feed this day 1926, \$23.00. Corn same day, \$50.00.

Seems like someone has gluten pretty well under control. What to do about it? Nothing but pay the price? Can't we make milk without gluten? Gluten, a by-product of corn and almost as high in price. Something for the State Dairymen's Association to investigate.

About two years ago the corn gluten people offered prizes aggregating a considerable sum of money for high records made by herds when a certain percentage of gluten was used in the summer ration. At a gathering of dairymen where this

offer was discussed this writer expressed the opinion that the farmers would pay back the prize money with very heavy interest. We know it does not seem well to say "I told you so" but its pretty near the truth. If all of the farmers of Wisconsin decide not to feed gluten until the price gets back where it ought to be the gluten sharks may take notice.

Come on, Dairymen's Association; start something, figure rations without gluten and tell the world that the leading herds were not fed gluten. You can be useful in other ways to the Herd Improvement Associations than simply telling about how many pounds of fat a certain cow or herd produced in a given time.

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Owned and Published by
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 Chas. F. Dineen, Managing Editor
 1511 FOND DU LAC AVENUE
 Phone Kilb, 2050 MILWAUKEE, WIS.
 Volume 1 July, 1928 Number 4

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KIND WORDS HELP.

Kind words are helping publish this paper. Our friends are constantly telling us how much they enjoy it. It's a big job for a farmer to edit a paper like this, but the job is easier when we know that you folks are enjoying it. We sincerely hope that at the same time you are enjoying it you are also learning more about our organization and what your officers are trying so hard to accomplish. That, after all, is the big object your directors have in mind in publishing the paper.

INCREASE THE SALE OF MILK.

The producer should be interested in an increased sale of dairy products. No use to produce if people will not buy.

Are we doing all we can to induce people to use more milk? Many people are of the opinion that the milk dealer removes cream or adds skim milk or water or in other words does not sell milk as he gets it from the farmer.

We are not trying to make out a case for the dealer but the fact is, testing of bottled milk by the health department and by competing dealers forces each dealer to "be good" even though he were inclined to do otherwise.

None of us would care to use a product if we were told that it was adulterated and as dairy farmers interested in getting a good price for our product we should try to increase the demand by telling our friends how good it is instead of condemning our own wares.

Ever hear a food manufacturer say, "I turn out a good article but the

dealer adulterates it and it's mighty poor stuff when you get it?" Not by a long shot for that would hurt his business. We should feel the same way about our product, boost it, the dealer is selling good milk and the more he sells the better we are off.

"LET GEORGE DO IT."

The disposition to "let George do it" is pretty strong in the make-up of most folks. It's the thing we have to constantly fight against in every co-operative effort. We like to enjoy the fruits of co-operation, but we are sometimes tempted to drift along and let some one else "pay the fiddler."

This trait in human nature should not discourage us. It is found everywhere and all co-operative movements must contend with it.

We feel that we have less of it in our organization than in most. We have a bunch of far-sighted, sensible business farmers who know that a good, strong marketing organization is absolutely necessary to their success. They know, too, that they must stick together and work together, shutting their eyes to the fact that there are a few who want to "let George do it."

OUR ADVERTISERS ARE OUR FRIENDS.

When farmers stick by the men who stick by them they show good sense. The firms that advertise in this paper are helping to publish it. They are our friends. They deserve whatever business we can give them.

DAIRY INDUSTRY IN A HEALTHY CONDITION.

We wish it were possible for us to correctly prophesy just what milk prices will prevail six months ahead. You can bet we would tell you all about them if we knew.

The general opinion is that prices for all kinds of dairy products will be favorable to the producer. The most hopeful sign lies in the general trend toward higher consumption. Government reports show a steady increase in the per capita consumption of milk, butter, cheese and ice cream.

That can mean but one thing, i. e., a healthy demand for those products. The only thing that can hurt that demand is abnormal production, and no one, of course, can tell what production will be.

It is safe to assume, however, that any period of abnormal production cannot last very long. It's the general average that counts and every-

thing looks "rosy." Let's hold our faith in the dairy cow and the profits that come from her.

Big Chicago Merger Confirmed by Borden

Wieland, Olson and Barron Firms Allied With Borden Farm Products Co. of Illinois.

The Borden Farm Products Co. of Illinois, with headquarters at Chicago, continued its activity in the field of consolidations during June. Three Chicago firms were merged during the month and negotiations for the fourth reached a point of public announcement.

The firms absorbed were the Wieland Dairy Company with its subsidiary, the Wieland Ice Cream Co.; the A. J. Olson Dairy Co. and J. M. Barron & Sons. The Broxham Dairy Co. is also mentioned as considering a like move. Early in the month the Gridley Dairy Co. of Milwaukee, was absorbed as a Borden organization.

Operations of these merged firms will continue very much as in the past, with the same executives in charge.

HIGH GRADE PRODUCTS.

Some very fine vegetables coming to market now.

All clean, sound, nicely bunched and offered on the public markets by a smiling farmer or his wife. No inspector there to tell you that you can't sell dirty, wormy, scabby, unattractive goods.

No, there is now need for one. If your produce is not as good or neat looking as your neighbors you will have to sell at a lower price or take it home. Competition is the inspector and a rigid one at that.

We spray our fruit and treat and select our seeds and plants so that we can meet competition and get good prices for our products. How about our dairy products? Are we as careful about them as we are about the products that we sell and deliver directly to the consumer? I think that most of us are careful in the handling of our milk but I think that if we were delivering it in bottles direct to the consumer some of us might be more particular than we are now.

If milk is graded and paid for according to grade some farmers are going to get a better price just as the fellow who has good clean vegetables and fruit does now.

Pardon the repetition, but plenty of cold water and the regular daily use of the thermometer will save you trouble and insure a better product.

Buyers of Dairy Products Combine

One of the greatest arguments for co-operative marketing at the present time is that private concerns throughout the nation are combining, thus increasing their bargaining power as buyers of farm products. The packers handling dairy products operate throughout the entire nation, chain stores are establishing their own condenseries and ice cream factories, and even the allied drug stores operating in many large cities are buying their dairy products at greatly reduced prices.

The greatest of all the dairy giants is the National Dairy Products Corporation, which has taken the leading plants in cities throughout the United States and has combined them in one gigantic organization. Plants making up this organization are:

Rieck-McJunkin Dairy Company, Pittsburgh.
Hydrox Corporation, Chicago.
Ohio Milk Sugar Company.
Rieck Certified Dairy Farms, Pittsburgh.
W. E. Hoffman & Company, Tyrone, Pennsylvania.
Erie County Milk Association.
Erie Creamery Company, Inc.
Luick Ice Cream Company, Milwaukee, Wis.
Lake City Ice Cream Company.
Hydrox Company of Indiana.
Allen Ice Cream Company.
Hydrox Ice Cream Company.
J. F. Castles Ice Cream Company.
Castles Ice Cream Company, Perth Amboy.
Chappell Ice Cream Company, Inc.
Thompson Ice Cream Company.
Harding Ice Cream Company.
Supplee-Willis-Jones Milk Company.
Carpenter Ice Cream Company.
Jamestown Ice Cream Company.
Clover Farm Dairy Corporation, Memphis.
Clover Farm Dairy Company.
Lilly Ice Cream Company.
Ed. F. Rieck Company, Inc.
Sheffield Farms, Inc.
Consolidated Buttermilk Corporation, Chicago.
Lowvain Construction Corporation.
Sheffield Condensed Milk Company, Inc.
Sheffield By-Products Company, Inc.
Franklin Ice Cream Corporation, Kansas City.
Breyer Ice Cream Company, Philadelphia.
Breyer Ice Cream Company, New York.
Breyer Ice Cream Company, Inc.
Breyer Corporation.
Collis Products Company, St. Paul.
Newark Milk Company.
Nashville Milk Company.
Nashville Pure Milk Company, Nashville.
Union Ice Cream Company, Nashville.
Trapp Bros. Dairy Co., Milwaukee.

How much chance does the individual farmer who acts alone have in dealing with organizations such as the National Dairy Products Cor-

poration? They can take a loss in any one of these cities for years and still pay dividends on their stock, because they are making huge profits at other points. This is only one example of what the dairy farmer is up against in his dairy marketing problem.

Just recently the Borden Company bought the Merrell-Soule Company, one of the largest manufacturers of milk powder in the United States. Because we use this process we are paying royalty on our powder to the Merrell-Soule Company which now goes to Borden, one of the largest milk companies in the United States, operating about 3,000 retail wagons.

We have a contract with the Collis Products Company for skim milk in St. Paul running for several years, and this contract now automatically runs to the National Dairy Products Corporation.

A few years ago the whole idea of the nation seemed to be to "bust the trust." Now, on the other hand, the department of commerce, under the leadership of Hoover, seems to be encouraging the foundation of these gigantic organizations, apparently believing that such combinations result in cheaper prices to the ultimate consumer.

In our many petty troubles about tests, weights or the fact that a hauler has lost a can, we are likely to lose sight of the real reason for co-operative marketing and the great benefit that is coming to dairymen of the nation because they know enough to organize on a scale wide enough to be of some value.—Twin City Milk Producers Bulletin.

WHITEWASHING.

In our travels through the county we notice that many farmers are whitewashing the stables. It's a good idea to get this work done early for there will always be some who for some reason or other delay the job until late fall and then the whitewashers are busy and hard to get, weather is wet or cold and all at once winter is at hand and the whitewashing is not done.

Get at it in time. Everybody can't get the sprayers just when they want them.

Startling accomplishments may make the multitudes gasp but the only real benefit the sword swallower derives from his profession is the possible ability to eat peas with a knife.

"THE STORY OF HALF A CENTURY."

The American Guernsey Cattle Club has published the book, "The Story of Half a Century," which is a record of the progress of the breed and the growth of the club since it was organized in 1877. The present strong position of the club is described fully and included is an extensive account of the Guernsey Pilgrimage of 1927.

The itinerary of the pilgrimage through England, Guernsey, Sark, Jersey and Alderney is described as are also many of the prominent English and Island shows and herds which were visited on the tour.

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

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

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

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THE NATIONAL CO-OPERATIVE MILK PRODUCERS FEDERATION.

The National Co-operative Milk Producers Federation is a union of 43 co-operative associations representing 310,000 dairy farmers. These dairy organizations represent the organized dairy farmers in all parts of the dairy sections of the United States as the following list of members indicate.

An important feature of the federation's work is checking on national legislation. With the help of other farm agencies the federation succeeded in having the tariff on butter raised to the maximum of 12 cents per pound.

Cream is now coming to this country from Canada at a duty rate of 20 cents per gallon and the federation has filed briefs with the Tariff Commission showing that a 10 cents increase is justified and the tariff on fresh milk should be raised from 2.5 cents to 3.75 cents per gallon.

The directors of the national federation are:

Butter—

C. Bechtelheimer, Waterloo, Ia.
John Brandt, Litchfield, Minn.
P. L. Betts, Chicago, Ill.

Cheese—

F. G. Swoboda, Plymouth, Wis.
W. S. Moscrip, Lake Elmo, Minn.

Other Manufactured Dairy Products

W. F. Schilling, Northfield, Minn.
A. G. Ziebell, Marysville, Wash.
G. H. Benkendorf, Modesto, Calif.

Fluid Milk and Cream—

W. P. Davis, Boston, Mass.
Harry Harter, Covington, Ky.
G. W. Slocum, New York, N. Y.

Directors at Large—

John D. Miller, Susquehanna, Pa.
Frank P. Willits, Harrisburg, Pa.
R. Smith Snader, New Windsor, Md.

C. E. Hough, Hartford, Conn.
P. S. Brennenman, Jefferson, O.
B. Ashcraft, Chardon, O.
N. P. Hull, Lansing, Mich.
C. F. Dineen, Milwaukee, Wis.
H. D. Allebach, Philadelphia, Pa.
H. L. Whiteman, Liberty Center, O.
J. H. Mason, Des Moines, Ia.
T. H. Brice, Los Angeles, Calif.

ORGANIZATION WINS.

The New England Milk Producers' Association recently had a little battle with one of its dealers and came out victorious. It was the old story of the dealer refusing to continue the purchase of milk on the

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From my accredited herd

While the herd sire is a grand champion show bull and the cows have good fat records I am not asking fancy prices. Some bulls almost ready for service. Now is the time to buy these good Jerseys.

RIVERBY FARMS

Hugo J. Trost

Grafton

Wisconsin

terms laid down by the farmers. The patrons of his plant took their milk elsewhere with the result that he finally sold out to another dealer in that market who was co-operating with the farmers' organization.

The New England farmers won out in this tilt with one of their buyers because they stood solidly together. It was an outstanding demonstration of the real co-operative spirit at its best.

Organization is bound to win whether it is in New England, New York or Wisconsin. — Dairyman's League News.

In all the great Northwest—there isn't a single firm that has greater buying power or more storage capacity than the combined

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"ONE BAG OR A CARLOAD"

Council of Agriculture

The Wisconsin Council of Agriculture met at Madison on June 13, 14.

There was much discussion on the organization of the producers who supply the condenseries with milk. Also on the organization of the producers supplying some of the cities of the state where there is no organization.

The condensery shippers feel that they are not getting treated right for in many instances their milk goes to a fluid or city market for several months of the year and although the farmers must get in shape to stand inspection the price which they receive is not raised.

It was also brought out that Chicago dealers paid different prices at some places than at others in this state.

A committee was named to study the matter and to make recommendations on a state federation of milk producers.

Committee consisted of Charles Dineen, Milwaukee, chairman; W. L. Witte, Madison; A. L. Schact, Racine; Frank Holt, Kenosha, and Don Geyer, Harvard, Ill.

On June 14 taxation and schools were discussed. Tax Commissioner Rosa was the principal speaker. We do not have a full report of the meeting held June 14, but understand that the state superintendent of schools recommended that effort be made to get money by a different method of taxation for schools as farm taxes are too high now.

We believe that this council can do some good work but cannot show results until it has more time to study the problems confronting present day agriculture.

The committee on a fluid milk producers federation met in Milwaukee on June 23, all members present except Mr. Geyer.

It was decided that the objects of a state federation of fluid milk producers should be stated as follows:

1. Committee from state organization could work with a local committee in marketing milk if requested to do so.

2. Endeavor to place surplus milk.

3. Improve quality.

4. Promote better understanding to the end that competition between organizations be eliminated.

5. Stimulate consumption of dairy products.

6. Classify milk plants. Plants that ship fluid milk or ice cream mix should not be called condenseries.

7. Medium of information.

8. Watch legislation—Our well-

meaning friends often advocate legislation which is detrimental.

9. Assist in promotion of locals.

10. Study production costs.

It was also agreed that a recommendation be made to the commissioner of markets to send out a man to help organize the unorganized producers. Also that superintendent of farmers' institute be asked to have a man to talk on milk marketing at the institutes.

FARMING IN NORTH WISCONSIN.

Aye bane farming in Nord Wisconsin for more as sixteen years,
Aye raise some wheat and corn and fat some hog and steer,
Aye watch that farmer business close for where da money gits,
And aye find it koming kwickest when you bane "pullin' tits."

Dam fella what bane raising grains and haulin's dam to town,
Him got no money in da pocket—
Him bane broke the whole year 'round,

But dam fella wid the brindle cow
Him got bully tang, you bet,
Him never lose him's whole yare's crop

If ground bane dry or git too vet.
Ven hail bane strikin' down the crop,
and yust bane raisin' fits,
At night he call dam brindles in and yust bane "pullin' tits."

Him got dat separator what makes him lots of cream;
Him got a money comin' in yust like a pleasant dream;
Him got a money in the bank, him got a money in his mits.
Him bane no Rockafalow—him yust bane "pullin' tits."

ALL BEFORE THE DAY'S WORK.

Woman (to tramp)—"Can't you get any work to do?"

Tramp—"Yes, ma'am, I was offered a steady job by the old agricultural expert who lives just beyond the forks of the road."

Woman—"That's Mr. Hayseed. What did he want you to do?"

Tramp—"He wanted me to get up at four in the morning and milk seventeen cows, feed, water and rub down four horses, clean the stable, and then saw wood until it was time to begin the day's work."

Woman—"How much did he want to pay you?"

Tramp—"I dunno; I didn't stop to ask."—Old Almanac.

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mile east of Granville Center on Highway 74.

HENRY KAUL, North Milwaukee

CONDITION OF PASTURE.

Pasture conditions on May 1st, as estimated by the United States Department of Agriculture, were the lowest for the corresponding date in the 47 years for which this record is available. They were poorest in the north central states from Ohio to Kansas and north to the Canadian border, where the bulk of the creamery butter and cheese are produced.

With more milk cows on farms than in 1927 and with cheap hay largely offsetting the increased cost of concentrates, the output of dairy

products during the winter was larger than a year previous. But, when the backwardness of pastures failed to give the milk flow its usual stimulus, some of the barometers of production began to fall behind the corresponding period of 1927. Receipts of butter at the four principal markets ran lighter than a year previous throughout April and May, the decrease amounting to 21 per cent. Receipts of cheese at Wisconsin primary markets in May ran 6 per cent under 1927.

Owing to the higher price they pay, fluid milk markets always have first claim on the milk supply. The normal annual growth in demand for whole milk would mean larger receipts than last year if the supply were readily obtainable. Therefore, the fact that the amount of fluid milk arriving in the New York metropolitan area in the seven weeks ending May 26th was only a shade larger than a year previous was quite significant.

The tardiness of the spring increase in production caused storage stocks, especially of butter, to be used up more completely than commonly expected, and dealers were unable to accumulate as much during the early spring as usual. Holdings of butter at 26 cities for which a weekly report is compiled increased only 3,800,000 pounds from April 28th to May 26th compared with an increase of 13,100,000 pounds in the same period of 1927.

Naturally, these conditions were registered in prices. Extras averaged about 44.6 cents in New York

and 43 cents in Chicago, or less than a cent below the April level, whereas they usually decline about 4 cents. Also, butter prices were the highest for May on record with the exception of 1919 and 1920. Cheese prices also averaged highest for the month since 1920. Fluid milk prices for the United States as a whole averaged \$2.68 in May, equalling the highest for that month in any year since 1920.

The direct effect of poor pastures on milk production was augmented by some indirect effects. The prolonged winter feeding period with the prospect of a small new crop of legume hay resulted in a pronounced advance in alfalfa and clover hay prices and a strong spring market for by-product feeds. Some eastern dairy districts reported the average cost of typical dairy rations to be the highest locally since late in 1920. Sparse feeding was one result, and cows in some sections went on pastures in thinner condition than usual.

The situation created by the backward spring will not soon pass. It is bound to leave some mark on summer dairy markets in the form of moderate production, light storage stocks and a higher average price level than would have prevailed if pastures were up to normal. While pastures have improved as a result of rains and more seasonable temperatures since May 1st, they still have some distance to go before they are as good as average, whereas, last year, they were several points above average. They may easily become as good as in 1926 and 1925, however, in both of which years they were considerably below average. In most previous years when pastures were poor on May 1st, they improved later on. Some further improvement is probable this year, but pastures are likely to stay below normal as well as below 1927.

The apparent distribution of both butter and cheese into consumptive channels in April and May, as shown by receipts and changes in storage stocks in the four leading cities, were not as large as in 1927. Nevertheless, no weakness in the situation on the side of consumer demand is in prospect.

If the condition of pastures prevents production from showing any increase over last year, and if consumption is maintained, the present shortage in storage stocks of butter will not be made up quickly and prices of dairy products are likely to stay on a higher level than last year.

Foreign dairy conditions have had a slight strengthening effect on do-

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mestic markets. April imports of butter were only a few thousand pounds against 2,310,000 pounds last year, while May imports were negligible. Prices abroad have been 1 to 3 cents higher than a year previous. Drouth struck New Zealand after it was broken in Australia, so that southern hemisphere supplies were not extreme. At the same time, imports by the United Kingdom and Germany for the latest period reported were larger than a year previous and prices were higher, pointing to a moderate gain in demand. Native production in Europe probably has been held in check by low temperatures during the spring.

The heavy loss of acreage of clover and alfalfa meadows because of winter-killing coupled with the poor start which the remaining area received in early spring indicates a small hay crop this year in marked contrast with the record 1927 crop. It has been aptly pointed out that some degree of shortage of protein feed in the coming year may result. That the situation will have some effect on the price level for high protein by-product feeds is quite probable. On the other hand, an abundance of feed grains will be produced if the acre yields of corn, oats and barley are up to normal. The increase in acreage due to heavy abandonment of winter wheat was considerable. Demand for corn probably will be reduced through curtailment of hog production. Broadly, conditions are shaping up for higher hay and lower grain prices next winter than in the past year.—Gilbert Gusler.

In a certain Western town a beautiful chorus girl sued a rich banker for breach of promise and was awarded \$50,000. Just as she was leaving the court she was hit by an automobile and sustained eight broken ribs. The same judge awarded her \$500.

The moral to be drawn from this account is: Never break a woman's heart—break her ribs.

Two Celts were talking about microbes, when one said: "Sure they're so small that a handful of 'em could be placed on the tip of a needle."

Another Irishman was discussing cremation with a friend. The friend asked "Do yez think it's a good thing?"

"Why, man, I do that," was the reply. "When yez is cr-remated yez can have the ashes put in a little tin box and carry 'em around wid yez in your vest pocket."

LIPSTICK.

He: Let's kiss and make up.

She: If you'll be very careful I won't need to.

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

MANY COWS UNDERFED WHILE ON PASTURE.

Lack of feed, more than any other thing, is the real cause for the major decline in the milk flow of dairy cows in the summertime. Dollars are lost in milk and butterfat production during the pasture season because sufficient feed has not been provided for the cows. It is often true that underfeeding of dairy cows is more apparent during the pasture season than at any other time of the year.

Nelson Omans has been in a dairy herd improvement association for several years. In 1925 he fed grain to his cows while they were on pasture. His neighbors seemed to question this practice. In 1926 he kept the same cows, still under test in the association, on pasture but fed no grain.

In 1925 his cows averaged 7,107 pounds of milk containing 328 pounds of butterfat for the year. In 1926 they averaged 5,054 pounds of milk and 233 pounds of butterfat, a drop of more than 2,000 pounds of milk and 95 pounds of butterfat. He saved \$18.43 on the feed cost of each cow but he lost \$42.75 worth of 45-cent butterfat in doing it. The loss on his herd, after paying for the extra feed, amounted to \$333.

Grass stimulates cows to production. This stimulation causes cows to take large amounts of nutrients from the body. It takes 75 to 100 pounds every day of green bluegrass, red clover, sweet clover or alfalfa to provide enough protein for an average sized cow to produce 40 pounds of butterfat a month and it takes from 90 to 160 pounds a day to supply enough other nutrients, the

amount varying with the crop and stage of maturity. If the pasture doesn't provide it the cow will take it off her back—while that supply lasts. Balance your summer ration to take these things into consideration.—A. C. Baltzer, Mich.

"THERE AIN'T NO SECH ANIMAL."

Money and brains have been employed for centuries to find real substitutes for milk and milk products. All that have ever been invented are cheap imitations. Truly, there is no substitute for milk—Nature's Perfect Food—or for any product made from milk.

KNEW ALL ABOUT CHICKENS.

A city man purchased a small place in the country and, finding one of his hens acting queer, called in a neighbor for advice. He was told that the hen wanted to hatch chickens and, asking for more advice, was told to set the hen on a nest of eggs. Having followed instructions he looked sadly at the sitting hen and, turning to his neighbor, said, "It seems too bad to make the poor thing sit there for nine months."

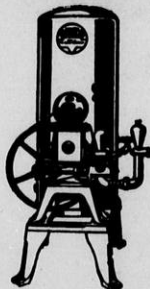
An old Scotchman was threatened with blindness if he did not give up drinking.

"Now, McTavish," said the doctor, "it's like this: You've either to stop the whiskey or lose your eyesight, and you must choose."

"Ay, weel, doctor," said McTavish, "I'm an auld man, noo, an' I was thinkin' I ha'e seen about everything worth seein'."

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HERE IS A REAL IDEA.

"While it is absolutely true that feed—in one form or other—actually represents over 80 per cent of the expenditure or cost of producing milk—yet milk producers—as a whole—have never shown any real judgment when it comes to what feed they have to buy," one large feed wholesaler recently stated.

The average milk producer will not buy feed when it is cheap—and while he positively knows that he must buy some feed along toward spring to carry him along until grass—he invariably waits until his home-grown rations are used up—then when he and his neighbors—who are in the same boat—go to buy what feed they need—they find that the markets have advanced—and naturally complain about the price of feed—and especially when milk has not had a corresponding advance.

There hasn't been a single year in the past 10 years when bran, midds and high protein concentrates like oil meal, gluten cottonseed meal did not advance from \$8.00 to \$10.00 per ton, and sometimes much more—which advance the milk producer could actually put in his pocket, if he used the least discretion.

Almost every producer buys feed in the spring of the year. Knowing this to be a fact—why not buy it in fall—when crops are harvested—and prices usually are lowest.

Follow these rules and you can't help but cut your feed bills.

1. Watch the markets along the fall of the year—figure out approximately what feed you will need—go to some good dealer, who always carries a complete line—dicker with him as to the price—pay for the feed in advance with the arrangement that you may haul out the feed as you need it. Cash goes a big long ways—and you will be surprised at the close price you will really be able to get by paying for the feed

in advance. Feed dealers are not used to that sort of arrangement—but in this day of cash and carry they will appreciate it and go a long ways—and you after all are the gainer. This arrangement will insure you against advancing markets—and fresh feed.

2. Buy your feed from dealers who have buying power and storage capacity—who handle the raw materials in carload lots—and are not constantly shipping in drug store mixed cars—which actually do nothing but increase the cost.

3. And always remember that cash—when buying feed—does swing many a bargain.

MILK FED BABY WILL SURELY GROW.

The Milwaukee Milk Producer is the latest house organ of the co-operatives to reach our desk. Editor Charles F. Dineen goes to the bat for the Milwaukee Co-operative Milk Producers in a manner that predicts great things for the growth of this flourishing association of co-operative dairymen of a state that knows that its butter, cheese, evaporated milk, milk powder and market milk industry holds its position in the dairy world due to the success of its co-operative institutions.—From Butterfat, published by Milk Producers Association of Central California.

"Pop, I got in trouble at school today. It's all your fault."

"How is that, my son?"

"Well, you remember when I asked you how much a million dollars was?"

"Yes, I remember."

"Well, teacher asked me today and 'A helluva lot more'n you'll ever have' isn't the right answer."

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Milwaukee Milk Producer

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Milwaukee Co-operative Milk Producers

Volume I

AUGUST, 1928

Number 5

July Milk Prices

The July fluid price is \$2.95 per cwt. for 3.5 per cent milk. Manufactured price is \$1.84 and the amount manufactured ranges from 10 to 30 per cent. It is apparent that there must be considerable difference in the average price paid by the different companies because of the difference in amount manufactured.

Reports to date indicate that \$2.62 will be the lowest average price paid by any dealer.

Production held fairly well the last half of the month and it is quite evident that our members are taking good care of their herds.

Chicago 92 score butter averaged \$.43774 as against \$.39927 for July, 1927. The average price of the larger dealers was \$2.46 for July, 1927, and \$2.64 for July, 1928, will be close to the average.

Fluid milk will yield \$3.00 for August if Chicago 92 score butter averages 44 cents or higher. If lower the fluid price will be \$2.95.

Storage reports on butter show a shortage of 20 million pounds over last year and the government estimates show a decline in production of butter amounting to 26 million pounds. Cheese production is on a par with last year. Frequent rains and cool weather will make for heavy production while hot weather

will cause a decrease in production and a marked increase in the amount of cream used as ice cream. Looks like \$3.00 fluid price to us and we can all help by using more butter. That may seem like a joke but the fact is we farmers are not using enough of our own products.

Complaints come to us telling of poor, rancid butter being sent out by one of our dealers to their shippers. We can't understand how any dealer can make poor butter out of our surplus milk and he is a darn poor business man if he sends out an inferior article and then expects the farmer to send him good milk.

Some dealers are complaining that the fluid price is too high but we all know that the average price is not high and if the dealer will try to get along with a lower surplus we will not need a higher fluid price.

The board of directors wanted to get more money for August milk but in order to get any great increase in price the price to the consumer would have to be raised.

The dealers infer that milk is not short enough to warrant a raise in price for bottled milk, but our guess is that if we did not have price cutters in here selling milk under the regular price the bottled milk would sell at 12 cents and the producers would get a fair share of the increase.

ALL THE KING'S HORSES

can't pull a man up when he goes down, unless he has a safe and secure footing on which to climb out of the hole.

Farming is full of ups and downs, and all of us find ourselves slipping from time to time. That's especially true of the farmer who thinks farming is a matter of horse-power, motor-power, etc.

The best farm power in the world today is cow-power. If somebody comes along and tells you you ought to have a more highly powered piece of machinery to replace one of your old ones, you immediately become in-

terested. But what about the man who tells you your farm hasn't enough cow-power?

Of all the farmers who slip from time to time, you notice mighty few of them are farmers who are milking good cows. And out of all those who come back, you notice a lot of them come back through the aid of dairy cows. Most of them were men who, just a few years before, had told folks they didn't have time to fool with cows.

Somebody once truly said that the time is coming when a farmer without a cow is going to be a curiosity in this land.

IS YOUR NEIGHBOR YOUR FRIEND?

"To have a friend, be one," someone once said, for everyone of us whether we realize it or not exerts a certain amount of influence upon those with whom we come in contact. A pleasant greeting given to some neighbor in the morning may change the whole day for him. There is little danger that one of us will put too much sunshine into the life of the other. In fact of late years we have drifted away from the neighborly people we were some ten, fifteen years ago. Sunday afternoon calls are not considered stylish any more, for everyone has his own car and when they do stop to see their old neighbor it's "just for a little visit." The old fashioned visits where Tom or Mary came in unannounced at the back door and drew up a chair to the kitchen stove and told you all the news while your wife put up jelly and you mended the well worn harness, aren't very frequent. You talked about everything from cabbages to presidents and weren't afraid to disagree either. There wasn't any fuss about him staying for supper for there were no ceremonies and you just ate in the kitchen because it was nice and "comfy" near the stove and the red checked table cloth looked mighty cheery in those days. Then when sickness came no one knew what it meant to "Say it With Flowers," but they did know how to come in and help take care of the rest of the children, and fix something tempting for the one who was sick, and sit up all night, too, if need be. Of course this was away back when—things are different now and one need not ask favors like this of any neighbor for we can pay to have it done. Just the same it's nice to know that your neighbors are your friends and you would not have to be afraid to ask them for such favors if need be.

PATRONIZE OUR ADVERTISERS.

Do you read the advertisements in this paper? We think that we have a good class of advertisers, and you need anything in their line give them a trial.

CARDED

★ NOV 8 1928 ★
DIVISION OF
COOPERATIVE MARKETING

MILWAUKEE MILK PRODUCER

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

Volume I August, 1928 Number 5

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Subscription\$1.00 Per Year

SOME MIGHTY GOOD PROOF.

A recent report by the U. S. Department of Agriculture shows a steady growth in the number and size of co-operative creameries in this country. Perhaps in no line of business has competition been keener than in the creamery business. For years the big private creameries have been trying to kill off the co-operatives.

In spite of this fact the latter have been steadily gaining ground. No better proof can be furnished of the efficiency of the co-operative system.

OUR ADVERTISERS.

We want you to study the advertisements in our paper. Perhaps you need something that our advertisers tell about. While we cannot mention all of the advertisers in this way we do take pleasure in saying that Arno Schmechel of Schmechel & Schubert Co. is a real farmer and until he was forced to quit making milk, by the demands on his time as an inventor and manufacturer, was a supporter of our organization. The Two S Co. potato picker should save some backaches and hard labor and we hope that Arno sells many of them.

FRED KLUSSENDORF ELECTED A DIRECTOR.

At the July meeting of the Board of Directors the resignation of Louis Witt as a director was accepted and Fred Klussendorf, Pewaukee, was elected to serve on the board until the next annual meeting.

LET'S KEEP OUR FEET ON THE GROUND.

Don't let anybody discourage you in this dairy business. You may not be making as much money as you would like to, but there is nothing fundamentally wrong with the dairy business.

The good dairy cow has been the mainstay of our best agricultural districts the country over, and she will keep right on the job. Don't let anybody tell you differently.

The prices for dairy products are subject to the law of supply and demand, just like all other farm products, and take one year after another these prices always range high enough to profit the man who takes good care of good cows.

We are pinning our faith to the dairy cow and our sincere advice to our readers is to do likewise. Don't let anybody shake your confidence in her. She has been, is and will continue to be our "best bet."

HARDER TO FIGURE.

Figuring out just how he stands, whether he is making satisfactory profits, and what his production costs are, is probably a harder job for the dairy farmer than it is for the man engaged in other branches of agriculture.

The "single crop" farmer has to deal with only one set of figures. The diversified dairyman, with several "irons in the fire," all of which often dovetail, may have a complicated maze of figures.

To illustrate, while dairying is his main pursuit, he can, without much extra cost, produce pork and poultry. Yet it is harder for him to find out how much it costs him to produce these articles than it is for the man who produces only pork or only poultry. However, by figuring carefully, he will find out in most cases that his cost is small because he can grow feed for pigs and chickens at the same time he is growing it for his cows.

A concern which sold only wood and coal, would have practically no business in summer but, by selling ice also, it maintains a good, all-the-year-round business. So it is with the dairy farmer.

THE STATE FAIR.

Of course every farmer wants to attend the State Fair. Some may not be able to do so but everyone should try to go for there is always something to learn at our fair. We expect to have booth No. 16 in The Dairy Bldg. and you are invited to visit and rest there, talk over problems and get better acquainted.

WORKING TOGETHER MORE NECESSARY THAN EVER BEFORE.

Merging of business interests is the popular trend. In all lines business men are feeling the pinch of high overhead costs and duplication of sales effort. The natural thing for them to do is to get together and cut out expensive competition.

If such men find it advisable to work together what better proof can we farmers get that we should pull and work together? When we go it alone we have to depend entirely on competition between buyers to give us a square deal. Business men are removing that competition by merging. Where is the farmer going it alone going to come out? Yes, the need for our working together was never more urgent. We must, that's all. There is no other way.

DATES OF TESTING PERIODS.

We understand that many shippers think that when we make a ten day check on a dealer we start on a different date than the dealer starts his ten day composite.

The dealers are starting the first period of the month on the 29th day of the previous month, ending on the 8th day. The 2nd period starts on the 9th day, ending on the 18th and the third period begins on the 19th and ends on the 28th. These dates are used so that all testing is completed by the first of the month and figuring of checks can start at once. Our ten day tests start on the same day and are taken right through for the ten day period.

THE GREATEST HANDICAP.

Dr. E. G. Nourse, one of our leading thinkers on co-operation, put his finger on the weak link in this line of endeavor when he said recently: "The greatest handicap to genuine co-operation today is the farmer's desire to eat his cake and keep it also—to get the benefits of group action without paying the price of group discipline. He likes to shop around and patronize the co-operative simply as one more middleman. The real meaning of co-operative membership is the merging of part of one's individual business in a joint enterprise for better, for worse, not as a speculative grab of an extra dollar but as a permanent and constructive move for the organization of the production and distribution of our commodity."—Keystone Co-operator.

Army Worms in Ozaukee County

Steps to halt the march of millions of brown army worms, which in less than two days stripped a four-acre field of barley on the farm of Charles Schmidt, two miles north of Belgium, Wis., and then attacked an oat field with disastrous results, were taken Saturday by G. S. Hales, Ozaukee county farm agent. Belgium is about 40 miles north of Milwaukee.

A strip of land 30 feet wide had been plowed between the barley and the oat field, but this was not sufficient to halt the worms, and they were present Saturday in large numbers in the oats. To reach the oat field they were compelled to travel over the plowed land.

Ditches Will Be Dug

Because of the heavy rain, operations were temporarily halted, but as soon as the land is dry enough a ditcher will be employed and ditches run around all of the infected area. In these ditches poisoned bait will be placed and it is hoped that the pests may be destroyed before they travel to other fields and other farms in the neighborhood.

The worms do not cut the stalk, but strip it of every leaf and every head of grain. They do not eat the grain, merely snipping it off and letting it fall to the ground. In the four-acre barley field three days ago there was an excellent stand of barley. Saturday not a head could be found—only the stems, bare of heads and leafage, stood upright. A potato field adjoining was also ravaged to such an extent that the crop is probably ruined. If the worms spread to the corn and other crops extensive damage seems certain.

First in 15 Years

A visit through the township in which Belgium is located was made Saturday, but only one other complaint was heard. On the farm of Henry Jacobi, also near Belgium, it was reported that the worms were present in large numbers and that crops were damaged similar to those on the Schmidt farm.

This is the first time in 15 years that the army worm has appeared in this section. Mr. Hales has been county agent in Ozaukee 10 years and this is his first experience with them. At Madison he was informed there is also a dearth of experience.

Ordinarily the army worm is active only at night, it is said, but since their appearance on the Schmidt farm they have been at work night and day. From 15 to 20 of the worms could be found on a single potato vine Saturday.

Travel as an Army

Farmers in that vicinity are observing the efforts to halt the march of the army of pests with great interest. The pea crop has been harvested, but barley, oats and other grains are not ready to cut and there is much time for damage to corn and potatoes.

The army worms are so-called because they travel together and in large numbers. One worm, following its metamorphosis into the moth stage, it is stated, lays 5,000 eggs, which means that unless they are destroyed the damage faced by crop raisers is incalculable. The land on which the worms made their first appearance is low and was formerly a marsh. It has been in cultivation, however, for many years and they have never been seen there before.

How Bait Is Made

Prof. C. L. Fluke, of the Wisconsin college of agriculture, who probably will have charge of the fight on the pest, said at Madison Saturday that poison bait is the best method of combating the worms.

One hundred pounds of bran, five pounds of salt, two quarts of molasses and 10 gallons of water mixed with five pounds of either white arsenic or Paris green will kill the forms, he said. The dry ingredients, Prof. Fluke explained, should be mixed together first and the liquids added so that the composition crumbles easily. This quantity will suffice as bait for 10 acres of land, he said.

A communication on the grading of milk and comments on some articles in earlier issues of this paper was sent in by Fred Klusendorf and appears in this issue. The columns of this paper are open to all shippers who wish to write articles over their own signature. We assume no responsibility for such articles, however.

WATCH THE BULL.

When you say that the female of the species is more deadly than the male, you are not talking about the bovine. Yet many farmers will continue to take risks with bulls. Horns are not the only weapons which the bull frequently uses with deadly effect. Men sometimes are crushed to death when the sire jams them against the side of his stall. The bull in close quarters needs to be watched as much as the loose animal.

HERE'S THE LOW DOWN.

An arm protruding from the car ahead means that the driver is:

1. Knocking ashes off a cigarette.
2. Going to turn to the left.
3. Telling his young son to shut up; he won't buy any red pop.
4. About to turn to the right.
5. Pointing out a scenic spot.
6. Going to back up.
7. Feeling for rain.
8. Telling his wife for the third time that he's positive he locked the kitchen door.
9. Saluting a passing motorist, or going to make a stop.

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a low vacuum



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

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

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

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

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



Universal
natural milker

HOW TO GET BETTER MILK.**A Member Makes Some Suggestions.**

To the Editor:

In one of the issues of the "Milwaukee Milk Producer" reference was made to grading all milk and that some producers think they should get more for their milk than those that just "get by" as to quality. Then in another issue you state that one can see vegetables on the market that are nice, clean, fresh, because they get better prices than those that are somewhat soiled and wilted. The question is asked whether it wouldn't be good policy to keep our milk just a little bit cleaner and things around the barn and milk house a little more tidy.

I think in these two articles you give the whole solution of "Better Milk." "Pay a little more for the better milk and you will soon have producers taking a little more pride in their product and they will do many things that will improve the quality of milk." There is no question that there are many producers that deserve more for their milk than those that just "get by." We take pride in our product and try to produce the best milk possible and the fellow that doesn't care what condition his milk is in, just so he

can sell it with ours laughs at us and in some instances even accuses those that do care of doing things that are unnecessary and soon these things are required by Health Department rules and regulations.

Then the question comes, "How much more should be paid for the better milk and what should be the requirements for such premium?" This is a big problem. The more you study it the bigger it gets but it is not impossible to find some place from which to start. Already the dealers are paying a premium for the better milk in the Grade A class and it seems to me that there is no excuse for not paying a premium for the better milk in all classes. I don't like the idea of having too many classes of milk on the market. It will mean more expense in handling which means either higher retail price or lower prices to all producers.

My suggestion would be that the breed requirement be dropped from the Grade A class and that all producers that produce a better quality milk be allowed a premium over the regular price. This will mean a readjustment of prices, both retail and prices paid to producers. I feel we have men among the producers that can meet with the dealers and come

to a starting point on this matter both as to price and regulations. It surely should have the early consideration of all parties interested in a good milk supply for Milwaukee.

FRED E. KLUSSENDORF

SAVING THE MANURE.

Proper care of the manure is profitable. Hauling the manure out of the barn on a carrier and dumping it in an exposed place where it is washed by rains and melting snows is poor business.

One farmer whose buildings and general appearance of his place gave every indication of prosperity was lax in saving the manure. When the barns were cleaned every day, the manure was dumped on the edge of a hill. Every rain that came carried away some of its fertilizing properties into the gully and swept them away with the flood.

NOTHING DOING.

Junior Partner (to pretty stenog): Are you doing anything on Sunday evening, Miss Smith?

Stenog (hopefully): No, not a thing.

Junior Partner: Then try to be at the office on time Monday morning, will you?

In all the great Northwest—there isn't a single firm that has greater buying power or more storage capacity than the combined

Dadmun-LaBudde Co.

FEED WAREHOUSES

WHOLESALE—RETAIL

North Milwaukee

across

C. M. & ST. P. Depot

Phone No. Mil. 325

Everything and
anything
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75th Avenue just north of
National
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We contract to supply you Feed when needed.

"ONE BAG OR A CARLOAD"

DRUDGERY OR OPPORTUNITY?

This is the time of the year when the feel of the old fishing pole is more enticing than the grip on the milk pail. It won't hurt you to yield to the impulse once in awhile and ramble down to the side of the old mill stream, where the black jack twineth and the honeysuckle bloometh, and dream and fish to your heart's content.

Cows do seem to be a bit of a bother in this sort of weather. The farmer has his hands full with his crops, and when he does get a little time out in the shade, it is downright troublesome to have to spend that time on a stool at the business end of milker. The temptation is strong to get through with this job in the quickest, easiest and most indifferent way possible. That's natural; all of us are more or less the same way—human nature, you know.

But just imagine for a moment, if you will, that the cows you have to "bother" with are big bank boxes and that you are pulling some strings which make those boxes open and dribble out coins—not so very many per minute, but coins nevertheless. Just imagine that the number of coins you get depends largely upon your efforts in taking care of that box and pulling those lines, and then you will get a new picture of those "bothersome" cows.

Most of us lack imagination. To some farmers a cow means more work. To others—sensible men—she means opportunity—the opportunity to earn more money. The cow, therefore, should be thought of as one would a bank, a storehouse wherein is manufactured and stored that which represents money. And it really is money—dairy gold. It stands for the coin of the realm. It is exchangeable for currency that will purchase goods over any man's counter.

What does the cow mean to you—drudgery or opportunity?

THE PRODUCTION PLAN.

We are printing in this issue the uniform production plan for 1928-1929. This plan does not differ from the one sent out last year, but is indorsed by the Badger Milk Products Co. (J. P. Gehl) and Luick Ice Cream Co. We know that some of the producers do not approve of the plan but we do think that the great majority realize the needs of a fluid milk market, know that you can't force a gallon of milk on a family in June and ask it to get along on a pint in August and September. We

know that cows freshening in August or September do not produce as well as those freshening later and that there are many other drawbacks connected with making milk in late summer and early fall. We also know that breeding operations cannot be controlled in many cases and try as he may, some farmer is going to make a low base though no fault of his own. Some shippers think that the dealer is buying his supply cheaper because of the base plan. This is not the case for the amount paid for an excess milk reduces the amount of surplus, or in other words the man who has excess milk bears the loss on that amount himself instead of having it figured in the general surplus and yielding a greater loss to all of the company's shippers.

The purpose of the plan is to provide a sufficient supply of milk all the year round from the regular shippers. It keeps the fellow who only feeds cows when dairy products are high out of the market or makes of him a regular shipper. If the dealer can rely on his regular shippers for a uniform amount of milk he does not need to take on new shippers to help out in the so-called short season. The average surplus throughout the year should as a result be lower which would benefit the farmer.

The consumer would get better milk for it would come from the same sources the year around and not from some more or less questionable place when a shortage exists and the dealer is forced to get milk from somewhere in a hurry. The dealer benefits in having fewer farms to inspect and a constant supply of good milk which means larger sales and more business for producer and dealer.

The Philadelphia people have changed their plan again this year and are taking the average production for the months of Oct., Nov. and Dec. for 1926, 1927, 1928, adding the production average for the three and dividing by three to get the basic quantity for 1929.

EASILY NAMED.

Visitor: What is your name, little girl?

Little Girl: My name is Alice.

Visitor: That is a nice name, who chose it for you?

Little Girl: My mother. I have 12 brothers and sisters, and when I was born my mother said "das is allus."

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Install a

**Droegkamp
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**DROEGKAMP
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A good place to Eat

*A good thirty-
five cent*

DINNER

Tell Keyes that you are a
"MILK PRODUCER"

HORSES and CATTLE

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

*Every Animal Guaranteed to be as
Represented.*

Time Payments If Desired. We Deliver.

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

HENRY KAUL, North Milwaukee

TO MAKE FOR YOU Good Useful Milk Cans

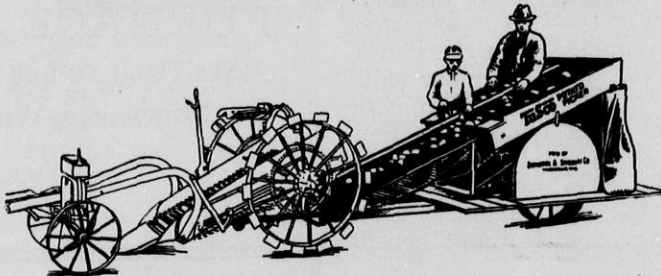
From Your Old, Rusty, Leaky Ones
Is Our Business!

BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

Wacho Mfg. Company
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Certainly, We Can Retin One-Piece Cans!!

Another Great Value



The TuSco Picker—

Puts potato harvesting on a machine basis. No more cramped backs picking up after the digger. No more heavy lugging. Picker hitches behind digger. Adaptable to all conditions, and proved in the field. The only picker that can be used anywhere, no other like it, a real labor-saver.

See it at the Wisconsin State Fair. Booth No. 38

SCHMECHEL & SCHUBERT MFG. CO.
THIENSVILLE WISCONSIN

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First Mortgages, 3, 5, 7 or 10 Years

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WEST BEND, WISCONSIN

Capital and Surplus over \$250,000

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.

LIVE STOCK—Dealers in all classes. Auctioneers of live stock, personal property and real estate. Ben Levy & Son, Thiensville, Wis.

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

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

UNIFORM PRODUCTION PLAN FOR 1928-1929.

The average monthly production of each shipper during August, September, October and November, 1928, shall be considered his base quantity.

During the first six months of 1929 all producers will receive the regular "Average Price" for any amount up to one and one-half times their base quantity. For all milk above this amount they will receive the "Manufactured Price." (For example: If a shipper has a base quantity of 10,000 pounds and ships 20,000 pounds, he would receive the "Average Price" for 15,000 pounds and the "Manufactured Price" for 5,000 pounds.)

Each shipper's base quantity shall be shown on his December, 1928, check or milk statement.

The above plan has been approved by the board of directors of the Milwaukee Co-operative Milk Producers, and by the undersigned dealers.

Blochowiak Dairy Co.
Cedarburg Dairy Co.
Gridley Dairy Co.
Layton Park Dairy Co.
Sunshine Dairy Co.
Luick Ice Cream Co.
Trapp Bros. Dairy Co.
Wisconsin Creameries, Inc.
Wilke Dairy Co.
Badger Milk Products Co.

HOW AGE AND WEIGHT AFFECT BUTTERFAT PRODUCTION.

It has long been known that milk and butterfat production gradually increase until the cow becomes mature and then gradually decrease as old age sets in. However, there has been much uncertainty among breeders as to the age at which maximum production of milk and fat is reached. The rate with which production increases with age has also been uncertain.

By studying some forty-five thousand yearly official records it has been found that the age of maximum fat production varies but slightly between the several breeds. It has been found that in each breed production gradually increases up to about seven and a half years. A cow freshening at two years will produce about 66 per cent of what she may be expected to produce at maturity—at her next freshening about 75 per cent, and a year later about 83 per cent.

It has also been observed that the largest producers of milk and butterfat are almost always above the average in weight and size for the breed. To throw light on this the relation was studied in cattle recorded in the Jersey Register of Merit. It was found there is an average increase of about 20 pounds in

fat production for each 100 pounds additional body weight at a given age. This was about 20 per cent of the total increase due to both age and weight.

The chief value of large animals is in greater production. The same total production can be obtained from an investment in fewer animals with the consequent decrease in overhead costs rather than in more economical use of feed by animals of greater size. From this the men at the Missouri experiment station who made this survey also conclude that under official test, where size is given no official recognition, the high honors will usually go to the large animals of the breed and the larger breeds will hold the largest records. —C. M. Long, Ill.

THE REAL BOSS.

A book agent approached Smith as he stood on his porch and asked: "Is the master of the house in?"

"He is," answered Smith. "Second floor, front. You'll find him in his cradle."

Hostess: "It is storming terribly. You'd better stay for dinner."

Guest: "No, thanks, it is not bad enough for that."

"I never drink anything but milk. I like a drink of milk just before I go up. I find it sustaining." These are the remarks of Ernest Leroy Smith, young San Francisco airmail pilot from Oakland to the Hawaiian Islands. Prior to his Trans-Pacific flight, this young airman prepared himself like an athlete. Two glasses of milk at meals, and milk between meals while he was working on his plane, The City of Oakland. There must be something to it when all the monarchs of the air sing its praises. Lindbergh, Chamberlin, Byrd, Smith, Bennett, Fitzmaurice, von Huenefeld and Koehl.

BARNEY'S BREED.

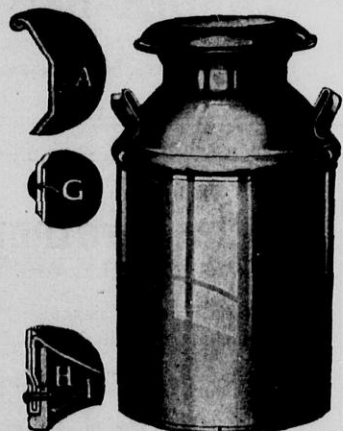
W. B. Barney of the Holstein-Friesian Association of America was in a meeting of West Virginia dairymen when the question of test was brought up. In explaining that test is not the only item to consider, Mr. Barney mentioned one cow in a Pennsylvania Association which only tested 2.7 per cent but produced enough milk to be quite profitable.

One deaf old gentleman in the room spoke up, "These fellers are right. We should have just one breed in the neighborhood. I am a Jersey man but if my neighbors want them I guess I can try these sevenths per cent cows, too."

Follansbee Forge Security Milk Cans

Five Reasons Why Security Cans Cost Less

CLEVELAND PATTERN



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

FORGING ADDS STRENGTH

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

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

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

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

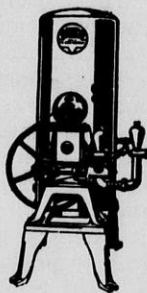
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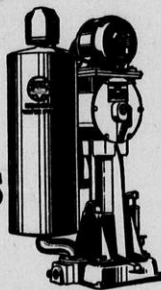
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ONE WAY OF ADDING WATER TO MILK.

Most farmers know that it will give weight to the milk to add water, but they also know that there is a law against putting water in milk, and so there is, but it is easy to comply with this law and still add water to the milk, because we know of no law that forbids putting the water into the cow and letting HER put it into the milk.

Bossy knows how to put the water into the milk properly and if she is given a sufficient amount of water (not too warm and not too cold) the result will be more and better milk. Milk is 87 per cent water. The problem is not only to give the cow water at a moderate temperature but see that she has enough to drink during the day and night. To produce the best possible milk the dairy cow must have water whenever she wants it. If the cow will drink the greatest amount of water after eating her evening meal, as has been proven by experience, it is poor economy to deny it to her. It has been estimated that automatic drinking cups installed in the cow stables earn several dollars per cow in a single winter. Cups are an advantage to the farmer because they save fuel in the tank heater, save the time of the farmer and often save the life of a valuable cow that might be lost by slipping when going out for water.

If the slogan "Ice Cream Is a Food, Not a Fad" becomes as popular as it is true, it should be a long step forward in improving the ice cream business.

ASK DAD — HE KNOWS.

"Your wife has been delirious all day," said the nurse in a worried tone, "calling for you and crying for money."

"Hah!" snorted friend husband. "Delirious, hell!"

THE HARD WORKING COW.

Did you ever notice what work a good dairy cow will accomplish in a year? It is interesting. A good cow weighing about a thousand pounds will eat approximately six tons of silage, three tons of clover hay, one-half ton of corn, one-half ton of oats, one-fourth ton of cottonseed meal, or its equivalent, and ask for a two months' pasture besides. That is, she will do all this if she is given a chance. And what will she do with it? She will convert it into one of the best foods known to man.

WHY BOTHER.

Judge: "Have you a lawyer?"

Prisoner: "No, sir."

Judge: "Do you want a lawyer to defend you?"

Prisoner: "No, sir."

Judge: "Well, what do you want to do about it?"

Prisoner: "So far as I am concerned I'd as soon drop the whole business."—Humorist.

A WORD TO THE WISE.

Tommy was visiting over at Johnnie's when suddenly a heavy rain came up. Johnnie's mother had loaned him a raincoat and rubbers to wear home and this is the conversation which followed:

"Don't take too much trouble," Tommy said politely.

"I am sure your mother would do as much for Johnnie," she replied.

"Oh, she would do more. She would ask Johnnie to stay for dinner," was the quick retort.

Teacher: "Robert, what is a niche in a church?"

Robert: "It is the same as an itch anywhere else only you can't scratch it as well."—Boston Transcript.

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Milwaukee Milk Producer

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Volume I

SEPTEMBER, 1928

Number 6

August Milk Prices

The August price for fluid milk is \$3.00 per cwt. for 3.5 per cent milk. Manufactured milk is \$1.94 and the amount manufactured ranges from 10 to 19 per cent. Gridley Dairy Co. reports an average price of \$2.80, Wisconsin Creameries \$2.85, with no other reports in at this writing.

Frequent rains and cool weather have tended to keep the supply at a higher level than was expected and of course the vacation period reduced the demand for fluid milk.

It is quite evident that some dealers over-estimated their needs and took on too many shippers last spring. Fifteen per cent surplus is high enough for August and while \$2.85 is a fair price as compared with other markets, it is nothing to get excited about when the restrictions which we operate under are taken into account.

The fluid price for August, 1927, was \$2.90. The manufactured price, \$1.76, and the percentage manufactured was 21.5, making an average price of \$2.64 for that month.

CO-OPERATION

Co-operation is one of the basic principles upon which any organization or institution is built. Co-operation is simply the wish and the will of every man in an organization to work for the common end—the success of the organization or institution. It means forgetting self, overcoming petty jealousies, ignoring personal feelings for the sake of success. It is, finally, the urge within one to do the best one can because of pride in his institution.—John M. Murray.

FACTORY OPTION TAKEN BY DAIRY ASSOCIATION

The Sheboygan Dairymen's Association recently took an option on the Melendy cheese factory near Sheboygan Falls. August J. Rammer is president of the association and A. D. Hiesdorf is secretary and treasurer.

This is the marketing organization of the farmers producing milk for the Sheboygan market. They have had trouble in getting the dealers to meet them on prices, and report that August 3.5 per cent milk will be \$2.31 per cwt.

On this date last year the supply was dwindling but it would seem that the opposite is true this year and unless the weather gets very warm there will be plenty of milk in the city.

The board of directors met with the distributors on August 27 and agreed on a price of \$3.00 per cwt. for fluid milk for the month of September.

Government reports indicate a shortage of butter as compared with last year and with production somewhat under last year for August, demand very good in spite of a price which averages 3.28 cents higher for the month than for August, 1927. Condensery prices for August seem to run about \$2.15 for 3.5 per cent milk.

The low price paid by condenseries is the weak feature of the market. Butter and cheese are yielding a fair price and with hogs at \$13.00 and going higher, the creamery and cheese factory farmers are not likely to look for a fluid milk market.

LAND O' LAKES NEWS

New mergers taking place every day. Banks, railroads, newspapers, ice cream and milk companies, chain stores, automobile manufacturers, farm machinery manufacturers, and hundreds of other industrial organizations for just one purpose, economy, greater bargaining power, and better profits. The nation must eat. The farmer has the key of the nation's life in his hands. Why not the farmer merge his efforts through co-operation to meet this situation? Farmers have no thought of monopoly or extortion. All we ask for is a fair deal and to correct a situation where 29 per cent of the population receives 13.8 per cent of the national wealth and 71 per cent receives 86.2 per cent.

If anyone has a better solution than co-operative marketing where farmers control the sale of their own products, come on the platform. As long as you leave your products in some other person's hands to market, you can expect nothing other than for them to handle it in a way that will net them the most profit. Farmers should quit cussing big business and get into it for themselves.

CAN THE FARMER IMPROVE HIS CONDITION?

We met a farmer today who sells to a Chicago buyer operating a plant about 25 miles from Milwaukee.

In answer to our question of what he would get for his August milk, he answered: "I don't know, never do know until I get my check." He got \$2.20 for 3.5 per cent milk for July, according to his statement, and when asked if he was satisfied with the price, test, etc., he used some strong language which indicated that everything was blinkety blank and that nothing could be done about it. An organization was the bunk and the milk dealer did as he liked and took the farmer for a fool anyway.

It seems to us that this man and some others like him are to blame to a large extent for their marketing troubles and until they get in a different frame of mind and decide to co-operate and work together with other producers their case is hopeless. His price was at least 30 cents per cwt. under what it should be for July and if in addition his test was read too low his loss was still greater.

To save two or three cents per cwt., he lost 30 cents or more per cwt. Takes some "farm relief" to help such farmers.

THE STATE FAIR

Our booth at the State Fair was visited by a great many farmers and we think that it was a good place to greet old friends and make new ones.

The exhibits at this year's fair were good but it would seem that too few farmers attend. Is it lack of interest on the latter's part, failure of the management to make the right kind of an appeal or because the farmer is working shorthanded and can't spare the time? Probably a combination of all three reasons but it is a fact that most farmers have so much work to do and are unable to pay the wages which other industries do that hiring help is out of the question.

County estates, golf courses, fox ranches and dog tracks offer wages that cannot be met by farmers, and soon it will be poor policy for the state to hold an agricultural fair for the farmer will have neither time or money to spend there.

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SOMETHING TO THINK ABOUT

The purchasing power of farmers must be increased or the downward sweep of agriculture toward peasantry will continue; a decadent American agriculture brings with it problems, the solution of which may shake the nation's industrial system.

There is now a world-wide struggle for world markets, each great nation seeking industrial, commercial and financial supremacy. This struggle will grow more intense. The American people, possessing in so high a degree the creative power of initiative and genius for finance and business, can hold their own in this struggle if, and only if, there be substantial unity of effort. Unity of effort in agriculture itself, unity in effort of all agricultural, industrial, commercial and financial groups.

Farmers' co-operative marketing associations are not new. Farmers for decades have been engaged in marketing their crops collectively. In the beginning the organizations formed for this purpose were small, being local or community organizations. One of the outstanding movements in the United States during the first quarter of this century is the trend toward centralization and consolidation of industries and to some extent of commercial and financial concerns. While some of the great corporations may have at times abused their power, it still remains that as a whole they stand for efficiency, economy and progress. Their elimination would stagger the industry and commerce of the nation.

When farmers were operating small local marketing organizations

their right to act collectively was unchallenged. When they found it necessary to form and operate large marketing agencies their right was challenged in the courts and this was one of the first obstacles encountered. Only eight years ago dairy farmers were indicted for associating themselves together to market their products collectively. Indictments were found in five states under state laws and in one state (Louisiana) under the federal law. Not one conviction resulted from those indictments but it became obvious that farmers could make no progress in establishing co-operative marketing organizations if they must continually exhaust their energies and resources to defend their organizations. Remedial laws were sought. The federal laws as well as the laws of about 40 states have been so modified and clarified that there is no reasonable doubt of the right of farmers to associate themselves together in organizations large or small to market their products collectively.

The second principal obstacle that has been encountered is the inertia among farmers themselves. Farming tends to make men individualistic. They work alone. They become in a measure more self-centered and generally more self-reliant, and while these attributes tend to develop a splendid manhood and womanhood these very attributes cause farmers to be less ready for collective effort than are men who are constantly touching elbows at the same work bench, or who are engaged in a common service.

In some of the areas in which many of the largest milk marketing organizations operate, farmers have been assisted and encouraged by manufacturers, bankers, merchants and professional men who, after studying the problems involved, have been convinced of the farmers' need for better and more adequate marketing systems. The economics of agriculture are such that farmers must continue to produce singly. In making individual sales of their products they exercise little or no influence upon price determination; have little or no influence in establishing a regular flow of commodities from the farms to the markets, and lacking these powers the prices they receive seldom fairly reflect the market value of the commodity.

Several causes contribute to the depression in agriculture, but beyond question one of the major causes is the lack of efficient marketing agencies. Occasionally there are statements to the effect that this depression is in part caused by the inefficiency of farmers. This is error.

Farmers are efficient producers. Farmers have been quick to adopt improved and more economical production methods. It has been charged that they are inefficient because the yield per acre in this country is less than in some of the older agricultural countries. This illustrates the efficiency rather than the inefficiency of American farmers. In the old countries land is high in value and wages are low. There it stands for efficiency to use less high priced land, more low priced labor. Here land is relatively low in value and wages high, and it stands for efficiency to use more low priced land and less high priced labor.

Experience has shown that collective activities of farmers promote the public interest. The benefits accruing to farmers are in part direct and tangible and in part indirect and intangible. To the extent that these efforts have resulted in increased returns to farmers, their buying power has been increased, thus stimulating all industry and commerce.—John D. Miller, President National Co-operative Milk Producers' Federation.

BUMPER CROPS

We read and hear a great deal about bumper crops and how well off the farmer will be as a result.

More bunk than truth in that line of talk. Ask the man growing garden truck or potatoes. He will tell you that the bumper crop means that he must work much harder to handle that crop and get about half what a short crop would bring.

Ask the man who grows grain for market. He will tell you how prosperous he is as a result of a big crop. He is broke. Bumper crops are a great thing for transportation companies, distributors and consumers but for the farmer they spell hard work and hokum.

IT PAYS BEST TO PRODUCE THE BEST.

Some folks seem to have the notion that it doesn't pay to take a little extra care and produce a high quality product for market. They go along in a slip shod way, sending their goods to market and trusting to luck to get a profitable price for it.

These folks are mistaken. It pays to do anything well, and it pays to produce the very best farm products possible. The market demand is always best for the best products. Some folks persist in losing sight of this fact.

Would Rival Wisconsin's Dairy Industry

By Louis N. Crill, Secretary of Agriculture,
Pierre, S. Dak.

The statistical report on July 1, 1927, showed 456,000 cows on the farms of South Dakota. The government report of January 1, 1928, showed a gain of 5,000 in 1927, and 106,000 two-year old heifers that will become milk cows this spring, making a total of 567,000 milk cows in the state this year.

There are 101 reporting creameries in the state, which bought during the last fiscal year 22,652,565 pounds of butterfat.

During the same time, there was shipped to creameries outside of the state, 16,684,127 pounds of butterfat.

Thus it will be seen that only 60 per cent of the cream produced in South Dakota is made into butter in this state and the other 40 per cent is shipped into other adjoining states for like purposes.

The extra profits accruing to the creameries in the state on 60 per cent of the business, according to the government report, is \$1,367,000 annually, showing that South Dakota is losing a manufacturing profit of about one million dollars annually on the 40 per cent shipped outside of the state. Through co-operative creameries this extra million would go largely to the farmers of the state.

Adjoining states of Minnesota and Iowa do not ship their milk and cream to other states to be made into butter and other products, but keep the profits at home and South Dakota should do the same.

The dairy industry in South Dakota is only in its infancy, and with our state as well adapted for the raising of alfalfa and sweet clover as the leading dairy states of the Union, there is no reason why the state should not take an equal position in this industry with Minnesota and Wisconsin, the leading dairy states of the nation.

The campaign should be on to devote one-fifth of our state to alfalfa and sweet clover. There are now 1,000,000 acres of these legumes, and this one-fifth of our acreage would make about 10,000,000 acres.

Keep the heifer calves and breed to thoroughbred sires and in five years we will have twice as many dairy cows as Wisconsin and pure bred, high yielding milk cows at that.

Wisconsin, according to the last census, manufactured from milk products—\$61,000,000 in butter; \$99,000,000 in cheese; \$85,000,000 in

condensed, evaporated milk and milk powder, a total of \$245,000,000 in one year, showing a manufacturing profit of \$23,000,000 and employing 8,875 people in the factories.

Ten million acres of alfalfa and sweet clover, with five million graded and thoroughbred cows, a goal which can be accomplished in South Dakota during the next ten years, would mean an annual income to our farmers from the dairy industry alone of \$500,000,000, and the profit to manufacturers of these products into butter, cheese, condensed and evaporated milk, powdered milk, casein, dried buttermilk, malted milk and ice cream would aggregate \$50,000,000 a year.

It would mean the investment of millions of dollars in manufacturing plants and the employment of thousands of people in this industry.

We have the land—all we need is more people, more cows and more alfalfa. Men with capital will be quick to sense the opening for great business enterprise, based upon such reliable and lasting resources.

Alfalfa and Sweet Clover. Connected with this great industry is the extra profit that will inure to our farmers when 10,000,000 acres of these legumes are planted in South Dakota.

From one million acres, the annual sale of alfalfa and sweet clover seed reaches \$1,000,000, annually; with the acreage increased ten times, which it should be, that means that the annual income from seed production would be \$10,000,000.

That our farmers may increase the number of their cows and engage in the dairy industry, with graded and thoroughbred stock, to carry out this program for South Dakota, it is also necessary that our banking interests adopt a dairy loan policy that will give every encouragement possible.

ETHICS

Little Abie heard people talking about "Business Ethics," and asked his father the meaning of the term. "Well," said his daddy, "I will explain. A customer comes in the store and buys a six-dollar pair of shoes. He hands me a ten-dollar bill. On the way to the cash register I notice that there are two ten-dollar bills sticking together. Now, here's where the 'business ethics' come in—should I tell my partner?"

A BARGAIN

When the agent for the life insurance company paid Mrs. Stone the amount of insurance her husband had carried, he asked her to take out a policy on her own life.

"I believe I will," she said, "my husband had such good luck with his."

1928 STYLE

Mother—"What are you doing, daughter?"

Daughter—"I'm taking my clothes off."

Mother—"Isn't it rather early for you to go to bed?"

Daughter—"Don't be silly! I'm not going to bed, I'm going to the Summer Casino."



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

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

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UNUSUAL VALUE OF BUTTER

The value of butter in the diet was the subject of a health talk broadcast from WGY one night recently by Dr. James A. Tobey, editor of the public health column in "The American City."

"A well balanced diet is now recognized as essential to the promotion and maintenance of health," said Dr. Tobey. "It is necessary for proper growth and physical development, especially during early life, but at all ages an adequate and correct diet contributes to strength, vigor and a favorable resistance to disease."

"Few indeed are the foods which by themselves possess this significant power to increase the vitality of the individual so that he is better able to prevent or minimize the invasion of disease. The well balanced diet which does this is usually selected from many articles, the combination of which yields the elements necessary to nourish the body in an effective manner."

"There is, however, one food which occupies a preeminent place in the diet because of its unusual nutritive value."

"The reason why butter has such an unusual value is because of its richness in vitamine A, in some ways

the most important of the half-dozen or more vitamins which are known today. With the exception of cod liver oil and egg yolk, butter is, in fact, the most abundant source of vitamine A.

"Vitamine A is not only absolutely necessary to growth and reproductive ability, but it definitely prevents a serious eye disease called xerophthalmia. Moreover, the more vitamine A there is in the diet, the greater is the resistance of the individual to infectious diseases, particularly colds and other maladies of the respiratory tract. These are no idle assertions, but are supported by the reports of notable research."

"Not only does vitamine A in abundance in the diet make life longer, but it makes it better. It defers the onset of old age, produces greater success in the rearing of young, and contributes to the welfare of the offspring, whose own growth is more rapid and more generally efficient. It looks as if vitamine A were one solution to the problem of the quest for the fountain of youth."

"Another point about this vitamine which occurs so copiously in butter; it can be stored in the human system, which means that the body can be fortified with a nutritional reserve

upon which to depend in an emergency as well as during normal times."

"The American Public Health Association was so impressed with the significance of this vitamine that it recently advised that, 'Since the storage of vitamine A in the body has been shown to be so important, it becomes plainly a wise economy to invest rather freely in this factor of food value in order that the body may be adequately insured in this respect.'"

"From the standpoint of nutrition, there is no substitute for butter, and none of the imitations of it have an equal vitamine value."

"Milk, and its products, leafy green vegetables, and fruits should form the basis of every well balanced dietary, because these are the so-called 'protective' foods. Good butter is unique as nutriment and well worth the most favorable consideration on the table of everyone."

PERIODICALS?

"Do you take any periodicals?" asked the clergyman on his first round of parish visits. "Well, I don't" replied the woman, "but my husband takes 'em frequent. I do wish you'd try to get him to sign the pledge."—Judge.

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"ONE BAG OR A CARLOAD"

VEGETABLES IN ICE CREAM.

The following from the Los Angeles, Calif., Herald, is given for what it may be worth:

"Have you ever tried any vegetable a la mode?"

"It's a tasty decoction of spinach, tomatoes, carrots, lettuce and celery, all mixed up together in vanilla or chocolate ice cream, and it tastes much like a nut sundae."

"What! Never tried it? But you probably will before long. A company has just been organized to prepare the vegetable powder to be used in the ice cream, and it will be sold over drug store soda stands and in the best confectionery shops before the end of the month."

"The new organization is the Vegetable Products Corporation, which opened offices recently in the Union Insurance Bldg., and expects to be doing a nation-wide business before the end of the year."

"The vegetable powder is the discovery of Joseph Pardieck, a young Los Angeles chemist, who has been experimenting on the process for the past seven years, ever since he came out of the chemical branch of the army, and has just hit upon a system of dehydrating vegetables to one-fiftieth of their bulk without altering a single chemical property in them."

"Whole vegetables dried down to this proportion have later sprouted when permitted to absorb moisture from the air," said the young inventor recently, pointing out that even the germ of life is not destroyed by the new process."

"Not only will the powder be put in ice cream, but will also be included in whole wheat bread, noodles, macaroni, pancake flour, cookies and breakfast cereal. A plant has just been established in Burbank to manufacture the new product."

"There are 16 minerals in the body," said Pardieck, "and nearly all of our ills can be directly attributed to a deficiency in one or more of these precious salts. The vegetable powder includes every one of these, and already doctors and dietitians throughout the country are becoming interested in the new discovery."

TELL IT ANYWAY.

"My dear," began Mr. Jones, arriving home at three a. m., "you can't guess where I've been."

"Oh, yes, I can," yawned Mrs. Jones, "but go on with your story."

HEALTH BARGAIN

Doctor—"The best thing for you to do is to give up drinking entirely. eat sparingly and retire at 9 p. m."

Patient—"And what would you recommend as the next best thing?"

Irish Government Promotes Co-Operatives

Free State Merging All Creameries Into Great Centralized Organization, Writes Shilling.

W. F. S. Schilling, who is representing the Twin City Milk Producers' Association and the Land O' Lakes Creameries at the International Dairy Congress at London, writes:

"It may be of interest to the farmers who are patronizing the Land O' Lakes creameries in America to know that they are being copied in Ireland, not by the farmers but the government of the newly formed Irish Free State. Dr. Henry Kennedy has been appointed to the head of the work of the Irish Free State Organization Society having for its purpose the amalgamation of all the creameries of the Free State, over 500 in number, for the purpose of stopping competition among creameries and the placing of all creameries in the hands of farmers. Nearly all of the private creameries have voluntarily surrendered at a price and I have visited about 15 of these creameries, sometimes only a stone wall separating them, and have seen the splendid manner that the amalgamation is going forward. I have not been in a poorly equipped creamery and all are very well managed."

"In nearly all the manager is a man but the buttermaker is a lady and she tests all samples and does the technical work and her helpers are girls. The milk is all hauled by the two-wheel carts propelled by the donkey or Connemara ponies. The cans hold 170 pounds each and there is not a farm in Ireland permitted to bring cream to a creamery. All are whole milk and skim milk is hauled back to the pigs."

"Some of the farmers' creameries that are standing out of our organization surely should see the wisdom of one big organization when they know that this nation has taken a step ahead of all others and making the farmers co-operate to beat the Danes on the British market."

NOT SURE

Guest (phoning from his room)—
"Hey, night clerk."

Sarcastic Clerk—"Well, what's biting you now?"

Guest—"That's what I want to know."

The integrity of men is to be measured by their conduct not by their professions.—Junius.

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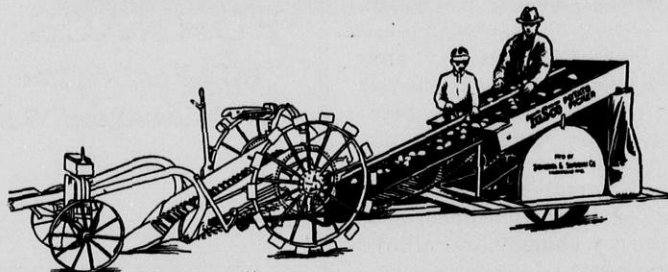
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Puts potato harvesting on a machine basis. No more cramped backs picking up after the digger. No more heavy lugging. Picker hitches behind digger. Adaptable to all conditions, and proved in the field. The only picker that can be used anywhere, no other like it, a real labor-saver.

See it at the Wisconsin State Fair. Booth No. 38

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LIVE STOCK—Dealers in all classes. Auctioneers of live stock, personal property and real estate. Ben Levy & Son, Thiensville, Wis.

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

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

ONE COW VS. A DOZEN.

Analysis of more than 100,000 yearly individual records from cows on test in dairy herd improvement associations indicates that, on the average, cows that produce 100 pounds of butterfat a year returned \$14 each over cost of feed, says the United States Department of Agriculture; those that produced 200 pounds, \$54 over cost of feed; 300 pounds, \$96; 400 pounds, \$138; and 500-pound cows returned \$178 over cost of feed. Thus the man milking a 500-pound producer would have more return than if he milked a dozen 100-pound cows, and this would take no account of the added labor of milking and caring for the larger herd or of the much greater expense of providing stable room for a herd instead of a single animal. The figures from returns are based on farm prices from all parts of the country, including whole-milk districts. (Editor's Note—When you get the 500-pound cow, don't try to get a dozen like her.)

THE PENDULUM SWINGS.

Prices go up and then down. Sometimes it is easy to make money producing milk. At other times it is discouraging.

What establishes the stability of the dairy business one year after another is the fact that the pendulum keeps swinging. It establishes an "average" that stamps it a safe and profitable proposition for the farmer.

WHAT BECOMES OF ALL THE MILK?

What becomes of the oceans of milk produced annually by the 26,000,000 cows being milked in this country? In the first place, old bossy kicks over the bucket, which with other spillage takes away about 3 per cent of the grand total, according to best estimates of the United States Department of Agriculture.

More dependable statistics than mere estimates are to be had, however, for the remainder. Last year the total production was 114,666,201,000 pounds, of which 46.9 per cent was used in manufacturing different products; 46 per cent for household purposes, and 4 per cent for feeding calves.

Of the manufactured products, creamery butter utilized about one-fourth of the total production, farm butter about 11 per cent, cheese of all kinds 3.6 per cent, ice cream 3.4 per cent, and condensed and evaporated milk 3.7 per cent.

THAT "COW SMELL."

That "cow smell" has no place in good milk. Maybe this doesn't mean much to you, but if you could see the matter from the dealer's angle, you'd understand. You've heard of people who "don't like milk." Well, you may not know that it is a lot of bosh; everybody in the world really can like milk. You know the reason why many people don't drink it? It is because of—that "cow smell."

Some of our non-drinkers of milk really do not know the reason themselves. They do not know much about the influence of the "cow smell" on the mind.

Most people don't know how very much one's mind, one's imagination has to do with one's likes and dislikes, particularly concerning food and drink. Many people never have been able to eat oysters because of their looks; they don't look clean. Many have been taught to like oysters by having them served disguised, so that slimy, sloppy appearance is done away with.

Well, no one in the world can disguise that "cow smell." Even to people who are quite fond of milk, it is most disagreeable. It causes an unpleasant feeling in the pit of the stomach.

Of course, you know what to do to keep out that cow smell; that is simply up to you. In winter time it is troublesome; hard to cope with, you know. Leaving the milk to set awhile in a hot, steamy cowshed, naturally all the barnyard odors are received in the milk. This should not be done; the milk should be immediately removed from the barn, winter or summer.

The problem is much more simple this time of year. But even so, great care must be exercised to keep out barnyard particles and to keep the milk from lingering too long around the cows.

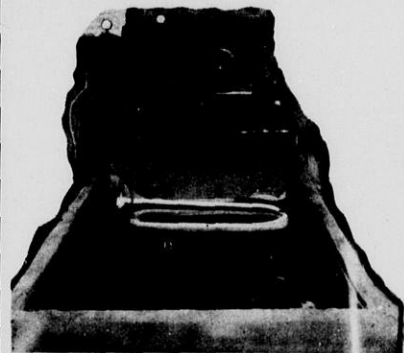
Some people used to think warm milk could not receive barnyard odors because they thought it would resist bacteria. Just the opposite is true. Warm milk is the best kind of material for the growth of bacteria, bodies which cause fermentation and decay.

Clean milk means something more than absence of dirt and particles; it means absence of foreign odors.

FOR SALE or EXCHANGE

315 acre Montana farm, half under cultivation, fair set of buildings. Would trade as part payment on farm near Milwaukee, or will sell cheap or very easy terms. Write to owner.

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Mechanical Refrigeration
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Dependable, Continuous Cold Storage and Effective Cooling when you need it.

Cools the largest milk tank on any farm. Helps you to get a low bacteria count in your milk at any season without ice. Saves the continuous pumping of cold water.

With this outfit on your farm you can butcher your own meat and keep it for months in proper condition. You can hold berries, eggs and produce until you have a full load for market or hold until market price is right.

Send for free plans for insulated concrete milk tanks and cold storage rooms.

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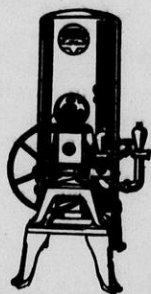
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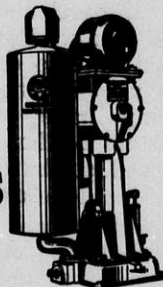


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As Low As \$68.50



The DURO CO., 123 2nd St., Milwaukee

THE FAITHFUL SERVANT.

Farmers today are nearly in the same position as a man who applied to the owner of a large city newspaper for a position on his editorial staff. After examining his qualifications the owner said, "You suit us all right and we'll give you a job. But by the way, do you have an independent income? We don't pay very much and men work here only because they like to, not because of the money they receive."

As far as the economic aspect is concerned, this is a false doctrine. "The laborer is worthy of his hire," declares the Good Book and this principle will always be indispensable to economic progress and prosperity. A man serves best when he does the thing he likes to do. This service deserves adequate reward.

Some of the farmer's products are being sold below the cost of production. In a measure the world is saying to him, "Men work here only because they like to." And there is no doubt that the bulk of the farmers in this country do like their work or they wouldn't stick to it so faithfully in the face of many difficulties.

This proves the farmer to be a willing servant. His heart is in his work. Surely he will hear the reward, "Well done."

THROW AWAY THE RUSTY CANS.

It isn't economy to use a can too long. When it gets rusty inside, or springs a leak, it is a pretty good plan to use it for some other purpose on the farm. Remember, milk is a food product and should not be put into cans that will impart a bad flavor. The old can is liable to spill its valuable contents, too.

Izzy: "Why is it you have invited only married people to our wedding?"

Rachel: "Well, you see the presents will all be net profit."

SWISS PRODUCERS ORGANIZE TO SELL CHEESE.

Nearly 100 Swiss cheese producing farmers of western Dane and eastern Iowa counties met at Mt. Horeb recently to perfect arrangements for marketing their cheese through the National (Wisconsin) Cheese Producers Federation. About 20 factories were represented, of which 15 have already signed contracts to sell their cheese through the federation. Swiss factories that have been closed for the winter will open within the next few weeks for their season's run. The factories comprising the organized group will market their cheese through the federation. Practically all of them will also have their cream delivered to the federation creamery at Dodgeville.

It was voted at Tuesday's meeting to have a marketing council comprised of one representative from each factory. This council will meet at an early date to elect officers. Harvey Field of Mt. Horeb was elected to represent the Swiss group on the federation board of directors. The first effort at marketing Swiss cheese co-operatively was made in 1927 when a group of five factories made the beginning. So satisfied was this group with the results and with the federation's method of handling their product that long before the season closed, farmers in member factories began talking to their neighbors about the advantages of co-operative selling with the result that at recently held meetings every factory at which they were held voted favorably. Much favorable interest toward the movement was created at co-operative cheese marketing institutes held at Juda and Blue Mounds.

PATRONIZE OUR ADVERTISERS.

Do you read the advertisements in this paper? We think that we have a good class of advertisers and if you need anything in their line give them a trial.

High producing, high testing
Jersey Bulls, Springing Heifers and Cows for sale.

From my accredited herd

While the herd sire is a grand champion show bull and the cows have good fat records I am not asking fancy prices. Some bulls almost ready for service. Now is the time to buy these good Jerseys.

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Sprayers of Orchards
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We are booking orders for summer whitewashing now. Get in line and your spraying will be finished in time.

Milwaukee Milk Producer

AGRICULTURAL COOPERATION
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Milwaukee Co-operative Milk Producers

Volume I

OCTOBER, 1928

Number 7

September Milk Prices

Three dollars for fluid milk for September and \$2.01 for manufactured. Surplus ranging from 19 to 22 per cent for the larger companies. The Gridley Company's average price is \$2.78. Wisconsin Creameries, \$2.81. Trapp Bros. \$2.80. Layton Park \$2.79.

Cool weather, considerable second growth in hay fields and stubble and some feeding of corn has helped to keep a good supply of milk. High production seems to be the rule all through the country. Make of butter and cheese is heavier than last year although the volume of butter in storage is still very much under last year. Butter prices are still holding in spite of an increase in the make over last year.

MARKET REQUIREMENTS.

When we bargain with the dealers for the price which they will pay for milk we insist that our members take much better care of the product than is the case with producers furnishing milk to other markets.

We believe that this is true of the great majority of shippers but here and there we find exceptions. Some farmers are trying to do too much work and do not take time to attend to little details like thoroughly cleaning pails, cans, strainers and milking machines, brushing udders and flank and cooling milk. A few may be just naturally careless about those things.

We can't bring pressure on the buyer of our products to pay a high price for it unless we produce good milk. That end of the game depends on you.

Ship clean, cold milk and we will have a good market for it. The Health Department is just as strict about temperature of milk in cool as in warm weather. Use the thermometer.

NUMBER OF T. B. REACTORS IS SMALL.

During the month of August there were 8184 herds with a total of 116,094 cattle tested for tuberculosis in Wisconsin. Out of this great number only 166 head reacted. There were 2,137,323 cattle which had passed at least one test and there are 714,400 head awaiting tests according to the latest report from the U. S. Department of Agriculture.

Skim milk products are lower. Manufactured price was \$1.91 last year.

At the conference on October fluid price held on September 26 the dealers insisted that milk production would be very high for the coming months and thought a reduction in price would be a good thing. Our board thought otherwise and after considerable discussion a price of \$3.00 for fluid milk for October was agreed on.

The employment situation has been very satisfactory and of course that means that people are buying freely and unless production is very high the surplus should not be excessive.

CEDARBURG DAIRY ABSORBED BY WISCONSIN CREAMERIES, INC.

The Wisconsin Creameries, Inc., has purchased the Cedarburg Dairy Co. The Cedarburg Co. has a plant at Cedarburg where the milk was received and processed and from there, hauled by truck to a distributing plant located on Thirteenth St., Milwaukee. Some forty-five routes were operated in this city and the suburban towns.

The Wisconsin Creameries is the result of a merger of The Waukesha Milk Co., Blommer Ice Cream Co. and The Bendfelt Ice Cream Co. Next!

BUTTER MARKET BARELY STEADY — UNSETTLED.

Trading in butter during the week ending September 29 was marked with a very unsettled feeling with prices unchanged on top scores except for a 1/2c decline on Wednesday at New York and Philadelphia. In fact the market showed little or no particular change from last week when trade was very unsatisfactory. Arrivals of butter at the four large markets during the first part of the week were somewhat lighter than for the corresponding period of the previous week but exceeded the arrivals of a year ago by about 20,000 tubs. Receivers on most markets, while rather willing sellers, were not inclined to shade prices in order to effect sales. Due to the unsettled and

nervous condition of the markets, buyers saw little or no advantage in anticipating future requirements and operated on a hand to mouth basis. As a result of this curtailed buying, supplies were fully ample to the demand and in some quarters showed a slight accumulation, especially at New York.

PRESIDENT JOHN A. DAVITZ TAKES AN AUTO TRIP TO NEW YORK STATE.

The writer took a trip to Syracuse, New York, the week of September 9 to visit a sick brother-in-law in the hospital. Traveled through Illinois, Indiana, Michigan, crossed the ferry at Detroit into Windsor, Canada, then across the Niagara River into New York State. I saw thousands of acres of fruit—apples, pears, peaches, plums and grapes, in Michigan, Ontario, Canada, and New York. But the combination of, as we say, the cows and silos as we see them in Wisconsin was missing. Some people seem to think you can farm without cows. I wish that party would have been with me on that trip and see so many farms idle and buildings empty and falling in heaps in the state of New York. Lots of farms can be bought from 10 to 25 dollars an acre within 25 to 30 miles from Syracuse. They were still threshing in Canada, digging early potatoes in Michigan.

Peach season was in full swing. Plums were being picked and they were ready to get at the grapes. Talk about inspection of barns and herds. We stayed with a farmer in Canada that had been shipping cream to Blue Valley Creamery in U. S. but quit on account of Health Regulations. So we are not the only ones to have our troubles producing milk. I dare say unless that farmer gets back to stock soon, in 10 or 15 years there will be another idle farm. Stopped at Niagara Falls for a short time and will say it is a wonderful sight. I wish every milk producer could see it. But will say I was glad to get back to Oakwood and get in the harness again.

RECEIVED
John A. Davitz.

OCT 8 1928
YOUR TURN.

Rockefeller has been a dollar for every person in the United States. Have you received yours? Iowa Frivol.

RECEIVED

MILWAUKEE MILK PRODUCER

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 Chas. F. Dineen, Managing Editor
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Subscription\$1.00 Per Year

MUCH FLUID MILK SHIPPED OUT OF STATE.

According to a report of the Department of Markets there was a total of four hundred sixteen million, four hundred eight thousand, eight hundred and thirty-eight pounds of milk shipped out of Wisconsin in 1927. Menomonie shipped the smallest amount, 32,056 pounds, and Janesville the largest amount, 32,587,475 pounds. Most of this milk was sold on the Chicago market.

The Milwaukee market uses about three hundred million pounds per year.

HEAVY PRODUCTION FORECAST.

From many sources come statements which would indicate a heavy production of dairy products.

There may be something to this for on many farms there is a big corn

crop. We don't blame anyone for wanting to carry enough cattle to consume rough feed and of course the man with a low base is anxious to produce heavily for October and November.

We think that it would be very unwise, however, to buy low producing cows or to keep some that are now in the herds just to get rid of some rough feed for some grains will have to be fed also.

In our judgment there will never be a price paid for dairy products which will be high enough to warrant a man keeping low producing cows.

Don't keep a cow just because you would have an empty stall if she was gone or because you would have some silage or corn stalks left over next spring.

Canner cows @ 6.50, cutters 7.50 and good fat cows at 8 to 9c is a darn strong argument for unloading low grade dairy cattle. Keep the good ones and take good care of them. Good cows are hard to get and the man who has a good base might do well to feed a good heifer calf or two; he will need them to replace old or worn out cows two years from now. It will also help to keep down the surplus.

GET THE STABLES WHITE- WASHED.

In our July issue we made the suggestion that whitewashing of stables be attended to in time so that none of our members are shut off or forced to do this work when the weather is so cold that the cows suffer from being out of doors.

We are told by the Health Department that when a shipper is shut out of the market for failure to comply with orders a very short time is needed in most cases to get every-

thing in shape. Let's do those things in time and avoid trouble and expense.

We all intend to whitewash our stables so why not get it done before bad weather sets in? If your job is not finished call up a whitewasher tonight and insist that he take care of you very soon. If a spraying outfit can get all the jobs in a neighborhood the work can be done much quicker and more cheaply than when one man whitewashes in June, a few neighbors in July or August and some more of them in September or October.

STERILIZE MILK UTENSILS.

The thorough sterilization of all utensils in order to keep milk pure is pointed out by W. E. Krauss of the Ohio Experiment Station in a recent newspaper bulletin. Although only a relatively small number of bacteria are present in milk as it comes from the cow, it is at once exposed to a number of sources of bacteria the extent of which depends largely on the care in handling and on the utensils used.

In the past, hot water, steam and sometimes just sunshine have been relied upon to sterilize equipment. The steam is very effective when properly used, but many dairies are without a steam supply. Scalding hot water is effective as a sterilizer, but it must be scalding hot.

Recent efforts to develop chemical sterilizers have been successful and there are now a number of good chemicals on the market.

ON CONDITION.

He: "Will you be true to me while I'm in China?"

She: "Sure—if you take the rest of the Navy with you."—America's Humor.

Food Products Industry Report for Milwaukee

Years 1926 and 1927.

We present herewith a report on the food products industry for the city and it may be of interest to our readers to note that candy and confectionery figures are so high—in the

amount paid as wages as well as the value of the product.

Under dairy products are included butter and cheese. This branch showed the greatest gains of any in-

dustry in the list, due largely to the increased amount of process cheese.

If our ice cream people can grab off some of that candy business it should help the dairy industry.

	No. of Firms		No. of Employees		Wages Paid		Wages Paid		Capital Employed		Value of Product		Export Business	
	1926	1927	1926	1927	1926	1927	1926	1927	1926	1927	1926	1927	1926	1927
Food Products Industry:														
Bakery goods	23	25	1,247	1,311	\$ 1,614,793	\$ 1,852,928	\$ 3,735,363	\$ 3,348,431	\$ 6,788,160	\$ 6,789,837	\$ 20,000	\$ 23,000		
Beverages	13	12	768	794	1,431,080	1,460,634	7,120,282	7,962,264	5,928,681	6,099,381	2,050	7,900		
Candy confectionery ..	25	21	3,146	3,265	3,177,695	3,196,782	10,523,975	10,048,010	17,472,006	17,909,760	25,325	5,000		
Dairy products	13	11	367	437	668,254	806,447	1,728,232	3,055,168	7,740,766	12,096,630		29,700		
Milk dealers	7	7	1,253	1,310	2,288,686	2,471,898	3,536,195	3,359,398	12,418,672	13,659,516				
Ice cream	6	6	325	307	632,459	632,439	2,419,865	2,565,856	3,575,455	3,845,008				
Packed meats	7	9	2,741	2,808	4,288,998	4,261,642	12,376,609	12,606,609	67,220,794	67,781,583	12,436,074	8,003,700		
Sausages	15	14	324	347	634,256	653,311	1,057,013	1,329,867	4,455,482	4,468,746				
Flour and cereals	4	4	82	80	134,242	141,492	674,361	971,926	2,239,556	2,487,841	4,235	15,000		
Unclassified	9	9	231	226	275,421	271,175	2,016,208	1,826,000	1,995,103	1,980,139				
Total	122	118	10,484	10,885	\$15,143,884	\$15,748,748	\$45,188,103	\$47,073,529	\$129,834,675	\$137,118,441	\$12,487,684	\$8,084,400		

FEED COMPANY OPENS NEW WAREHOUSE.

The Dadmun-La Budde Co. have added another feed and grain warehouse to their string, having opened up their new warehouse at Saukville, Wis., on October 1st. This firm caters to feeders, carrying perhaps the largest and most complete line of feeds in the Northwest. Their main plant is located at North Milwaukee, just across from the C., M. & St. P. depot—the West Allis warehouse is located at 655 75th Ave.

DO YOU WANT A HERD TEST?

If any of our members wish to have a herd test made at any time we will be glad to perform this service free of charge on request.

At times some herds have a very low fat test and it may be due to one or two cows that have very low testing milk. The only way to find out is to have a fat test made several times each year. Just drop us a card or call here and we will do the rest.

Secretary to Attend Annual Meeting of National Co-operative Milk Producers' Federation.

At the September meeting of the Board of Directors, action was taken instructing the Secretary to attend the annual meeting of the National Co-operative Milk Producers' Ass'n, which will be held in Memphis, Tenn., Oct. 15 to 20. The National Dairy Show is being held at Memphis at that time.

RECIPE FOR GOOD TEETH.

Milk 4 Cups
Spinach 4 Tablespoons
Orange 1
Graham Bread 6 Slices
Oatmeal ¾ Cup

Put these ingredients into a healthy mouth daily; chew thoroughly; wash teeth carefully with a toothbrush after eating. This recipe makes 32 strong healthy teeth.

Note—The following may be substituted: For spinach—lettuce, cabbage, celery, tomato, or beet greens; for orange—apples, prunes, apricots, peaches or dates; for graham bread—any whole grain bread; for oatmeal—any coarse cooked cereal; for milk—there is no substitute.

A near-sighted man lost his hat in a strong wind. He gave chase, but every time he thought he was catching up with it it was whisked away from under his hand. A woman screamed from a nearby farmhouse, "What are you doing there?"

He mildly replied that he was trying to retrieve his hat.

"Your hat!" exclaimed the woman. "There it is over there under that stone wall; that's our little black hen you've been chasing."—American Boy.

SUGGESTED RATIONS.

Before our next issue reaches you regular stable feeding will be in order on many farms. We are submitting several rations which we think may be used to good advantage by some of our members. Realizing that clover and alfalfa hay is not as plentiful on most farms as in other years we have figured one ration with mixed hay. In this ration hay and silage is fed, liberally. Ration contains about 16 per cent protein. If a feeder wishes to force high production a higher per cent of protein can be used.

We will figure rations for any of our members if they will tell us what feeds they may have or wish to procure.

Ration No. 1.

400 pounds of oats
300 pounds of corn or barley.
200 pounds of wheat bran
100 pounds of C. S. meal
WITH ALFALFA HAY

Ration No. 2.

250 pounds of oats
250 pounds of corn or barley
150 pounds of wheat bran
150 pounds of C. S. meal
With mixed hay

These rations should be fed in limited amounts, 1 pound to 4 pounds of milk.

We have excluded oil meal and corn gluten from these rations believing that the high price of these feeds are a result of close control by a monopoly.

The manufacturers of these by-products are, in effect, saying "pay our price or go without these feeds." Well, let's go without them. We can make milk without them.

Oil meal at \$56.00 per ton, car lots, and a bumper crop of flax. Gluten feed at \$43.50, and a crop in the corn belt so big that the farmers almost forgave Coolidge. Cotton seed meal is the best protein buy right now but it must be fed very carefully. If fed alone or in large quantities it tends to cause impaction, feverish udders, garget, etc. We are rather concerned about the feed questions and have searched the columns of our farm and dairy press hoping that those who assume to speak for the farmers might have something to offer. Nothing doing. Plenty of partisan politics in some farm papers but on a vital subject such as this feed problem a great silence prevails. Have we a kept agricultural press?

JUST LOOK.

"Any old clothes, madam?"
"Yes, but I'm wearing them."

MILK UP TEN CENTS OVER AUGUST MARK.

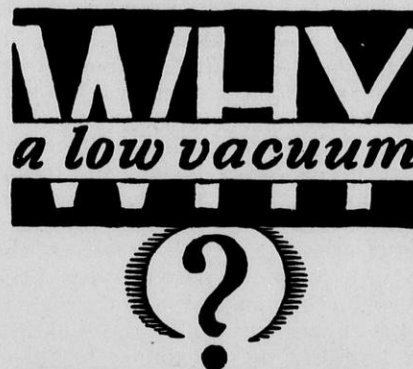
Milk producers of the Madison area will receive \$2.55 per hundred weight for their September output, it was decided at a meeting of the Madison Milk Producers' Association held recently. This price, which includes a 90-cent differential over the Chicago market average for the period, marks an advance of three cents for the Madison producers over the 1927 figures, and a 10-cent advance over the August price for this year.

NOT SO FAST.

"And whin the coppers came, de crowd beat it?"

"Did you run very fast?"

"Naw, but I passed some dat was."



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

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

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

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

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



Universal
natural milker

CHILDREN NEED MILK.

Every child needs good food upon which to grow and keep well. His body grows upon the food he eats. Building a child's body is much like building a house. It requires good material in order that it will remain in good condition for many years. It is not reasonable to expect that children can grow normally and keep strong and well unless they have the right kind of food upon which to grow.

The most important food for all children is milk. It is the chief food for the first year of their lives, and when do they grow as much again as during that first year? So they should continue to use it throughout their lives and especially until they are full grown. We do not know any other food upon which they can grow and keep well so easily.

Milk has been called the most nearly perfect food we know. This is true because it contains in excellent form almost everything the growing body needs for good health. It has the finest kind of material to build strong teeth and bones, healthy muscles and nerves. It gives the body the power it needs to work, the "gasoline" to make the body go. It helps to prevent colds and sickness by building up resistance to them, by making the children healthy.

Germs of colds and other diseases do not often look for a dwelling place in strong, well bodies. Instead they are more apt to attack the weaker children who cannot resist them.

Now that another school year has begun, the children need all their strength to carry on their school work. They should not have to miss school because of colds or other sickness. Good common sense tells us to give them the right kind of food as this is the best kind of health insurance. The use of enough milk for the best health is the cheapest food. In every child's meals there should be included four cups of milk a day. Replace the cup of coffee every morning with a cup of milk; do the same for dinner and supper, and use the fourth cup on cereal, or in creamed vegetables, or custards and puddings. Doing this day after day for the school year will bring the bright eyes and rosy cheeks and better teeth which spell good, strong, sturdy boys and girls, who will easily pass their grades and keep well and happy while they are doing it.

END OF TRAIL.

"Bill must be planning to buy a new car."

"Why?"

"I see he's letting his wife drive."

—Carolina Buccaneer.

SHE CAUGHT HIM.

A backwoods mountaineer one day found a mirror which a tourist had lost. "Well, if it ain't my old dad," he said, looking at it; "I never knowed he had his pitcher took."

He was so pleased that he took the mirror home, stole into the attic and hid it. But his actions did not escape his suspicious wife. That night after he was asleep she slipped up to the attic and found it. "Hm-m-m," she said, looking into the mirror, "so that is the old hag he's been chasin'!"

ALL RIGHT WITH HENRY.

W. E. Wintermeyer of the Bureau of Dairy Industry tells of the two farmer boys who, on account of their duties at home, could attend college only in alternate years. John went the first year and now it was Henry's turn. Before Henry left John gave him a message for his best girl friend.

On the first opportunity Henry called, but in the darkness of the hall the young lady mistook him for his brother. Throwing her arms around his neck, she cooed, "Now, John, we can start right where we left off last year."

"Well," Henry replied, "I don't know anything about that but if this is where John left off right here is where I begin."

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Character of Co-operative Associations

A farmers' co-operative association is a business organization. Its purpose is to engage in activities incident to the marketing of the products of its members or the acquisition of supplies for them. The foundation and framework of a farmers' co-operative association and all of its methods and plans are for the purpose of aiding those producers who have united or who may unite for prosecuting their own business in as economical and profitable a manner as possible. The co-operative plan of marketing returns to the producers the market price for their products, less necessary operating and maintenance expenses and such other deductions as may be authorized for reserves or expansion purposes. That producers have the right to market their own products through their own agencies is obvious. Producers with respect to their co-operative associations may be members, creditors, debtors, or patrons.

Forms of organization vary but there are a few well recognized principles which distinguish the co-operative from the commercial organization. The co-operative character of an association does not depend upon whether it is formed with or without capital stock. Either type of association may be thoroughly co-operative if properly organized and operated to accomplish this purpose.

Substantial equality among the producers interested in a co-operative association with respect to its affairs is fundamental. The one-man, one-vote, principle is quite generally accepted for co-operation but is not indispensable. Sometimes this equality among members in the case of a co-operative association formed with capital stock is furthered through limiting the number of shares which a producer may own, which, of course, is in contrast with the situation in commercial corporations in which, from a legal standpoint, a shareholder may own any number of shares. Generally, even in the case of capital stock co-operatives, the shareholders are restricted to one vote each, regardless of the number of shares of stock owned. In the case of co-operative associations, the dividend rate on the stock or membership capital is restricted to a fair rate of interest. This again is in contrast with the situation in commercial corporations in which the dividend rate is, from a legal standpoint, unlimited.

In the case of a commercial corporation the persons with whom it deals are generally not members, but in the case of a co-operative association, the members are also patrons, that is, they deliver their products to the association for marketing or acquire supplies from or through it. With co-operative associations the advantages which accrue to members, accrue primarily because they are patrons of the association. Patronage of, rather than amount of money invested in, the co-operative determines the distribution of benefits. Obviously, the costs of doing business, the progress that may be made by a co-operative association, and the results that may be achieved by it, are directly and inevitably affected by the extent and the consistency with which the members of an association deal therewith.

A frequent requirement of both stock and non-stock marketing associations is the signing of a contract. But it should not be assumed that the members or stockholders of a co-operative association, except in a technical legal sense, are separate and apart from the association. They are the association, and the directors and officers of the association are simply their agents for the conduct of the joint enterprise. The directors and officers of an association are placed in office and continue there only through the action or acquiescence of the stockholders or members. In other words, the stockholders or members are the principal or the "employer" while the directors and officers are simply their "employees" or agents to direct the business; the agents are subject to the control of their employers.

Sometimes, on receiving the products of a member, advances are made to him. These, of course, are simply "part payments," or, to speak more accurately, partial returns. Pooling is common to co-operative associations. It is an averaging proposition. The expenses incident to the operation of an association are pooled and then divided among the members on an equitable basis. Many of the co-operative marketing associations pool the products received, that is, mingle those of the same grade and character so that the identity of any particular lot is lost. On the sale of all the products in a particular pool the association renders a final account to each member based upon the quantity he contributed. Some associations pool returns without pooling products, that is, the re-

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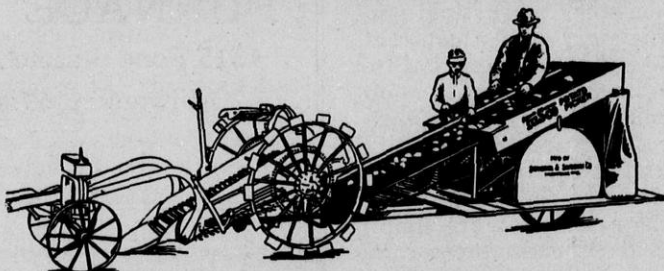
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turns from products of the same grade and quality sold during a given period, usually at varying prices, are lumped together and then divided among the members on a per-unit basis.

Some associations, such as co-operative livestock commission associations, act simply as agents for their members in the sale of their products, while other associations take title to the products received from their members, but otherwise function and account to members as though acting only as agents.

Nearly all associations enter into contracts with their members for specified periods requiring them to deliver their products to the association for marketing. These contracts are usually comprehensive and state the undertakings of the association and the members regarding the delivery and marketing of the products covered.

All but two of the states have statutes peculiarly adapted to the incorporation of co-operative marketing associations and practically all such associations are incorporated. These corporations in many respects function along lines similar to those followed by commercial corporations, that is, each of them has a board of directors, officers, and employees through whom the affairs of the association are conducted. — L. S. Hulbert.

A Miss in the car is worth two in the engine.—Louisville Times.

Dean Russell Says Farm Boys Take Wrong Attitude

Freshman registration in the Wisconsin College of Agriculture is falling short this week. At the end of freshmen Orientation week, only 45 freshmen had enrolled, whereas 77 had registered at a corresponding time last year. This decrease in the face of bumper crops and high prices for farm products is baffling the university faculty, and setting the school experts to work to find the cause and possible remedy. Talk about the hard lot of agriculture, is blamed by Dean H. L. Russell for the low registration. "It is reasonable to expect," he argues, "that farm boys will not be eager to enroll for study in any college that represents an industry pictured as so depressed." This is the wrong attitude for them to take, the dean asserts. The university has calls for more technically trained farm men than they can supply. Wages are good and working conditions excellent. Many city boys see a future in the agricultural field, and the youth on the farm should not be overlooking any bets in the field in which he has a running start.

The above is a clipping from a Madison newspaper.

There is no question in our minds as to the why of the low registration mentioned.

While it may not be quite proper to speak of agriculture as being "depressed," it is a sad but certain fact that agriculture as an industry lags far behind other industries in its ability to compensate its workers.

ity to compensate its workers.

When extension workers and other trained graduates of the Wisconsin College of Agriculture get better wages than a union plasterer or a garage mechanic perhaps the farm boy will register for training at the college.

It has been demonstrated in many farm communities that while a man with no education whatever will pay off his mortgage and become fairly well to do his neighbor with agricultural and other school training will go broke. Why? Principally because the college man learns, among other things, to live like people instead of like the peasantry of Europe and the latter way is the only way to keep farmers from going broke today.

Leafiness is considered the most important factor in grading alfalfa hay. As two thirds or more of the protein of the alfalfa plant is carried in the leaves, a leafy type of alfalfa is relatively high in protein and a stemmy type is comparatively low. Leafy types of alfalfa have more pliable stems. Color is also an important point in high grade alfalfa, according to U. S. standards, as palatability, vitamins and other delicate feed nutrients, and laxative properties are commonly associated with undamaged green color.

Daize: "What do you find the most difficult thing on the piano?"

Maize: "Keeping up the installments."—The Passing Show.

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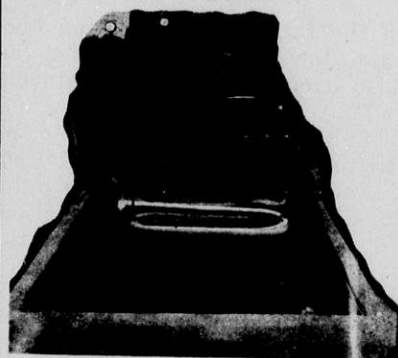
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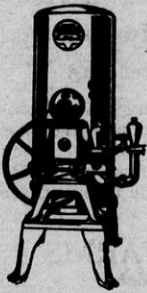
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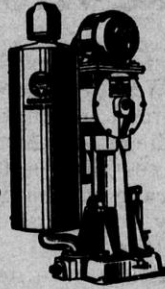
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BAD FALL WEATHER HURTS MILK FLOW.

In the fall, milk production goes up and down with the thermometer. It also drops as a result of storms, says H. A. Ross, milk marketing specialist at Cornell University, who, co-operating with the New York Central Railroad, has studied the influence of weather on milk production.

"The effect of bad weather on the production of milk was shown in a striking manner last fall when a severe storm struck the New York milk shed the first week in November. The supply of milk, which was already low because of seasonal production, dropped so that a milk shortage was feared for two or three days."

On November 4 and 5, 1927, a storm in which the temperature dropped 18 degrees in 24 hours, caused a 10 per cent drop in milk production. When storms and severe cold weather coincide the drop in milk flow is still greater.

Time ever speeds onward. The minute you waste today is the minute you lose tomorrow.

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

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

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

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

(Signed) Charles Dineen, Manager.

Sworn to and subscribed before me this 24th day of September, 1928.

J. A. WALT, Notary Public, Milwaukee Co., Wis.

(My commission expires June 28, 1931.)

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

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

IT TAKES ALL KINDS OF PEOPLE TO MAKE A WORLD.

Yes, it surely does, and it takes all kinds of people to make up communities.

Some want to help push a good thing along, others want to hold back. They want to "let George do it" when it comes to doing something for the good of the community or for an industry.

There are those who wish to profit at the expense of other folks. They are perfectly willing to take a higher price for their milk, for instance, but they are not willing to put up their share to bring it about.

We folks who believe in doing our share, and in paying our way, must never let the actions of the other fellow keep us from doing the things we know we ought to do. We get a satisfaction which he cannot enjoy.

And we have noticed, too, that as we go through life the fellows who are progressive, willing to pay their way, somehow get ahead faster than the other kind.

PEACE REIGNED AND ALL WAS WET.

The damsel rent her hair (fifty cents an hour). Her husband's breath came in short pants (but none would fit the baby). She angrily threw her voice (and it broke a dining room window); he raised his (but not to be a soldier). She submitted and dropped her eyes (one shattering itself on the floor). She kissed him and he gave her a few gentle cuffs (which were later used on her street suit).

Ain't love phenomenal?—Michigan Gargoyle.

"What's the fuss in the schoolyard, sonny?" asked a gentleman who was passing a ward school.

"Why, the doctor's just been around examin' us, an' one of the deficient boys is knockin' the stuffin' out of a perfect kid."

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Volume I

NOVEMBER, 1928

Number 8

October Milk Prices

The board of directors met the dealers on October 26 and agreed on a price of \$3.00 per cwt. for fluid milk for the month of November. Receipts of milk had fallen off considerably since October 10th and the dealers were not able to present very strong arguments for a cut in price. Butter average was a trifle lower, also powdered skim milk, which brought our manufactured price down 3 cents per cwt. or to \$1.98.

Cheese has weakened and the cheese producers are starting the winter with a low price. Some southern cheese has been brought in by the processors and we are told that it is of a very poor quality.

Some of the big cheese people who

have started operations in the south expecting to reduce cost by buying milk cheaper may find that it takes considerable blending and flavoring to make a salable article out of this "cheap" cheese.

Perhaps if the government and other agencies that are trying to promote dairying in the south would try to help the southerner do something that he, by disposition and environment is more fitted to do, everybody would be better off.

The Gridley Dairy Co. reports a surplus of 15.5 and will pay \$2.84; Wisconsin Creameries report a surplus of 13.5 and will pay \$2.86; Luick-Trapp Dairy 13.15, and will pay \$2.86 for October.

THE CHICAGO MILK MARKET.

The daily papers are talking about a strike of Chicago milk producers.

We hope that it will not be necessary for the farmers to withhold their milk from the Chicago market, but if the big Chicago dealers continue to be unreasonable some drastic action may be taken.

The Chicago Pure Milk Association has a constructive program which will be beneficial to producers, dealers and consumers if the dealers will have the good sense to work with that organization.

We know that the Chicago dealers have had trouble with the old Chicago association but the Pure Milk people are working along sane and reasonable lines, and aim to furnish Chicago with a high quality milk in sufficient quantity to supply the city with all the milk it needs at all times. They are not demanding a big raise in price, but ask for a voice in arriving at the price and a right to check on test and weights. We believe that common sense and a fairminded attitude on the part of the dealers is all that is needed to smooth out the Chicago deal.

NOTICE HOW LOW YOUR TAXES WERE.

Big head line in paper. Taxes cut \$2500.00.

Oh me! Oh my! What will we do with all the money that Mr. Mellon has saved us farmers?

PRICES PAID WISCONSIN FARMERS BY CHICAGO DEALERS.

The Wisconsin Department of Markets have completed a survey of Chicago milk prices paid in Wisconsin.

Reports from fifteen different county plants were studied and charted. This milk is brought from the farms to the country plants and shipped from the plant to Chicago in tank cars.

A wide variation in price is shown. \$2.47 per cwt. was the highest average price paid for 1927, and \$2.19 the lowest.

Plants in the old Chicago district paid the higher price, while newer shipping points, such as Mukwonago, Sharon and Watertown, paid the lower prices.

Various deductions for cartage were made from the farmers but in most cases it was 15 cents per cwt.

The tank car rate runs from 21 cents to 28 cents per cwt., on minimum loads of 40,000 pounds.

Not all of the plants under survey shipped milk to Chicago all through the year, but the ones paying the highest price, as well as the ones paying the lowest, were regular shippers.

Ethyl: "My Scotch uncle sent me his picture this morning."

Methyl: "So? How does he look?"

Ethyl: "I don't know; I haven't had it developed yet."—Colgate Bantier.

MADISON MILK PRODUCERS ASSOCIATION.

Member's News Letter Oct. 22, 1928.

The recent merger of the Kennedy Dairy with the Borden Co. has aroused the curiosity of many of us. The big question is: Will this affect us producers in any way? The Dairy Co. assures us that this is merely an exchange of stock and that the management of the plant will remain the same as before. It is quite evident though, that there must be a good reason for a merger of this kind and this is the whole thing in a few words: "In Unity There Is Strength." Would it not be wise for us milk producers to follow this slogan a little more closely? With the recent merging of many of the large dairies all over the country, the eyes of many milk producers have been opened and they are beginning to wonder if the surest and safest kind of farm relief couldn't be obtained the same way.

The price paid to members for September was \$2.55 per cwt. for 3.5% milk. At the present trend of butter prices, which is slightly below that of last month, the October price per cwt. for 3.5% milk will be between \$2.45 and \$2.55.

BOARD OF DIRECTORS.

ARBITRATION OF MILK PRICES.

In Chicago a civic committee studying milk problems in that city is considering the feasibility of asking an arbitrator to decide on what is just and fair as between producer and dealer.

Dr. Clyde King who has acted in that capacity in some of the large Eastern cities has been consulted.

We think that a trial would be worth while since all other methods have failed.

It would be interesting to know what the big Chicago dealers would do about arbitration.

A DIFFERENCE—YES.

The gum-chewing girl
And the cud-chewing cow
Are somewhat alike,
But different somehow.
What difference?
Oh, yes, I see it now;
It's the thoughtful
Look on the face of the cow.
—Dairy Farmer.

CARDED

MILWAUKEE MILK PRODUCER

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Chas. F. Dineen, Managing Editor
1511 FOND DU LAC AVENUE
Phone Kilb. 2050 MILWAUKEE, WIS.

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Subscription\$1.00 Per Year

PRESIDENT MILLER'S ADDRESS TO THE FEDERATION.

President Miller's annual address is given in this issue. It makes interesting reading for matters of vital importance to the dairy industry are discussed in an able and understandable manner.

The three subjects mentioned under the head "General Dairy Situation" were discussed very fully by the delegates who, while they have many local problems which demand constant attention, understand that these country wide conditions affect all dairy farmers and present problems which call for much study and a united front if they are to be solved in a satisfactory manner.

ARE WE ALL GOOD PRODUCERS.

At a recent price conference we argued that because of the strict regulations that the Milwaukee shippers have to live up to no cut should be made in the price of milk.

One of the dealers wanted to know if we would guarantee that all shippers would comply with all regulations if the price was not cut?

Of course this question was asked in a jesting way but lets take it seriously. Have we met the major requirements, are we careful enough about our utensils, keeping the cows fairly clean, etc.?

The writer knows what a farmer is up against at this time of the year, he must peddle any produce which he may have raised in order to meet interest charges, taxes and get winter supplies. The field work must be finished. However, we should not neglect the dairy end for with most of us that is our best bet one year with another.

MORE MEMBERS.

Our association is gaining in membership at a gratifying rate but we are not satisfied. We must all work to strengthen our position.

It is to the members' interest to boost and get every shipper signed up.

In union there is strength. We are often told that farmers will not organize and work together and the heck of it is that farmers make that statement themselves. Let's get out of that state of mind and say we can and will work together and not only say it but do it.

Your organization reduced its charge per cwt. from three to two cents, two years ago and is giving more service than we formerly did. As a result of our increase in membership we are able to cope with many problems which confront us which the shippers never have to bother about.

We want your help. If you know of a shipper who is not supporting clip the authorization blank from this issue, get the shipper to sign and mail it to us. You will be helping yourself and doing the other man a good turn. As our membership grows we will give more service and possibly reduce the commissions per cwt.

UP TO THE STANDARD.

This is no different from anything else—this business of producing good milk. We all have standards; life is made up of them. You have yours, and after all yours are no different from anybody else's. Now, are they?

You go down to the store and ask for five pounds of sugar, and if there happens to be an ounce or two of dirt in it—indeed, just a speck or two—you immediately put up a holler. Won't have it—no sirree, Bob. 'Atta boy; stand up for yourself.

That's just what the dealers are up against—only they watch their product more closely than do other merchandisers—in fact, they have to. Milk is something that absolutely must be good. A little dirt, after all is said and done, does not make so much difference in a sack of sugar, though none of us want it. But in a given quantity of milk, a little dirt—a very little bit—can play havoc. Milk has to be good. There is no such thing as good milk and better milk; it either is good or it is not, and that which is not has no place on any man's table.

SECRETARY ATTENDS ANNUAL MEETING.

Persuant to action taken by the board of directors at the September meeting the secretary attended the annual meeting of the National Co-operative Milk Producers Federation at Memphis, Tenn., which closed October 19. Harry Hartke, Covington, Ky., was elected president to succeed Judge John D. Miller, who for six years has been the head of the organization and who desired to retire.

Mr. Hartke is vice-president of the Co-operative Pure Milk Association of Cincinnati, a co-operative organization handling the greater part of Cincinnati's milk supply. For several years he has been a vice-president of the national federation.

Delegates re-elected C. E. Hough, manager of the Connecticut Milk Producers' Association, Hartford, Conn., as first vice-president. They elected for second vice-president John Brandt, Litchfield, Minn., president of the Land O' Lakes Creameries Inc., of Minneapolis. They also re-elected as treasurer Frank P. Willits, Ward, Pa., former president of the Interstate Milk Producers' Association, and as secretary, Charles W. Holman, Washington, D. C.

All members of the executive committee were re-elected for 1929, as follows: John D. Miller, F. G. Swoboda, C. E. Hough, Harry Hartke, Frank P. Willits, John Brandt, N. P. Hull; alternates: G. W. Slocum, R. Smith Snader, Clyde Bechtelheimer.

All of the old board of directors were re-elected as follows: Clyde Bechtelheimer, Waterloo, Ia.; John Brandt, Litchfield, Minn.; P. L. Betts, Chicago, Ill.; F. G. Swoboda, Plymouth, Wis.; W. S. Moscrip, Lake Elmo, Minn.; W. F. Schilling, Northfield, Minn.; A. G. Ziebell, Marysville, Wash.; G. F. Benkendorf, Modesto, Calif.; W. P. Davis, Boston, Mass.; Harry Hartke, Covington, Ky.; G. W. Slocum, Milton, Pa.; John D. Miller, Susquehanna, Pa.; Frank P. Willits, Ward, Pa.; R. Smith Snader, New Windsor, Md.; C. E. Hough, Hartford, Conn.; P. S. Breneman, Jefferson, O.; B. Ashcraft, Chardon, O.; N. P. Hull, Lansing, Mich.; C. F. Dineen, Milwaukee, Wis.; H. D. Allebach, Philadelphia, Pa.; H. L. Whiteman, Liberty Center, O.; J. H. Mason, Des Moines, Ia.; T. H. Brice, Los Angeles, Calif.

The following resolutions were unanimously adopted by the delegates meeting:

Resolution No. 1—This Federation urges the U. S. House of Representatives to take prompt and favorable

action with respect to the George-Menges resolution regarding the vocational education bill, which has already been approved by the Senate.

Resolution No. 2—This Federation views with alarm the tendency of certain dairy interests that conduct advertising campaigns, urging the consumption of one or more dairy products and at the same time, by direct statement or by insinuation, endeavoring to hurt the sale of one or more other dairy products.

Resolution No. 4—We reaffirm the position taken by the Federation at its last annual meeting with respect to the tariff.

Resolution No. 5—This Federation wishes to express its appreciation of the action of Congress in adequately supporting the tuberculin testing work of the several states, and urges a continuance of the present program.

Resolution No. 6—We repeat the position taken by the Federation last year with respect to federal research:

"Appreciating the value to the dairy industry of the United States government market information with respect to the production of dairy products and their distribution in the larger markets of the country, the Federation urges:

"(a) Extension of the service by the Bureau of Agricultural Economics, and particularly the extension of the information service with respect to movements of milk and cream into all metropolitan area receiving substantial quantities of carlot shipments of these products.

"(b) The Federation further urges adequate appropriation to be made by the Congress to the Department of Agriculture for financing this additional service and also for adequately financing technical dairy research conducted by the Bureau of Dairy Industry.

"(c) Believing that efficient distribution is an important factor in securing an adequate return for the dairy farmer, we recommend that the Bureau of Agricultural Economics in the United States Department of Agriculture, extend its research with respect to the milk industry so as to include an accurate analysis and a fair estimate of the cost of each step in the process of bringing the milk from the producer to the ultimate consumer."

Resolution No. 7—We desire to express our appreciation for the long continued, self-sacrificing and able work that has been done over a number of years on behalf of our Federation by its President, John D. Miller. We feel that our words are entirely inadequate to express the obligation which this Federation and agricul-

ture generally owes to him. And also we desire to express the warm personal feeling of love, friendship and high regard which we as individuals feel for him.

A special resolution reported by the Federation's Committee on Uniform Milk Ordinances was adopted, as follows:

"The Committee on Uniform Milk Ordinances has considered this very important subject, and recognizing the different climatic conditions and other factors governing the quality of milk and milk products, recommends that each member organization shall do all in its power to increase the quality of products marketed by such organizations. The Committee further recommends that the National Co-operative Milk Producers' Federation go on record as favoring the highest possible standards controlling the production and handling of milk and milk products, and that the United States Department of Agriculture should have charge of recommending and enforcing any standard milk regulations."

IS THERE A DEMAND FOR REGULAR HERD TESTING?

In our last issue we stated that low producing cows could not be profitable.

Since that time several farmers have asked us how they can find the boarders or unprofitable cows. They state that there is no herd improvement association in the neighborhood, or where there is one they have some reason which they consider good and sufficient for not joining it.

We have noticed that in some places herd improvement is attempted by the farmers taking the samples of milk themselves and mailing samples to a central place where the testing is done and reports made to the farmer. Weight sheets are also kept by the farmer and can be mailed in and the production of each cow computed.

Rations can be submitted for the guidance of the feeder and a complete record kept on the herd.

If there is a demand for service of this nature we think that we can furnish it at a nominal cost. The sole purpose of this work would be to find the unprofitable cows. No publicity would be given the records and the owner would have no incentive to dope his cows in order to make a better showing than his neighbors.

Let us hear from you if you are interested. If you want to discuss this or other subjects on dairying in this paper we will be pleased to give you space.

BE A BOOSTER.

Don't give up faith in co-operative marketing. Remember, that's what the opponents of co-operative marketing want you to do!

ALL-SEEING JUSTICE.

First Hunter: "We're lost."

Second Hunter: "Great Guns. Let's shoot an extra deer so the game warden will find us."—Carnegie Puppet.

SHE PASSED THE TEST.

Tack: "Women are fools. I never knew but one sensible one."

Jack: "Why didn't you marry her then?"

Tack: "I asked her but she wouldn't have me."—Pathfinder.

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a low vacuum



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

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

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

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

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



Universal
natural milker

A WORD TO THE WISE.

At this time it may be proper to mention a matter of great importance to our producers during the winter months. It concerns frozen milk.

This is a vital problem to the farmer, for it is apt to mean a great loss in weight of milk on particular daily shipments. If he is a habitual shipper of frozen milk during cold snaps it means considerable loss over a period of a month, or the whole winter.

The writer in his work has occasion to get in the dealers' plants and observe the intake of milk. In past years there has been considerable frozen milk at times. Most plants are so arranged that where a farmer ships frozen milk the particles of iced milk are caught by a strainer just above the weigh tank and consequently does not get into the tank where it can be registered by the weighing scale. Hence a loss in weight on that day's shipment. In extreme cases, where the milk is frozen to the side of the can there is a great loss. The cans go into the washers in this condition and pounds of perfectly good milk are destroyed.

When milk is frozen it is very difficult to sample correctly for fat. We discourage sampling when frozen

mainly because when a sample is taken from the weigh tank one is apt to get frozen particles which may be either cream or skim milk. You cannot get accurate and proper tests when frozen milk is sampled.

The health department does not like to see frozen milk and in cases where a producer has been a regular offender the inspector often times rejects all cans that are badly frozen.

There are hundreds of producers who never ship frozen milk, never get caught by any sudden cold snap. It is these sudden cold snaps that usually find some of us unprepared or just a bit careless.

This winter let us try and be doubly careful and when we sense a cold snap, use that little additional precaution which will mean milk in perfect condition free from ice. When the weather is extremely cold there can't help but be some frozen milk, but during just ordinary winter weather there ought be no excuse for it.

A helpful hint in zero weather, to the man who puts his milk on the road side for the hauler, is this: Don't set it out too soon, the truck will probably be a little late in such weather any way.

We have brought this matter to your attention, not to criticize but

because we feel that it is very important to our producers. With the proper care, and a little precaution, it will mean a great saving to you in actual dollars and cents.

ROY P. KNOLL,
Senior Fieldman.

REGARD FOR CATTLE IS ALMOST LIKE WORSHIP.

The Watusi, the dominant tribe in Urundi, in the northwestern corner of late German East Africa, are primarily cattlemen. In this tribe, as among other cattle-keeping aristocracies of Africa, the regard for the animals amounts almost to worship, and results in the greatest protection and care. The cattle are large, well-shaped, with enormous horns and large bodies. The appearance of many of them is the same as those pictured in the Egyptian tombs and temples.

The Watusi do not eat the meat of other domestic animals or of wild animals. This limits their meat diet to beef, of which they are very fond. They usually eat the blood cooked with beans.

The milk is drunk both fresh and curdled. Most of it is used to make butter, but butter is never eaten. It is used to smear over the body.—Ex.

In all the great Northwest—there isn't a single firm that has greater buying power or more storage capacity than the combined

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POULTRY and STOCK FEEDS SEEDS - GRAIN - FERTILIZER

We contract to supply you Feed when needed.

"ONE BAG OR A CARLOAD"

Address of John D. Miller

President, National Co-operative Milk Producers' Federation,
at Memphis, Tenn., October 17, 1928

This is the Twelfth Annual Meeting of your Federation. The report of the secretary will state the number of organizations that have joined the Federation during the year. Its growth has been satisfactory.

The work of the Federation during the year has been largely of a routine character. In its efforts to protect and promote the interests of dairy farmers of the United States, it has appeared by its representative before various commissions of the government and before congressional committees and various government departments and bureaus. It has conducted several investigations through committees appointed for the purpose.

Neither time nor space permits a resume of its work at this time, but it will be laid before you as the various subjects embraced therein are called for discussion.

General Dairy Situation.

There are three subjects that should be carefully considered by you at this meeting:—

1. A prospective over-production of milk and milk products.
2. Activities of the Public Health Service of the United States Treasury Department advocating uniform milk regulations.
3. Consolidations and mergers of concerns engaged in buying, processing and selling milk and milk products.

These will be discussed in the order mentioned.

Prospective Over-production of Milk.

In the annual address of your president in November, 1926, it was stated:—

"If at any time one of the major farm crops is sold at prices that make the production thereof more profitable than the production of some other of the major crops, there will be a swing from the production of one to the other, and this will continue until the increased supply of one and the decreased supply of the other bring their prices back to a relative level."

Dairy farmers are now confronted with the problem of over-production of milk. The decrease in the number of dairy cows may in substantial measure be attributed to the slaughtering of cows in the campaign to eradicate bovine tuberculosis.

The high price of beef with the resultant slaughter of low-producing

cows may also have contributed in a small way.

It is probable that the peak has been passed in the number of cows annually slaughtered in the tuberculosis campaign.

Something over one-half of the dairy cows have passed one successful test. Those now being tested show a less per cent of re-actors than heretofore.

There are now 115,000 less dairy cows in the United States than there were in 1923. There are now 4,175,000 heifers from one to two years of age being raised. This is an increase over the number of heifers being raised in 1926 of 232,000; in other words, the increase in the number of such heifers in two years is more than twice the decrease in the number of cows in five years.

Notwithstanding the decreased number of cows, the production of milk has increased. From the United States Dairy Hand Book we find the total milk production in 1921 as expressed in millions of pounds was 98,862, while in 1926 it was 120,766, an increase of 22.15 per cent.

The Bureau of Agricultural Economics of the Federal Department of Agriculture estimated the average milk production per cow in the United States in 1923 at 4,280 pounds, while in 1928 its present tentative estimate is about 4,600 pounds, an increase of 320 pounds.

During these years the gross consumption of milk and milk products increased to the same extent approximately as did production.

With milk production increasing during the period when the number of dairy cows have been decreasing and with a probable increase in the number of dairy cows now in sight, the conclusion follows that in the not distant future there will be a surplus of milk and milk products in the United States.

A material increase in milk production is immediately reflected in the quantities of butter produced. Butter is the shock-absorber for the industry. More than any other product, it absorbs fluctuation in the production and consumption of milk. This will continue to be so long as so much of the milk, now around thirty-six per cent, goes into butter.

It is needless to state to you that the relationship of milk products and the prices thereof are such that any material increase or decrease in the

price of butter is at once reflected in the price of other milk products, as well as in the price of city fluid milk.

Those engaged in dairy research recognize the danger.

In an address of Dr. A. F. Woods, director of scientific work in the United States Department of Agriculture at Wooster, O., August, 1928, it was stated:

"It has been estimated that we produce the requirements of our people for 363 days. All we need to import is enough for two days. If consumption should drop very slightly or production increase, we would not only take care of ourselves but might easily produce a surplus. This does frequently happen in many markets, producing a disastrous fall in prices."

And again: "The fact is that the dairy industry in this country has reached a stage of development where its future must be carefully considered if we are to avoid trouble."

And again: "Our population increases at the rate of about 2,000,000 a year. This would require an average increase in production of only 1.6 per cent; so far within the annual margin of fluctuation as to be almost negligible."

It is the clear duty of this Federation to recognize the peril involved in an annual surplus and to consider ways and means, first, of avoiding such surplus and, second, to meet it if it comes; else is there grave danger that such surplus will in part break down the entire dairy price structure. This suggests greater efforts to increase consumption.

As suggested by Dr. Woods, the prospective increase of population will not suffice.

On the other hand, a relatively small increase in the per capita consumption of milk and milk products will absorb the increased production now in sight.

To obtain and maintain an increased per capita consumption requires that milk and its products shall be produced and handled in accordance with high standards of sanitary control.

In many sections, farmers, distributors and boards of health have already gone far in this direction. In other sections, work to this end should be increased.

A campaign for increased con-

sumption may well begin with farmers themselves.

Dairy farmers who make up our member organizations are accustomed to collective action. A campaign by each member organization to cause increased consumption of milk and its products on the farm and to enlist farmers in a campaign to increase consumption in villages and small cities should produce quick results.

The work of the National Dairy Council and other like agencies should be encouraged and expanded.

Energetic and well-directed campaigns in both city and country may cause such an increase in per capita consumption as will remove the danger of annual surpluses.

We should not, however, stop here. At this meeting you as representatives of member organizations should attempt to devise ways and means to meet such annual surplus if and when it comes.

Many of our member associations handling city fluid milk have wrestled with surplus problems. Each in their own way and with some degree of success have prevented surpluses from depressing the price of the entire supply. Such surpluses, however, have been regional and seasonal, not annual and national. The problem of member organizations in controlling their regional, seasonal surpluses will be made more difficult by a nation-wide annual surplus.

Activities of the Public Health Service of the United States Treasury Department Advocating Uniform Milk Regulations.

Officials of the Public Health Service are conducting a campaign to cause the adoption by cities of uniform milk regulations.

It is presumed that they are doing this in the interests of the public health.

Uniform milk regulations may or may not be desirable or expedient. If they are desirable and expedient, then the standards established by them should be uniformly high and not uniformly low. Such proposed regulations establish standards lower than those now prevailing in some of the principal markets of the country.

In answer to this criticism, it is stated that such proposed regulations establish only minimum standards and that any city is at liberty to establish higher standards.

If this be so, it still remains that in recommending uniform regulations establishing lower standards, all of the influence of the Public Health Service of the Government

is thrown in the balance in favor of low and against high standards.

Anyone familiar with the long struggle of co-operative marketing associations, of the best type of distributors and of the boards of health of some cities, working earnestly together to establish high standards only to find their joint efforts retarded, obstructed and sometimes prevented by milk distributors of another type, realize the difficulties confronting those attempting to establish and enforce high standards.

Certain types of distributors who desire to shop around and buy their milk wherever it can be bought at the lowest price are seeking lower standards and to this end bring to bear all of the influence resulting from their far-flung social, financial, commercial and political connections. Their hands will be strengthened and the hands of those seeking high standards weakened if it can be truly stated that the United States Public Health Service recommends lower standards.

It will make the enforcement of milk regulations more difficult as it will instill into the minds of some milk distributors and some farmers the idea that the standards established by co-operative milk associations, by the better types of distributors and by the city boards of health are unnecessarily high.

Those discontented with high standards can always ask: "Why are you insisting upon standards higher than those that the United States Government believes to be sufficient?"

That the officials of the Public Health Service cannot see the peril involved indicates that they lack adequate information.

This suggests the thought that as far as the Federal Government is charged with the duty of recommending or of enforcing milk regulations, the power to act should be in a department fully acquainted with the intricacies and the technicalities of milk production and distribution.

The Federal Department of Agriculture is charged by law with the duty of prescribing and enforcing regulations governing imports of milk and cream. The statute and these regulations prescribe standards equal to the highest in our cities. In that department are men trained in milk production and distribution and who understand the value and necessity of high standards.

Duplication, as well as conflict of effort, will be avoided if the department of agriculture alone is given jurisdiction. Only confusion and disrespect of all regulations can result from one department of the gov-

ernment establishing and enforcing high standards and another department of the government recommending lower standards.

A committee has been engaged in investigating this matter and their report will be presented to you.

Consolidations and Mergers of Concerns Engaged in Buying, Processing and Selling Milk and Milk Products.

Some of the concerns buying, processing and selling milk and milk products had their beginning many years ago. For generations they have been engaged in the business. From small beginnings they have by normal industrial development become large and great. Their expansion has kept pace with the growth of the population and with the growth of the dairy industry.

They perform services that someone must perform for the industry, and therefore if efficient, have caused no unnecessary expense to the industry.

With concerns of this character, dairy farmers have become well acquainted during the years of building and operating their co-operative associations. In many sections dairy farmers through their organizations have an equality of bargaining power with concerns of this type.

During the past four years, however, for the first time in the history of the dairy industry, there have appeared trusts and combinations of a far different character. They are not the result of ordinary and normal industrial development. They are arbitrary and speculative. They are not the result of years of growth. They have come over night. This movement is revolutionary and not evolutionary in character.

In some cases, these combinations are themselves engaged in buying, processing and selling milk and milk products. In other cases, the combinations neither buy, purchase nor sell. They are mere holding companies that have acquired, hold and control all or a large majority of the voting capital stock of many subsidiaries.

Such subsidiaries continue to buy, process and sell as before, but with the control and ownership vested in the combination. The combination does not relieve any of its subsidiaries of any of their labors or expenses involved in buying, processing and selling milk.

It is possible that some of their smaller subsidiaries can perfect some savings by participating in joint purchase of operating supplies. No such savings accrue to the larger subsidiaries because of the fact that

(Continued on page 9)

KEYES LUNCH

1210 State Street

A good place to Eat

*A good thirty-
five cent*

DINNER

Tell Keyes that you are a
"MILK PRODUCER"

ANTAGONIZING THE CUSTOMER

We took the above line from a Chicago paper thinking that it just about fits some practices followed in Milwaukee. Many farmers and stock dealers truck cattle and hogs to the Milwaukee Stock Yards. The Stock Yards people do not allow the removal of litter and manure from trucks on their premises. A lane or passage way leads to the yards under the 27th Street viaduct and the haulers of stock got into the habit of cleaning their trucks on the barren land adjoining this lane.

Someone evidently objected for a small and inconspicuous sign was set up which stated that no refuse might be dumped there under penalty, or words to that effect.

Several haulers were arrested and paid a fine and costs, also lost some

valuable time while waiting for the persecuting — no, that's wrong — prosecuting officer to take them into court before it was generally known that the sign was there at all.

Now no stock man will lower a heavy end gate on a truck just to clean manure from that truck in the city.

He does so because he wishes to purchase and take home goods sold in Milwaukee. Does the merchant or manufacturer advertise his products for the fun of spending money or to get customers? Here is a stock man with money in his jeans and he wants to spend it but the city says you can't clean your truck in our town, go back to your farm and clean it and if you are crazy enough you can then come back and buy our goods.

We do not contend that manure heaps are slightly or sanitary but we do maintain that the city could well afford to remove this offending refuse just as it collects and takes away garbage rather than antagonize and drive away cash customers.

There are other practices indulged in by the city which indicate a very indifferent if not antagonistic attitude toward the farmers.

The exasperated sergeant was having all he could do to control his temper with a bunch of rookies in a citizens' military training camp.

"When I was a little boy I had a set of wooden soldiers. One day I lost them, and cried a lot. My mother consoled me, saying that some day I would get them back, and, believe me, you dumb-bells, that day has come."

THIS WAS TOO MUCH.

In a crowded bus the stout lady was trying vainly to get her fare out of the tightly buttoned pocket of her coat. Finally the gentleman next to her offered to pay it for her but was angrily rebuked. A few minutes later he interceded again with, "Really, you must let me pay your fare. You have already unbuttoned my suspenders three times and I can't stand it any longer."

DETOUR: The roughest distance between two points.

CHEAP.

Mamma: "Johnny, I wish you'd be a good little boy."

Johnny: "I'll be good for a nickel."

Mamma: "The idea. Why can't you be like your father, good for nothing."

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First Mortgages, 3, 5, 7 or 10 Years

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MONEY FOR THE MAN WHO MEANS BUSINESS.

There is money in dairying, but it must be followed in a business-like way. This does not mean bothering with adding machines and ink ledgers, but it does mean that the dairy farmer must recognize that a cow is patterned after other machines that produce. It is not an accident when a certain herd gives a good product and enables its owner to draw down good checks—the owner has been looking after his business.

The cow doesn't think; she just automatically goes through the process of production with the things with which she has been provided. You'll have to do the thinking.

Dairying is a business proposition. There is good money in it for farmers who "mean business."

SHELL OR KERNEL.

Mrs. De Style (as dress mannequins display gowns at modiste's): "Which do you like the best Richard?"

Husband: "I prefer that tall brunette—ah—er, that is, I mean the pink chiffon, m'dear." — Boston Transcript.

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

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

KILL IT!

"Missed your train, sir?"

"No, I didn't like it so I chased it off the platform." — Birmingham Post.

Follansbee Forge Security Milk Cans

Five Reasons Why Security Cans Cost Less

CLEVELAND PATTERN



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

FORGING ADDS STRENGTH

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

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

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

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

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

ADDRESS OF JOHN D. MILLER.

(Continued from page 6)

before their merger they were large enough to obtain all the advantages that come from bulk purchases.

Such savings as are made are so small that, when compared with the increased cost involved in the maintenance of the overhead combination, they appear negligible.

Evidence is not lacking that the owners of some of these consolidated holding companies seek to make the dairy industry a speculative football in the stock market.

Common stock having no par value, stock dividends and the meteoric rise in the prices at which such stock is sold on the exchanges speak in no uncertain tone as to the intent of the promoters.

Common stock of no par value, as well as stock dividends, are frequently used for fair and proper purposes. They are also sometimes used to conceal the fact that capital stock issues are excessive as related to the value of the tangible assets of the corporation.

With all the arts known in selling corporate securities, large volumes of their securities, both stocks and bonds, have been sold to the investing public. This not only assists them in their pyramid financing, but it causes every investor in their securities to desire to strengthen and perpetuate the combination's control of the industry in order that the income and principal of their investment may be better secured.

Such information as is available to us makes it difficult to see how the visible and tangible assets of these combinations warrant the present high market prices of some of their securities.

Such information indicates that dividends that can maintain these high prices can be earned only by an increase in the spread between the prices paid for milk and the prices at which milk and its products are sold.

Nor is there lack of evidence that this type of combinations is seeking to dominate the entire dairy industry.

We quote from an opinion of the Supreme Court of the United States: "Because the unification of power and control over petroleum and its products which was the inevitable result of the combining in the New Jersey corporation by the increase of its stock and the transfer to it of the stocks of so many other corporations, aggregating so vast a capital, gives rise, in and of itself, in the absence of countervailing circumstances, to say the least, to the prima facie presumption of intent and purpose to maintain the domi-

nancy over the oil industry, not as a result of normal methods of industrial development, but by new means of combination which were resorted to in order that greater power might be added than would otherwise have arisen had normal methods been followed, the whole with the purpose of excluding others from the trade, and thus centralizing in the combination a perpetual control of the movements of petroleum and its products in the channels of interstate commerce."

If for the word "oil" and for the word "petroleum" we substitute the word "milk," this opinion describes this type of combination now going on in the milk industry.

If they have deliberately created an agency with the purpose of excluding others from the trade and thus centralizing in the combination a perpetual control of the movements of milk and its products, it is fair to assume that in due time and when firmly established, they will exercise the monopolistic powers vested in them.

Combinations of some type have taken place among concerns handling ice cream, others handling process cheese, others handling city fluid milk and still others handling both city fluid milk and ice cream.

This is but another way of stating that these combinations now control so much milk that fifty-seven per cent of the milk annually produced in the United States is now directly and largely affected by this new type of trust and combination.

Consolidations breed consolidations. Concerns selling milk in markets of only one region, or in a few widely separated markets, seeing their competitors merging with nation-wide gigantic consolidations, seek to strengthen their own positions by like combinations.

With several combinations of different size already organized and in operation, their next logical step is to merge two or more of these combinations. If the movement of consolidation progresses in the next four years as it has in the past four years, dairy farmers will find the concerns handling their product combined in one, or at the most in two or three, powerful combinations.

Meanwhile, dairy farmers, although vitally interested, have no voice in preventing or promoting such combinations or in determining their type, structure and functions.

You will receive the report of your Committee that for two years has been investigating this problem, in which report the various types of these combinations are discussed.

We will, therefore, now discuss but two of them.

Consolidation of Processed Cheese Makers.

Concerns making processed cheese, with the exception of a very few of the smaller ones, have consolidated to such an extent that it is not an exaggeration to state that cheese factories, both co-operative and privately-owned, have now but one known competitive buyer for that much of the cheese that enters the processed product. There can be but one result to this.

With many widely-scattered sellers, many of whom have but one buyer, the result will be a competitive scramble on the part of the sellers, thereby giving the buyer the power to dictate prices.

Consumption of processed cheese is increasing. It is displacing other cheese. This not because it is superior in quality, but because of being marketed in attractive family-size packages, with extensive advertising campaigns and other high-pressure sales methods.

It is difficult to see how this form of consolidation can result in any economies or in any additional profits other than such as will result from their buying their raw product, i.e., their cheese, at lower prices.

How shall the dairy farmers meet and solve this problem?

Only united action by substantially all of the factories producing cheese used by processed cheese manufacturers can prevent the exercise by the buyer of its power to arbitrarily dictate the prices it pays.

There should be one central association selling the cheese used by processed cheese manufacturers.

Among the organizations that are members of this Federation are some that are so organized that they could function as a nation-wide central selling association. Whatever be the agency adopted or created, the cheese produced in co-operative factories should move through one channel to the concerns who buy it for processing.

Only by this method can there be an equality of bargaining power.

Consolidations Consisting of Gigantic Holding Companies Owning the Voting Stock of Many Subsidiaries Handling Milk and Ice Cream in Many Markets.

This is the type of combinations that for want of a better term may be called "chains." We will discuss only the largest of this type, it being sufficient to state that some others are less objectionable because they are as yet relatively small, being regional rather than national.

(Next Page Please)

This large combination has now acquired the ownership and control of concerns marketing milk and milk products in about forty of the principal markets of the United States. It owns a chain commencing at the Atlantic Seaboard and extending Westward and Southward so far that it may be deemed national in its scope.

It is not itself a marketing concern. It is a holding company.

It has acquired control of its many subsidiaries through the purchase of all or a majority of the capital stock of each subsidiary company. Each of these subsidiary companies continues to buy and sell but with the ownership and control vested in the nation-wide holding company. It is now a one hundred million dollar holding corporation making it probably the largest dairy concern in the world.

It is possible that some of the smaller subsidiaries may save a little by participating in joint purchases of operating supplies. None of the larger ones would be thus benefited. Each of these is sufficiently large to obtain all the advantage accruing from bulk purchases. The total of these savings is far less than the increased cost involved in maintaining the central, consolidated concern.

What, then, is the purpose and object of those forming this type of combinations?

The answer is that the purpose and object is to vest in the combination powers far greater than theretofore vested in its subsidiaries.

Having deliberately created an agency having such powers, it is fair to assume that in due time they will exercise these powers.

What are some of these powers?

The answer to this question will

be found in the report of your Committee that for two years has been investigating the problem.

We quote from their report, as follows:

"Unless prevented by the organized effort of dairy farmers, this holding company is clothed with the power to drive out competitors in buying and competitors in selling.

"It can unduly depress selling prices in any one market at will and at the same time in that production area pay more for milk than can its competitors whose business is restricted to the cut-price market.

"Having thus driven out both buying and selling competitors in one market, selling prices in that market can be raised, the price they pay for milk reduced and it can thus, one by one, by the same method drive out buying and selling competitors in other markets.

"In such case, the losses suffered by the holding company in such cut-price market will, as compared with their total revenue, be so small as to be negligible.

"If during this competitive struggle in one market, it finds its supply drawn from normal sources insufficient, it can supplement such supply from its other production areas.

"Such production areas are sufficiently adjacent to each other that milk can be relayed from one to the other at will.

"It is probable that during the period of its rapid expansion but few attempts will be made to exercise these powers."

How shall dairy farmers meet the challenge of these trusts and combinations?

Member associations selling city fluid milk are regional. Each operates in producing areas supplying

relatively few markets. They function in different ways, as to each may seem best under conditions prevailing in their territory.

Each operates alone. There is no business tie-up between them. Their ability to help each other in any struggle with one of these stupendous consolidations is so small as to be negligible.

A central co-operative marketing association selling all or a large part of the milk produced in the many producing areas where such combinations obtain their milk would give dairy farmers an equality of bargaining power. The creation of such a central co-operative selling agency would, however, require years of effort. If and when it comes it must be built on a solid foundation. In building it, speed should be considered secondary to safety.

While this form of organization is worthy of your careful study, it is fairly obvious that before such a central selling association could become effective, farmers would suffer much from unduly low prices.

This does not mean, however, that dairy farmers cannot more quickly fortify their position.

The way to do this is pointed out by your Committee. We quote from its report, as follows:

"Subsidiaries of this consolidated company in any of the principal markets cannot for any material length of time depend upon drawing their entire supply of milk from sources outside the normal production area. Therefore, with farmers united into one marketing association in that area, their collective control of all the milk produced in that area would give them the power to prevent such consolidated company from unduly inflating or depressing prices there.

"If, on the other hand, such subsidiaries can obtain a material part of their milk from un-organized or loosely-organized farmers in that production area, they can at all times supplement their supply from outside sources, thus giving them adequate supplies.

"The weakness of the position of dairy farmers at present is not because they have many regional instead of one national co-operative marketing association, but it is the result of the lack of united support by farmers in that producing area.

"If the farmers in each milk producing area were united throughout that entire area, each alone and without outside assistance could meet the situation."

By all that has been stated, no inference should be drawn that we are opposed to big business. This is a

Name of Dealer _____

Name of Hauler _____

Please pay to the MILWAUKEE CO-OPERATIVE MILK PRODUCERS, 2c. per hundred weight on all milk shipped by me until further notice.

Date _____

Name _____

Address _____

day of big business. No concern is bad because it is big.

The danger lurks in the form of the combination, its powers and in its purposes.

Summarizing the conclusions that it is believed must be reached by every unbiased student of this type of combinations, it may be stated:

1. By combining in one central concern the powers theretofore split up in many different concerns, such combinations have the power to work incalculable harm to the dairy farmers of the United States.

2. This type of combinations performs no service to farmers or consumers and serves no useful purpose.

3. The salaries of officers, directors and employees, as well as the other expenses of the overhead combination, are an unnecessary expense upon the industry.

4. As far as such combinations have resulted in stock inflations, dividends on such inflated stock issues are an unnecessary expense on the industry.

5. All of these unnecessary expenses must be paid by farmers or by consumers or divided between them.

6. In addition to the unnecessary expense involved, this type of combination through its control of the industry can extort excessive profits, all of which will be reflected in lower prices to farmers.

7. In the absence of strongly-organized effort by farmers to prevent it, such combinations can enforce the collection of these unnecessary expenses and undue profits through the exercise of their monopolistic power.

As the danger is obvious, so is the remedy. Substantial unity of dairy farmers in one selling organization in each producing area will solve the immediate problem.

Dairy farmers have no conflict of interest. Their interests are mutual and reciprocal. Adequate self-protection requires greater unity than heretofore.

With a full realization of the magnitude of the task, our confidence in the intelligence and determination of the dairy farmers of the United States is such as to remove all doubt as to their position. They will accept the challenge of these great combinations and adopt all necessary measures to meet the danger involved.

We who are here assembled are at once both the servants and the leaders of the farmers who have placed us in our present positions.

This implies service and it implies leadership.

You who have never failed to measure up to the responsibilities of your position are now called upon to mobilize all available forces for another struggle with a powerful and apparently strongly-entrenched interest.

We use the word "apparently" advisedly because their strength is more apparent than real. They are highly vulnerable.

Unity of farmers in their regional marketing associations will prevent any undue enlargement of the spread between the prices paid for milk and the prices at which it is sold, thereby saving both farmers and consumers from paying the increased expenses involved in these combina-

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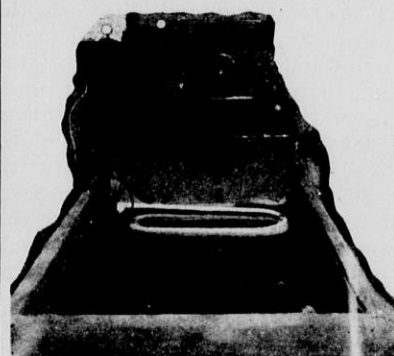
While the herd sire is a grand champion show bull and the cows have good fat records I am not asking fancy prices. Some bulls almost ready for service. Now is the time to buy these good Jerseys.

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Dependable, Continuous Cold Storage and Effective Cooling when you need it.

Cools the largest milk tank on any farm. Helps you to get a low bacteria count in your milk at any season without ice. Saves the continuous pumping of cold water.

With this outfit on your farm you can butcher your own meat and keep it for months in proper condition. You can hold berries, eggs and produce until you have a full load for market or hold until market price is right.

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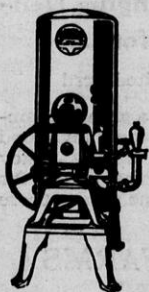
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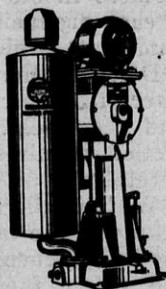


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tions as well as from paying greater and unnecessary profits.

It is recommended that at this meeting you devise ways and means of conducting an immediate campaign to bring about greater unity of farmers in their regional marketing associations, and that you clothe your Board of Directors with the power to conduct such a campaign and to adopt any other measure that in their judgment shall be necessary to quickly and completely cope with these gigantic combinations.

In the October issue we suggested some rations that were made up principally of home grown feeds.

We called attention to the fact that we had not included certain well known feeds because it seems to us that the price demanded for these feeds is exorbitant and not justified.

We have received a letter from a feed dealer who differs from us and states that he thinks that these high prices are a result of the law of supply and demand.

Some truth in that statement perhaps but we think that the demand for these feeds has been artificially created to a great extent by the advertising campaign put on by the feed manufacturers, by the leaders of Herd Improvement Association, out to prove by the high records made that their particular line of endeavor is the remedy for the ills of the farmer, forgetful of the fact that they are helping to create a surplus—the thing that is killing the farmer today.

Let's study this business of buying very high priced concentrates, think about the price we can get for our milk and see if these things balance up. There ought to be a close relationship between what feeds cost and what the milk price is. Think this over. If you care to express an opinion on this or any other subject

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HENRY KAUL, North Milwaukee

of interest to dairy farmers our columns are open to you.

Talking with a manager of "a fluid milk co-operative organization" recently the subject of profit to the producer, in view of high priced feed, was touched on.

Our friend said that he was not interested in what feed cost the farmer or whether there was any money in the game of making milk. His job, as he saw it, was getting as good a price as possible for the product. He was not concerned with any other phase of the game. Is he right? We do not think so. Getting \$10.00 per cwt. for milk will not help the farmer if it costs him \$10.00 per cwt. to produce it. The big feed barons are going to see that it costs plenty if they can get our so-called leaders and guides to keep on telling the farmers to buy, buy regardless of cost.

We believe that men who are employed by the farmers should tell them the truth, even though it is contrary to the teaching of agricultural press, college, or other professed leaders.

Angry Customer in restaurant: "Hey, I've found a tack in this doughnut!"

Waiter: "Why, the ambitious little thing! It must think it's a tire!"

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Milwaukee Milk Producer

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Volume I DECEMBER, 1928 Number 9

November Average Price December Fluid Price

A price of \$3.00 per cwt. for 3.5 per cent milk was agreed on for the month of December at the price conference held in the Association office on November 26. The entire board of directors and several other shippers were present. The following dairies were represented: Gridley, Wisconsin Creameries, Luick, Layton Park, Blochowiak, and Sunshine.

After the price was agreed on uniform production of milk for this market was discussed. The discussion brought out the fact that a dealer who had not required his shippers to conform to the uniform production plan was forced to take on new shippers in order to have enough milk. This will, of course, result in a high surplus at this dealer's plant in the early months of the year for in all likelihood the new shippers will be like the old ones and ship the great bulk of their milk in the first six months of the year.

OTHER MARKETS.

Madison milk producers report a price of \$2.53 per cwt. for 3.5 per cent milk for October and estimate their November price at \$2.50 to \$2.60.

Sheboygan producers got \$2.29 for October. Their price is based on cheese. Average price of cheese for October was \$2.006 per pound with a deduction of 2½ cents for makers' wages, leaving a net price of 19.56 cents and with a yield of 9.45 pounds cheese to 100 pounds of 3.5 per cent milk the resulting cheese value is \$1.85 plus a premium of 45 per cent which brought the price to \$2.29.

The Dairyman's League, New York, is out with a statement to the effect that their may be a shortage of milk on that market.

The Inter-State Milk Producers' Assn., operating in Philadelphia and many other towns in Pennsylvania, also in New Jersey, Delaware and Hagerstown, Md., met with the dealers on November 5 and because production was low agreed that all milk would be paid for at the basic price of \$2.75 for November and December. This means no surplus.

Some dealers have had to follow this practice every year principally because no effort was made to get uniform production.

The discussion at this meeting indicated that all dealers are sold on the plan and have decided that trying to hold a shipper or take one from another dealer because the shipper does not try to produce a fairly uniform amount the year around is a losing game.

The manufactured price is \$2.09 which is 11 cents higher than last month due to a higher price for butter.

The percentage of manufactured and the average price paid by the different dealers for November is as follows:

Gridley Dairy Co., 16%; average price, \$2.85. Wisconsin Creameries, 15.1%; average price, \$2.86. Trapp Bros., 16.5%; average price, \$2.85. No other reports in at this writing.

NEW MEMBERS.

Since the Wisconsin Creameries, Inc., took over the Cedarburg Dairy Co., we have solicited the shippers in that territory with very happy results. We also made a ten-day check at the Cedarburg plant, the first check test that was ever made for those shippers.

We have also signed up a number of other shippers recently.

THOMPSON ON FARM CONDITIONS.

Despite all arguments to the contrary farmers' profits are still on the decline, S. H. Thompson, president of the American Farm Bureau Federation, told 70 delegates to the convention of the Wisconsin branch of that organization.

"We are pussyfooting if we don't face the facts," he said. "A doctor who did not diagnose the disease of his patient would be in disgrace and the same thing should apply to farm experts. We cannot deny that the farmer occupied a relatively much better condition a decade ago than he does today."

Chicago Market Still Unsettled

The Pure Milk Association of Chicago has succeeded in getting a consumers' committee interested in its problem of dealing with the Chicago milk distributors.

Dr. Clyde King, who has acted as price arbitrator in several large Eastern cities, has met with this committee in order to get facts from the farmers. Later the committee plans to have the consumers and dealers tell their side of the case.

The Chicago papers seem very friendly toward the farmers in this controversy.

We hope that the Chicago dealers will see that it is beneficial to all concerned to deal with their shippers through The Chicago Pure Milk Association.

RICHLAND CENTER, WIS., BANK CLOSED.

The First National Bank of Richland Center was taken over by the national bank examiners under orders from the comptroller of the currency. Plans are under way, President C. R. Thompson said, for its reorganization and immediate resumption of business.

The step was taken, officials of the bank declared, as a protection for the depositors. Frozen assets in the shape of farm loans are said to have caused the step.

The bank accumulated a large number of farm loans previous to 1921, and has been carrying this load ever since. Because of this burden, it was considered by the national bank officials that the bank's assets be liquidated, or a reorganization effected.

Interviewed, C. R. Thompson said the bank had been obliged to suspend because of the large amount of its assets which were tied up in farm loans. He declared he did not believe that under any circumstances any depositor would lose a cent.

"After seven and one-half years of unexampled prosperity." Even the bankers, including some doing business at the state capitol, may decide that a farm is not the gold mine which it seems to be.

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Volume I December, 1928 Number 9

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Subscription\$1.00 Per Year

Review of Butter Markets. Week Ending December 1

United States Department of Agriculture, Bureau of Agricultural Economics, Market News Service.

Butter Markets Advance.

The butter markets for the week ending December 1 opened in a firm position with prices on the fancy grades $\frac{1}{2}$ c higher than the close of the previous week. A steady to firm position was maintained throughout the week with further price advances at New York and Philadelphia on Tuesday. It was not an extremely firm market but one on which prices were easily maintained due to the light stocks of fresh butter available and a fairly satisfactory demand from the consuming trade.

Since prices were already comparatively high, very few operators expected radical advances and as a result receivers were willing sellers although not inclined to force sales and buyers with immediate consumptive outlets were taking goods for current requirements but were not anticipating future needs to any extent.

Immediate Supply and Demand Control Market.

The condition of the market probably depended as much on the immediate relation of supply and demand as on ideas of what the future might bring forth. Dealers in general found little difficulty in keeping fresh receipts moving and for that reason were not in a mood to give the buyers any concessions. This was

true on all markets with the exception of Boston where fancy fresh butter was apparently in abundant supply and rather slow as the bulk of the trade was working on storage goods. Owners of storage butter in most quarters were willing sellers and trade on this class of goods, especially the better grades of "whole milks" and centralized cars, was fairly satisfactory.

Statistical Position Continues Firm.

The statistical position of the butter market continues firm. Supplies of butter in storage at the larger markets were considerably below the supplies of a year ago and the shortage is still increasing from week to week. This situation as regards the storage holdings is interpreted as a bullish factor in the markets at the moment and students of the figures available are predicting a further increase in the shortage as the season progresses. Arrivals of butter at the four larger markets during the week under review were sharply lower than for the previous week and for the corresponding period a year ago.

Production Exceeding Last Year.

One factor which tended to temper the firm statistical position was the possibility of increased production in the immediate future. Information available at the moment indicates that production is at or near the low point for the season and the outlook for an increase is quite favorable. Cattle are reported in very good physical condition and with proper feeding should show a fairly satisfactory increase in production in the near future.

The American Association of Creamery Butter Manufacturers report for the week ending November 24 shows an increase of 5.3946 per cent over the same week a year ago and a decrease of 4.3160 per cent from the previous week. The Land O' Lakes Creameries, Inc., for the same period report increases of 10.584 per cent and 4.007 per cent over the previous year and previous week respectively.

Foreign Butter.

Information regarding foreign butter market situation is rather meager but asking prices according to the latest advices are firm. The S. S. Devon, a direct boat, carrying about 13,840 boxes of New Zealand butter on an optional bill of lading is due at New York about the middle of December. Asking prices on this cargo are 50-50 $\frac{1}{4}$ c duty paid, delivered New York. Interest is light on these offerings as buyers prefer to await arrival so as to permit inspection.

LARSON AGAIN NAMED BUTTER MEN'S SECRETARY.

MADISON, WIS.—At a meeting of the Wisconsin Butter Makers' Association board of directors, H. C. Larson was by unanimous vote elected state secretary of the organization for the ensuing year. Mr. Larson has served in this capacity continuously since July, 1920, at which time he resigned the position as chief of the butter division of the state dairy and food commission to accept the full time secretaryship of the state association.—Milw. Journal.

LAUGH WITH US.

We like jokes and believe that most everyone does and we often find humor in unexpected places. The following was not taken from "Life," "Judge," or any other humorous publication but from the editorial page of a bulletin issued by a large farmers' co-operative:

"The recognition of the majority rule has made the United States the greatest nation in the world and brought prosperity and happiness to our people that has no comparison in history and while we agree that there may be some lack of equitable distribution of this happiness and prosperity, we are still more fortunate than our brothers and sisters outside of the boundaries of the United States."

And again:

"The opportunity of the farmer is at hand, as the cycle of government recognition of agriculture as the basis of prosperity of the nation has switched to our side. We are now in a position to demand equal opportunities for agriculture without fear of disfavor, as no man could have been elected as representative, congressman or president if he had not come out flatly in recognition of agricultural needs. We can and do have the right to expect legislation that will be favorable to agricultural prosperity but let us caution against too much unreasonable legislation that might result in an overnight boom for agriculture with fatal results. We should realize that whatever is done, if it is to result in lasting benefit, must necessarily be somewhat on the order of evolutionary rather than revolutionary legislation."

Don't worry about an "over-night" or any other "boom" for agriculture. The Big Boys will take care of that. And How.

Consumption of Dairy Products

These figures given in this bulletin are particularly interesting in the light of a warning recently given by a real dairy expert in the East that we are fast approaching over-production of dairy products. This man is one of the best informed in the dairy world and we would like to give his name but do not feel we should without his permission.

He calls attention to the decrease in the use of butter and cheese in 1927. The 1927 use of milk has not been given out but it is the belief of large milk dealers that the consumption of milk is less per person. Furthermore there has been a rapid increase in the number of heifers two years old or over. The increase in heifers more than offsets the decrease due to tuberculin testing.

With no increase but instead a slight decrease in the use of dairy products and with a considerable increase in the dairy heifers being kept on farms and with a rapid extension of dairying in the South and West this expert predicts that we will soon be on an export basis. We are now producing enough to supply the country 363 days of the year and can only produce enough more in a year to last two days before we are on an export basis.

This situation can be prevented if the dairymen will sell their poor producers while beef is high and only keep enough calves to maintain their herds. Better cows but no more of them should be our aim.

Milk in Gallons per Person.

	Gallons
1917	42.4
1918	43.0
1919	43.0
1920	43.0
1921	49.0
1922	50.0
1923	53.0
1924	54.75
1925	54.75
1926	55.3

Butter per Person.

	Pounds
1917	14.6
1918	14.0
1919	14.8
1920	14.7
1921	16.1
1922	16.5
1923	17.0
1924	17.38
1925	17.39
1926	17.82
1927	14.32

Ice Cream, Gallons per Person.

	Gallons
1917	2.07
1918	2.14
1919	2.49
1920	2.46
1921	2.28
1922	2.43
1923	2.68
1924	2.50
1925	2.80
1926	2.77
1927	2.85

Cheese, Pounds per Person.

	Pounds
1917	2.89
1918	3.00
1919	3.50
1920	3.50
1921	3.50
1922	3.70
1923	3.90
1924	4.20
1925	4.26
1926	4.36
1927	4.14

—Twin City Milk Producers' Bul.

MONROE COUNTY PLANS TO USE MAIL TESTING.

TOMAH, WIS. — Meetings have been held in Monroe County, sponsored by County Agent L. G. Kuenning, to interest farmers in having cows tested by mail.

Mr. Kuenning was assisted by Arlie Mucks, secretary of the Wisconsin Livestock Breeders' Association; Jerry Riordan, Holstein breeder from Dodge County and agricultural fieldman for the Wisconsin Manufacturers' Association; Roy McDonald, successful dairyman from Dunn County; H. M. Knipfel, Clark County agent, and T. Christofferson, fieldman for the Neillsville mail testing office, which is said to have 400 members.

Testing was started in Monroe County late in November. One hundred and twenty-five members are required to operate the system economically and more than this number was assured.—Milw. Journal.

OH, SHAME AT THE NEWS-PAPERS.

RHL: Lissen, Dick—isn't there some mistake? It can't be possible, can it, that liquor is being sold openly to school children—in a country so avowedly dry as the recent election seemed to indicate? The newspapers must be just making it up.

—Jazbo of Old Dubuque.

THE SPEEDER'S SONG.

Blow that horn, blow that horn,
jump upon the gas!
O what red-hot fun it is another car
to pass!
Roaring down a concrete road with
surface smooth and fine,
Give her all that's comin', kid, we're
touching eighty-nine.
Ninety-five, the meter says, the speed
laws are all hash,
Holy sweet patootie, but we're head-
ed for a crash!
Toll, oh bells, toll, oh bells, keep toll-
ing all the day,
For another dumb-bell is being laid
away. —The Brown Bulletin.



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

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

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

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

The UNIVERSAL MILKING MACHINE CO.
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natural milker

Farmers to Fight Fake Remedies

Veterinarians to Aid Farmers in Driving Out Quack Cures for Animal Ailments

MADISON, WIS. — Stockmen are ready to start a movement to outlaw fake livestock remedies, which in popular parlance go under such descriptive names as stimulants, tonics, conditioners and regulators. Many of these preparations are worthless and some dangerous to livestock.

A conservative estimate of the cost of quack "cures" to the farmers of the state is \$1,000,000, according to B. A. Beach, veterinarian at the state university and secretary of the Wisconsin Veterinary Medical Association. This sum is equal to, if not greater, than the cost of the entire tuberculosis eradication campaign in the state.

Sale is Unrestricted.

"No attempt to restrict the sale of fake remedies has been made in the state," reported Beach, "and as a result vendors are able to sell at high prices products which have little, if any, value whatever. This is

a decided menace to the livestock industry of the state and is a matter which deserves the attention of the next legislature."

Beach suggested that the state should require manufacturers distributing any type of a remedy in Wisconsin to register the product and to print the name of each ingredient and the percentage of each active constituent on the label of the package.

Two Bodies Aid Move.

The fight to control the sale of livestock remedies in the state is being led by the Wisconsin Livestock Breeders' Association and the Veterinary Medical Association.

A dozen states have taken steps to safeguard their livestock industry against fake remedies, pointed out Beach. The need for protection is as necessary in Wisconsin as in any of these states, he said, as the chief farm industry of Wisconsin is dependent on livestock.

NEW CONSTRUCTION FOR BOTTOM OF MILK CANS.

Follansbee Brothers Company of 31st St. and Auer Ave., distributors of Security Milk Cans, announce a new special angle section bottom band on their Cleveland Pattern.

This new construction, it is claimed, will greatly add to the life of the can and will protect the bottom against wear and shocks, and prevents rivet holes from enlarging or the rivets shearing due to the fact that the chime of the can rests in this new angle.

Other details of construction are carried in this company's advertisement in this issue.

General Von Hindenburg, in the midst of a great battle, saw a man running from a very close situation.

"What are you running for?" demanded the disgusted general in a stern voice.

"Gott und Himmel!" roared the soldier, "I'm running because I can't fly."

The circus never lives up to the posters, and the farm relief measure finally adopted as ideal probably won't afford an excuse to lie abed after 4:30.—Exchange.

In all the great Northwest—there isn't a single firm that has greater buying power or more storage capacity than the combined

Dadmun-LaBudde Co.

FEED WAREHOUSES

WHOLESALE—RETAIL

North Milwaukee

across

C. M. & ST. P. Depot

Phone No. Mil. 325

**Saukville,
Wis.**

West Allis

75th Avenue just north of
National

Phone West Allis 94

POULTRY and STOCK FEEDS

SEEDS - GRAIN - FERTILIZER

We contract to supply you Feed when needed.

"ONE BAG OR A CARLOAD"

Mail Order Cow Testing

In our last issue testing cows for production was discussed in a brief manner.

We do not think that testing herds under the old plan where one man takes care of about 25 herds will ever get popular enough to effect much improvement in the cow population of the country.

Some other plan should be tried and we are giving herewith a brief sketch on

Mail Order Cow Testing.

Wisconsin has developed a new system of getting records on dairy cows. This method has now been in successful operation for over three years in Outagamie County, Wisconsin. Clark County is operating their second year with between 400 and 500 herds in the association. Marathon County is completing their first year with 175 herds (October, 1928). This method was developed by Robert Amundson, county agent of Outagamie County, to meet the needs of those dairymen that were not in the regular cow testing associations. Experiments were carried on for several years with different methods. The system now used works satisfactorily. Between 20,000 and 25,000 cows have been tested by this system in Wisconsin during the past three years. The method is entirely satisfactory.

With this system it is possible to test a big percentage of the cows in an intensive dairy section. It is possible to test scattered herds, and herds can be taken on any time, any place during the year wherever the mail goes. The reduced cost, the simplicity of it, and the fact that no additional man has to be taken care of, makes it appeal to a great many dairymen that could not be induced to test any other way.

It is flexible enough to meet almost every situation. A few herds may be accommodated, or great numbers like in Clark County where between four and five hundred herds are on test continuously. It is especially valuable to those sections where herds are scattered, or places where it is difficult to retain a regular association.

The charges for this kind of service can be arranged to suit the local conditions. In Wisconsin the average charge per herd for the year is from \$18 to \$20. This covers everything, such as equipment, postage and both ways, tester's salary, rent, heat, etc.

Because the testing is done all in

one place, it is possible to hire and keep a good tester. Living conditions for him are infinitely more agreeable than the old traveling type of associations. Since it is an unlimited field, it is possible of expansion, and offers opportunities for the advancement of the tester and operators.

By the use of such labor saving devices as the calculating table, slide rule and a well equipped testing laboratory, it is possible for the tester to do a tremendous amount of accurate work quickly. Twenty-five herds of an average of sixteen cows per herd were tested, the figuring all done, boxes prepared and sent out in nine hours by Mr. Rickaby, the tester for the Outagamie Association. This, of course, is a big day's run and requires an experienced man. However, from five to ten herds a day is easily accomplished by an ordinary tester working at ordinary speed.

We have no desire to interfere with or supplant Herd Improvement Ass'n, now in operation, or with any that may be organized but rather to give farmers who are not in these rings or feel that they do not want to get in them a chance to find the cow that is eating up the profits the good cows in the herd make.

We can take care of quite a number of herds with our present laboratory equipment for as we now operate the fieldmen are in the dairy plants taking samples in the forenoon and the laboratory equipment is idle. Of course, if many herds were to be tested another man would be needed.

Give this problem your earnest consideration. There are too many low producing cows. Farmers will be much better off with fewer cows than with a larger herd a certain percentage of which do not pay for the feed given them.

"Mr. and Mrs. Hoover drank a champagne toast with Honduran officials."—Chi. Her-Ex. Far be it from us to cavil, but why is it all right to drink champagne in Honduras and all wrong to drink it in America? No, Laura, we are not knocking, for kind heaven knows that if we were in Honduras we would drink champagne, too, and copiously. But why is champagne all right in Honduras and all wrong in America? Do not misunderstand us, please, it's information we're after.—From "A Line O' Type."

For the Best in
Home Heating

Install a

**Droegkamp
Furnace**

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

**DROEGKAMP
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

**KEYES
LUNCH**

1210 State Street

A good place to Eat

*A good thirty-
five cent*

DINNER

Tell Keyes that you are a
"MILK PRODUCER"

HORSES and CATTLE

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

*Every Animal Guaranteed to be as
Represented.*

Time Payments If Desired. We Deliver.

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

HENRY KAUL, North Milwaukee

Vest Pocket Essay on the Synthetic Cow

The prediction of the development of a mechanical cow by an English sanitary inspector before a gathering of his associates, as quoted in a London dispatch, moved Dr. W. H. Wright of Elkton, (Md.) to comment on the subject as follows:

"It seems that in this mechanical bovine, forage is to be fed in at one end while milk exudes from the other. While the invention hasn't been perfected as yet, no doubt the grass carbureter would have a lean adjustment for skim milk while a richer mixture would serve to produce cream. An extra attachment for turning out buttermilk might also be added and it is not beyond the

realm of fancy that by shifting gears the "animule" could be made to toss off a couple of chocolate milk shakes.

"Doubtless these cows could be kept right in the kitchen. Or, perhaps, installed in the nursery, increased efficiency could be secured by adding a battery of nipples to the business end of the iron heifer, thus producing a mechanical nurse maid. To add a touch of realism, the machine could make use of the mama doll principle and let out a moo or two every now and then. A mechanical leg to plant a vicious kick in the operator's ribs could no doubt be arranged, and the contraption would not be complete without a tail to

TO MAKE FOR YOU Good Useful Milk Cans

From Your Old, Rusty, Leaky Ones
Is Our Business!

BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

Wacho Mfg. Company

3036 Galena Street Milwaukee, Wis.

Certainly, We Can Retin One-Piece Cans!!

Name of Dealer _____

Name of Hauler _____

Please pay to the MILWAUKEE CO-OPERATIVE
MILK PRODUCERS, 2c. per hundred weight on all
milk shipped by me until further notice.

Date _____

Name _____

Address _____

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.

Hold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

LIVE STOCK—Dealers in all classes. Auctioneers of live stock, personal property and real estate. Ben Levy & Son, Thiensville, Wis.

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

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

FOR SALE—One large wood burning heater, as good as new. Have a furnace now, no use for heater. John A. Davitz, Oakwood, Wis.

FOR SALE—Holstein bull calves, also a few females. A high testing, high producing herd. Mequon Farm, Box 99, R. 2, Cedarburg, Wis.

ever and anon brush the engineer's face.

"A prominent manufacturer in this country is said to also hold out for the synthetic cow, asserting that the animal of mere flesh and blood is a very inefficient creature. Maybe the old girl isn't so hot when it comes to this high falootin efficiency, but she is butter and also bread to a bunch of the folks on the farm and for one we cast our vote to let her stay.

"This mechanical idea might also be extended to the porker and we might have a machine which would turn out juicy hams, crisp bacon and delectable scrapple by a mere turn of the crank. A lot of people have already tried to make a monkey out of the hog by using him as a disposal plant for unsuitable and unsanitary food, such as garbage. The only trouble is that the machine usually dies of cholera and there you are. Until an iron hog is actually produced, however, we fear that garbage will never be a profitable feed for these animals."

Customer: "When I drink coffee I can't sleep."

Grocer's Clerk: "With me it's just the opposite, ma'am. When I sleep I can't drink coffee."

Farmers Paint Drab Picture of Dairy Business

Profits Dwindling Yearly, Committee Told.

By Frank Ridgway.

Secrets of a life spent on a milk stool were told by witnesses who testified recently at the Chicago milk marketing committee's second public hearing held at Grays Lake, Ill. Testimony revealed that the business of producing milk for Chicago was gnawing at the pocketbooks of bankers, business men, preachers, and teachers, as well as dairymen.

J. L. Willard testified that the debt on his farm was increasing, despite the fact that his ten children are all working on the farm. He said that he bought his farm near Grays Lake, Ill., ten years ago and assumed a mortgage of \$11,000. Instead of paying off a part of his indebtedness he has borrowed more. Today at the end of the tenth year he owes \$12,000 on his farm. Lack of profits on milk had made it necessary for him to add this \$1,000 to his obligations, he said. During the ten years Mr. Willard said that he had been away from the farm over night only once.

Banker Tells of Losses.

There is not a farmer in Lake County who can make six per cent on his investment and have an average farm hand's wages left for himself with milk prices as they are today, according to L. Y. Sykes, an officer of the Merchants' and Farmers'

Bank of Grays Lake. He said that he knew many farmers who had not yet paid this season's threshing bill. There are ten times more farmers applying for chattel mortgages today than ever before, he said.

John Corrigan, a farmer near Gurnee, Ill., testified that fieldmen sent

(Next page please)

"Spray Painting Pays"

Because it is more satisfactory in most instances, and always more economical

We paint houses, barns, silos, schoolhouses, tin roofs and bridges by the modern method of painting.

Bring us your paint problems and let us serve you.

We will quote prices on a time and material basis or contract.

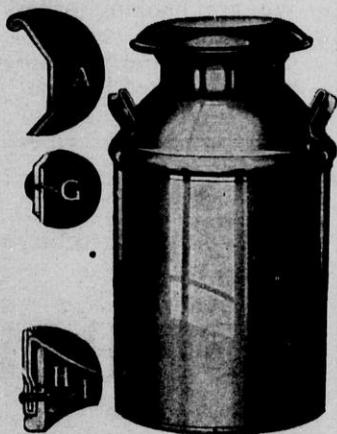
Signed—THE ATHERTON PAINT CO.,
ROCHESTER, WISCONSIN

Please mention "MILK PRODUCER" when answering

Follansbee Forge Security Milk Cans

Five Reasons Why Security Cans Cost Less

CLEVELAND PATTERN



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

FORGING ADDS STRENGTH

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

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

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

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

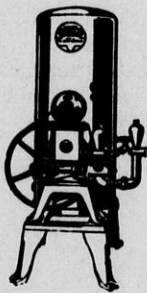
FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

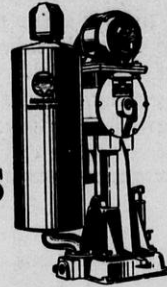
WE BUILD THE QUALITY IN — YOU TRY TO WEAR IT OUT



"DURO" WATER SYSTEMS

For Deep or Shallow Wells

COMPLETE SYSTEMS
As Low As \$68.50



The DURO CO., 123 2nd St., Milwaukee

out by a big Chicago milk company were warning dairymen in his neighborhood that they would not be able to produce and sell milk to Chicago consumers if they refused to sign a contract to deliver milk at the company's price. He said that he had refused to sign the contract because he wanted to have something to say about the price through the Pure Milk Association. Mr. Corrigan testified that he had not been away from his farm at night for more than thirty-seven years.

Says Profits Grow Smaller.

With profits dwindling every day Levi Waice said that it was discouraging to produce milk under conditions as they are at present. Mr. Waice and his five children work every day on their 130 acre farm near Round Lake, Ill., and they see their profits getting smaller each year. He said his income before he tested his herd for tuberculosis and was forced to meet the new sanitary requirements of Chicago amounted to an average of \$220 a month. Now it is \$150 to \$145 a month.

U. W. TO DEMONSTRATE DAIRY-BEEF CROSS.

Crossing of dairy and beef breeds of livestock, long considered a violation of one of the fundamentals of successful husbandry, will be shown as a reality of economic importance, in the demonstration of the University of Wisconsin animal husbandry department at the International Livestock Exposition to be held in Chicago.

Two experiments at the Badger institution prove that high quality baby beef can be produced from cross-bred steers, the result of mating an Aberdeen Angus sire, a beef animal, with Holstein cows, well known dairy cattle. The system has been found to have decided econom-

ic advantages on dairy farms where a labor shortage exists.

Illustrations showing the various stages of experiment will be included in the university experiment.

THE PLAIN MEMBER.

I like the little fellows who don't count for very much;
It isn't from the 'cellos that you get the finger touch;
The roaring of the basses and the rattle of the traps
May have their proper places in the harmony perhaps;
But down there in the middle, inconspicuously there,
Is the little second fiddle that is carrying the air.

The crashing of the cymbal shakes the ceiling with its "Blam."
The piccolo is nimble; "Boom," you hear the drummer slam;
The trombone slides and screeches; "Tut, tut, tut," the proud cornet
Just a little higher reaches than its ever tutted yet;
The man High Diddle Diddle runs his fingers through his hair—
But the little second fiddle still is carrying the air.

We talk about the bosses with the big and busy brain,
Making profits, taking losses—but the boss would boss in vain
If he didn't have assistance, someone handy that he could trust;
He would never go—the distance, and the company would bust.
Here's the secret of the riddle of successes ev'rywhere—
There's some little second fiddle that is carrying the air.

—Douglas Malloch.

SIGN SEEN IN A RESTAURANT.

"If wife can't cook, don't divorce her. Eat here and keep her for a pet."

NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

6% Interest 6%

Send for Circular.

Do You Want to Sell Your Farm?

Write to

WM. STEWART

Office of

STEWART INVESTMENT CO.

601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE

Helm Brothers

THIENSVILLE, WIS.

J. Helm, Phone Thiensville 4066

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Sprayers of Orchards and Stables

We are booking orders for whitewashing now.
Get in line and your spraying will be finished in time.

If you want to buy or sell a

FARM

see

ZANDER BROS.

Wisconsin's Leading Farm Agency

413 Juneau Ave., Milwaukee, Wis.

Send for Farm List

Milwaukee Milk Producer

AGRICULTURAL COOPERATION
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Milwaukee Co-operative Milk Producers

Volume I

JANUARY, 1929

Number 10

Milk Prices

Your board of directors conferred with the dealers on December 26 but were unable to arrive at a price for January fluid milk. We felt that \$3.00 per cwt. was the least we should take.

After much argument the dealers proposed that \$2.90 be the price. More argument. Finally \$2.95 was offered. As the board still maintained that \$3.00 should be the price, adjournment was taken until January 11 at 2 P. M. At this meeting as at all of our price conferences all milk producers are welcomed. It must be remembered, of course, that these bargaining conferences are not for the purpose of abusing the dealers who buy our product but rather for the purpose of stating our side of the case in a businesslike, gentlemanly way with the expectation that the representatives of the dairy companies will do likewise. At these conferences many things must be

considered. The price paid for the next month may have a material bearing on our market for some time to come and for that reason a long view should be taken and dealers and farmers alike should consider the general effect such price will have on market conditions, how the supply of milk will be affected for the next and succeeding month and whether the price finally agreed on will affect the quality of milk produced.

The manufactured price for December is \$2.11 and the companies report as follows on the per cent manufactured and the average price to be paid:

Gridley Dairy Co.—Manufactured 25.1%; average price, \$2.78.

Wisconsin Creameries—Manufactured 20%; average price, \$2.82. No other companies reporting at this time.

Chicago Market

The Chicago Pure Milk Association representing Chicago milk producers in Northern Illinois and Southern Wisconsin has notified Chicago milk dealers that the price of its members' milk for January is \$2.85 per cwt., that its member's milk will be delivered and if accepted by the dealers the producer will understand that the price will be \$2.85. The big dealers have refused to recognize the Pure Milk Association, and have posted notices in their county receiving plants stating that \$2.50 per cwt. will be paid for January, February and March milk.

Statements have appeared in the papers quoting some Chicago dealers to the effect that farmers are satisfied with \$2.50 and that the trouble is caused by a few agitators in Chicago.

A fact finding committee has been taking testimony in a number of local shipping centers and the evidence was all to the contrary.

One large dealer has refused to appear before the committee and give his company's side of the case.

We are sure that the Chicago dealers ought to meet with The Pure Milk Association and bargain for the milk purchased for Chicago for the Pure Milk fellows are fair, eager to help the dealer get quality milk, all that is needed for the market at all times and are not asking to much for it.

Chicago shippers will be represented on the Chicago market by an organization and the dealers would do well to recognize The Pure Milk group rather than have to do business with a more radical leadership which is almost sure to obtain control of the producers organization if the present officers of The Pure Milk go down to defeat.

It's just possible that a good healthy fight will have to be put up by the producers before the dealers come to. Milk at 14 cents per quart and a price to the farmers at country plants of from \$2.25 to \$2.50 per cwt. certainly looks almost as good to us as being an oil man and having a good friend in the President's Cabinet.

HERD TESTING.

At the directors meeting held on December 26, the secretary was instructed to procure one-half dozen mail order testing kits for the purpose of trying out the mail testing of herds for production. Ed. Gengler, North Milwaukee, was the first man to apply for service of this kind. The Testing Association of which he was a member had ceased operations in November and Mr. Gengler was anxious to keep up the work on his herd.

If any of our members care to list their names for this service attention will be given them as soon as possible.

We have not set the charge on this service but believe that we can do it at the figure charged by counties up state which is about \$16.00 per year per herd.

FLUID MILK PRICES IN OTHER WISCONSIN CITIES.

Sheboygan Dairymen's Association report that December milk 3.5 per cent test figures out at \$2.32 per cwt. Low price of milk for cheese making, \$1.87 per cwt., pulls down the Sheboygan price.

Madison reports the December price at \$2.52. Over production is blamed for the lower price.

Racine has held its price of \$2.75 and has agreed on that figure for January.

SELL FOUR MONTHS' MILK.

The Champaign County Milk Producers, the new collective bargaining organization of dairymen in east central Illinois, recently sold the total milk output of its 250 members for the first four months of 1929. The producers will receive a guaranteed net pool price of \$2.45 per 100 for milk testing 3.5 per cent. An additional 25 cents per 100 pounds milk over the pool price will be paid for highest quality grade A milk.

NOVEMBER OLEO OUTPUT.

	1927	1928
	lbs.	lbs.
Colored	1,155,925	1,213,815
Uncolored	25,099,940	31,541,500

Total 26,255,865 32,755,315
Total is an increase of 6,499,450 pounds or 24.75 per cent over November, 1927.

CARDED

MILWAUKEE MILK PRODUCER

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

Volume I January, 1929 Number 10

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 Wm. Kerler, Treasurer, R. 5, West Allis.
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 Arthur Christman, Menomonee Falls.

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

Subscription\$1.00 Per Year

Annual Meeting

The Fourteenth Annual Meeting of our organization will be held in Peter Engleman Hall, Milwaukee Auditorium, on January 22, 1929.

This is a stockholders' meeting and formal notice will be mailed to stockholders early in January.

A large attendance is desired in order that the Board of Directors may get views of the producers of milk shipping to this market.

It is recognized that the stockholder who is not producing milk has not the same interest in the market as the man who is actually producing.

It is also recognized that the stockholder who is producing milk for this market but refuses to support the organization is not a valued member and as a rule is bent on making trouble rather than helping to improve conditions. We have very few of the latter and could get along very nicely without any of them. The honest to goodness member who believes in co-operation should turn out and endeavor to bring his friends and neighbors. Only by working together whole-heartedly can we hope to place ourselves in a position to deal with the big problems confronting farmers. Never in all the history of this country was it so necessary for farmers to work together as it is at present. Great mergers and combinations are being formed in every line and particularly among the processors, manufacturers and distributors of dairy products.

In dealing with these big companies the individual farmer has about the same chance that a snow ball has in the place mentioned so

often by people who swear and also by the Sunday School teacher.

Don't say we are licked and have no chance but rather get together, study the situation and decide on a course of action.

THE LOWDOWN ON CHECK TESTING.

We get many letters complaining about a difference between our ten-day check test and the test that the dealer shows on his statement.

Perhaps it is again in order to explain that all of the dealers make three composite tests each month. The dates of these tests is as follows: The test for the first period of the month begins on the 29th day of the preceding month and ends on the eighth day of the current month, i.e., the first period in January starts on December 29, 1928, and ends on January 8, 1929. The second period begins on January 19 and ends on January 28. Samples are taken each day of those periods by the dealer, placed in a bottle and at the end of the period the sample is tested.

In our check testing work we take samples on exactly the same days the dealer does but only for a ten-day period. We do not make a composite sample but test the sample which we take each day. At the end of the ten-day period we average the ten tests and ask the dealer for his test for that period. If there is a difference of more than one-tenth of one per cent the dealer is requested to re-test his sample and in almost every case the difference is found to be less than one-tenth. (Some shippers read hundredths for tenths and get an idea that they are being badly cheated.)

A common complaint is that the dealer does not pay for the whole month's milk on our ten-day test. To do so might work to the advantage of the farmer at times and to his disadvantage at others. If on the first period of the month we found a 3.75 test and for some reason the test of the herd rises for the following 20 days, the shipper would be cheated. If the first ten-days' test was taken and on the other hand if his test came down he would get too much for that month. Always compare the dealer's test with the one which we show for the same ten days.

WE WONDER.

"And there, son, you have the story of your dad and the great war!"

"Yes, but, Dad — why did they need all the other soldiers?"—Colliers.

HEAVY SURPLUS IN SIGHT.

Production of milk is much higher than a month ago and it is our guess that further increases are due. No doubt some of the increase is due to the fact that the cows are used to stable conditions and are being well cared for. Then there are many fresh cows particularly on the farms where no attention has been paid to uniform production.

Giving the milk check to the feed dealer has a great deal to do with heavy production.

Just why farmers should try to produce so much milk when to do so will create a heavy surplus and thereby lower the price is hard to understand. On every hand we hear that there is no money in making milk and there can't be if the whole milk check goes to the feed dealer for high-priced protein feeds. Sure, you can get higher production but it would be interesting to know how many aborters, non-breeders and down and out's for one reason or another go along with this high production.

FROZEN MILK.

In the November issue our Senior Fieldman, Roy P. Knoll, cautioned shippers that with cold weather coming on extra care should be taken to keep milk from freezing. On December 20 there was so much milk more or less frozen that it was impossible to get a fair sample for testing. As a result cards going out to shippers for the last period in December will show that date blank. Not every shipper's milk was frozen, but so many were in that condition that no attempt was made to get samples.

CHEESE AND BUTTER MARKET.

Government reports as of December 31, 1928, says that "the basic price of American cheese, twins, 21½ cents, is the lowest of the season, in fact, since 1922, when the ruling price was 19¼ cents."

Butter started the month at 50½ cents for Chicago 92 score and went to 51 cents for several days but after that the price dropped gradually and on the last four days of the month the quotation was 46½ cents.

Condensed and powdered skim-milk are also lower than for December, 1927. Manufactured milk was worth \$2.24 for December, 1927, and \$2.11 for December, 1928. Production of dairy products too high.

Vint On Farm Problems

State Markets Commissioner Says Real Remedy
Must be Based Primarily on Organization

By J. H. Vint,
Commissioner of Markets in Wisconsin

(An Address Before the American Society of Equity Convention at Plymouth, Wisconsin)

For the past 15 years at least, co-operation has been hailed as the anchor of salvation of the farmer. Beginning about 1914 we have witnessed a tremendous increase in the number of co-operative associations and in the volume of business transacted by these associations.

Yet, in analyzing the agricultural situation we are bound to come to the conclusion that there is more need for concerted action on the part of the farmers today than at any other time in the history of our state and country. Notwithstanding a certain degree of recuperation from the effects of the postwar deflation, the farmers of America are not obtaining enough compensation for their work or a reasonable return on their investment. Many remedies have been and still are being proposed by various legislative bodies. But all these remedies, no matter how different in their nature, invariably turn, in the last resort, on organization as the basic factor in agricultural improvement.

However, when speaking of organization in relation to the improvement of the condition of agriculture it is necessary to distinguish between purely local co-operation and organization for marketing purposes on a large scale. We have had numerous local co-operative associations, such as co-operative creameries and co-operative cheese factories long before 1914. But there is an important and fundamental difference between co-operative organization which began to occupy the center of the stage after that year and co-operation as it was practiced before. The difference relates principally to what I would call the sphere of action of co-operative organization.

Early Groups Were Local.

As their name implies, the sphere of action of local co-operative associations is entirely local. The reasons for which these associations were formed were rather simple. Some were organized in order to get the benefits from co-operative ownership, as in the case of creameries and cheese factories, others were or-

ganized because no private butter-maker or cheesemaker could be found willing to undertake the risk; livestock shipping associations were formed to get the benefits of carload shipments, while purchasing associations were established in order to realize savings which result from wholesale buying.

The scene changed after 1914 and particularly after the World War. The farmer's mind began to change. He began to think in terms of a wider scope. His range of vision broadened and he began gradually to follow in his mind the route which his products were taking after leaving his farm, his cheese factory or his creamery. In other words, he began to be seriously interested in the various processes which are involved in the marketing of farm products, particularly in the question of orderly marketing with the purpose of obtaining a fair price for his product.

Studies and investigations have brought out the fact that fair prices for farm products are unthinkable without orderly marketing of such products. I do not wish to be understood as saying that orderly marketing alone will get you fair prices. What I mean is that this is an essential requirement and that without it little advance can be made in the improvement of conditions in agriculture. Moreover, orderly marketing can do a great deal towards obtaining for the farmer a higher share of the consumer's dollar because it aims at accomplishing two important objects, one of which is the elimination of superfluous expense and the other a measure of control over market forces.

Must Eliminate Waste.

I do not think it is necessary to devote much time to a discussion of the elimination of waste in the marketing of farm products. Most of us are more or less familiar with this question. I will simply point out that the problem involved in it is one of making the transfer of products from farmer to consumer as cheap, as rapid and as efficient as possible, and this is done by improv-

ing transportation facilities, shipping in carlots so as to save on overhead expenses, standardizing and inspecting farm products, and similar activities. These various factors in marketing are being gradually improved through the services fur-



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nished farmers and shippers by the state marketing agencies and are showing their value in dollars and cents.

However, the question of an efficient transfer of products is overshadowed by the importance of obtaining a measure of control over market forces by means of market strategy. In order to understand what market strategy is and how it should be used it is necessary to remember that in these days of commercial agriculture the prices of farm products are the result of a combined action of a number of factors, such as supply, demand, market information, quality, seasonal production, industrial conditions and so on. These factors are called market forces and their action determines the price at which farm products move. Market strategy consists in controlling these forces in such a manner as to get an advantageous price; buyers, for instance, try to influence these forces in such a way as to obtain the lowest possible price, while sellers try to influence them so as to obtain the highest possible profit.

Among these various market forces two are fundamental; they are supply and demand. These two are the big forces, the others which

I have enumerated above are the little ones, derivations of the big ones.

Should Influence Forces.

In spite of this, however, the little forces often exercise a powerful influence in changing the conditions of supply and demand on a given market. It is clear that the goal before the farmers is to use their power of influencing these market forces so as to bring about a proper adjustment between supply and demand, which alone is a guarantee of stable markets and fair prices.

The crux of the problem of adjustment is better market distribution. This means, generally speaking, that products should not be shipped to markets which are on the point of being glutted, but to markets where a scarcity exists. This, in substance, is market strategy, which, if used with understanding and intelligence, will result in an effective market distribution which will tend to adjust the supply to the demand on the market. The basis of an effective market distribution is a rapid and accurate market information service combined with proper co-operative action.

The market information service on farm products which is conducted

jointly by the federal and state governments, has been developed to such a degree of efficiency that it furnishes to the producer, dealer, and consumer up-to-the-minute information on prices, movements, and market conditions, besides giving out at regular periods facts regarding intentions of planting, condition, yield, and probable volume of production during the growing season. One of the objects of this service is to provide the farmer with information which will enable him to exercise due caution in reference to production and marketing.

Needs Vital Information.

Thus, reliable information regarding planting intentions enables him to judge whether there is danger of overproduction of a particular crop which he intends to plant. For instance, if he learns that the potato growers of Wisconsin have indicated an intention to plant 10 per cent more potatoes than the preceding year and the potato growers of the United States an intention to plant 14 per cent more, he can make up his mind as to the probable price that he will obtain for his potatoes during the next season as compared with the previous season. He will then be in a position to make a

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proper adjustment, planting less potatoes and more of some other crop.

Another example of reliable information relating to production is periodical statement issued by the U. S. Bureau of Agricultural Economics regarding the number of cattle on feed for market at different times. By using such information in connection with prices which prevailed during previous years, the cattlemen of the country can judge fairly well of the probable market conditions in the future. I say "fairly well" and "probable" because changes in production are not the only factors in price changes. Information about production gives a good start, but it should be combined with information relating to probable demand resulting from industrial conditions and similar data to obtain a more reliable forecast of the market. In addition to planting intentions, periodical information is given out every month relating to the condition and yield of crops during the growing season. This gives supplementary information regarding the final volume of production, while information on warehouse and cold storage holdings with comparisons for the past few years gives an excellent idea of the state of the market at any given time.

Would Stop Fluctuations.

So far my examples have been taken from the benefits which producers may derive from information regarding production and available supply. Let me now cite an instance of how information regarding market movements may help in eliminating the sharp daily and weekly fluctuations and this can be best brought out by referring to livestock markets.

A livestock market report issued some time ago by the Chicago office of the U. S. Bureau of Agricultural Economics states the following:

"Inability of killers to break the market and hold it down was again demonstrated during the week under review. Last week they took off \$1.00 to \$2.00 and this week they were obliged to put that amount back on everything except lower grade light steers and yearlings. The turn-about-face movement was prompt and emphatic. Last week's break was evidently too severe; the country protested by reducing supply figures; shippers had to have cattle; later in the week local killers were forced into the runaway trade and everything with weight went back as high, and in instances higher, than any time previously this season.

"The run of 11 large markets was reduced about 75,000 head during the first four days of the calendar week. Holiday influences naturally had some effect in curtailing the supply, but no doubt last week's break was the primary reason for supply abatement. The country has followed a similar course after every downturn for the past three months and has learned by experience that their method is effective."

Prospective Shipment Facts.

This statement gives us a clue as to the benefits that can be derived from a proper use of market information for the purpose of preventing violent market fluctuations. And, indeed, in this particular instance shipments were reduced in order to recover price losses caused by excessive supplies. However, it would be wiser to take as a guide reliable information regarding prospective shipments and to plan deliveries so as to establish a fair balance between supply and demand with a more uniform price throughout a given period of time. In such cases the importance of co-operative action is especially evident. Only an organization controlling a large volume of business can have sufficient influence in bringing about a better balance between deliveries and demand.

Organization and market information are intimately related to each other. Without adequate market information organization is helpless, and without organization market information is useless. The most important function of a system of market information is to influence the market. An individual farmer can, with the help of a rapid and accurate market service, realize fair prices on his products, but it takes an organization, controlling a large volume of products, to prevent a maladjustment between supply and demand on a given market.

With these considerations in mind let us see to what extent the farmers of Wisconsin have used organization to bring about a better market distribution. Let us review our efforts in the field of co-operative organization, and find out what remains to be accomplished to attain the final goal and let us start with livestock marketing.

Livestock Co-operatives.

The marketing of livestock co-operatively has been one of the conspicuous developments in the agricultural field in recent years. This has been accomplished by the organization of shipping associations

(Continued on page 7.)

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EXPORTS OF MILK PRODUCTS FROM CANADA.

Canada exported milk and milk products to the value of \$18,482,518 in the first eight months of 1928, according to the Canadian News Letter of October 31, 1928. Cheese, 51,743,400 pounds, valued at \$11,309,442, headed the list with the United Kingdom as the best customer. The United States took 2,124,113 gallons of cream and 2,418,246 gallons of milk, valued at \$4,368,311.

THY NAME IS VANITY.

"Please, angel, won't you marry me?"

"Yes—if you can tell me one thing we have in common."

"Well, I think you are beautiful."
—Wash. & Lee Mink.

MILK FROM ROUGH FEED.

At a meeting of men interested in dairy farming a few weeks ago one man declared that within a few years most of our milk would be made without high priced grain. Good alfalfa or clover hay and corn silage fed right through the year or supplemented with sweet clover pasture and perhaps a little corn, oats or barley to keep the cow in good flesh will be the approved ration.

Another man said that he rather leaned to that opinion. He maintained that many of our 10,000-lb. a year cows were normally 8,000-lb. cows and if not pushed for high production by heavy protein feeding would very likely go on for a number of years at that pace, produce a healthy calf each year and prove more profitable than if forced

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for an unnatural production for a few years with all the attendant evils such as barrenness, abortion, garget, mamittis, indigestion and other complications that end the usefulness of so many good cows.

Yes, we would get a little less milk if this practice was put into effect right away and that would not be a bad situation either for there is a big surplus of dairy products.

Right now farmers patronizing cheese factories are getting about \$1.85 for 100 lbs. of 3.5 per cent milk, many figure that the whey pays for the hauling and in some instances the patron does not care to take it home at all.

Can those farmers pay from \$45.00 to \$65.00 per ton for feed? You will agree that it can't be done but take up your paper and read the rations that some so-called dairy leaders are advising. Gluten, cottonseed oil meal and never a word comparing price of feed and price of milk. Perhaps we can't expect the agricultural press to help much on this, for the feed barons are big buyers of advertising space, but some man may be big enough and honest enough to tell the dairy farmers of the United States that they have been misled on this feed business and that it's time for a change in our methods.

Glare: Brilliant light; also the look a woman gives you if you pull out too slowly when she toots to pass.

VINT ON CO-OPERATION.

(Continued from page 5)

which are organizations of farmers assembling and shipping livestock co-operatively. Nearly one-half of all carloads of livestock shipped to market in Wisconsin are forwarded by livestock shipping associations. These associations have a total of about 52,000 members and 60,000 patrons. The smallest ships out six carloads a year, the largest around 300 carloads, and the average for the state is between 60 and 70 carloads a year for an association, approximately \$25,000,000 worth of livestock is marketed by Wisconsin livestock shipping associations every year.

The fact that one-half of all Wisconsin livestock is shipped by co-operatives, and that one-third of all Wisconsin farmers patronize shipping associations shows the important place which co-operative livestock shipping associations occupy in agricultural co-operation in Wisconsin. This, however, is no indication of success, because shipping associations are limited to local action and cannot effectively employ market strategy for the purpose of influencing the market. What is needed is the stretching of co-operation to its logical conclusion, which, in the case of livestock, is the terminal market. In other words, in order to be successful, co-operation in livestock marketing, and for that matter in other farm products, should not be limited to local action, but should build up, and systematically maintain a contact with the terminal markets. Farmers will have to understand that, the greater the volume of business of a co-operative concern operating on a terminal market, the greater will be the contact of the individual farmer with the markets of the country. Nothing will make this contact effective, except a harmonious and united action on the part of local associations in the shipping of their livestock to terminal markets. The fact, however, is that only one-tenth of all Wisconsin livestock is sold on terminal markets by co-operatives, in spite of the fact that one-half of all Wisconsin stock is shipped to terminal markets by the co-operative livestock shipping associations.

Make Steady Progress.

But while the livestock producers are still far from attaining the final goal of orderly marketing they are making a steady, although a slow, progress in that direction. The proof of this lies in the fact that the co-operative commission firms operating on the Chicago, Milwaukee and St. Paul markets show an increase in the volume of business every year

and that on every one of these markets they rank among the largest dealers of cattle, hogs and sheep.

What is true of livestock marketing is true of co-operation in other products. The best illustration of this is that the total amount of business of local co-operatives in Wisconsin amounts to \$74,000,000 a year and that of the centrally organized groups to \$20,746,305.

Increase in the volume of business is the all-important problem before the co-operative organizations today. It affects other commodity organizations to the same extent as the livestock co-operative. Such successful organizations as the Wisconsin Cheese Producers' Federation and the Northern Wisconsin Co-operative Tobacco Pool are continually working toward an increase in their volume of business.

Three Success Rules.

There are three things upon which the success of the movement depends:

First, a knowledge of the aims and achievements of the co-operative movement.

Second, the willingness to forego a temporary advantage for the sake of the permanent and bigger benefits which co-operation will secure to the agricultural producers.

Third, a clear understanding of the fact that an organization built on the idea of co-operation is not a machine, and that its success depends upon a mutual understanding of thousands of individuals, each having his own problems to face and his own ideas of how things should be done. The ultimate purpose of or-

ganization consists in bringing home to the farmers that their interests are identical and that only through concerted action based on mutual good will and a real understanding of their problems will they be able to improve their economic condition.

We all know something of the great gigantic enterprises such as the United States Steel corporation, the Standard Oil Company, our great railroad systems and others. We know that the key to the financial success of these industrial enterprises lies in the proper planning of production in relation to market demand and in the proper co-ordination of the numerous units which make up these corporations.

What we need in agriculture today, is just such a system, with that difference, however, that unlike in the great industrial corporations, this system in agriculture should be based on a co-operation of the actual producers engaged in the various fields of the agricultural industry. What we need is commodity federations such as the Cheese Federation, the Creamery Organization, a Market Milk Federation and a Condensery Patrons' Federation and a general plan based upon understanding as to the co-ordination of the factors of supply and demand. This co-ordination should be based not upon considerations of immediate benefits but upon consideration of long time trends and the good of the industry as a whole. Since the plan is to be based upon genuine co-operation it is evident that the prosperity of the industry will react upon the condition of the individual farmer.

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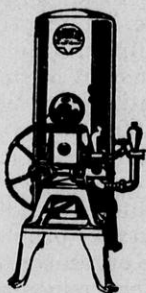
MILK, AN INEXPENSIVE FOOD.

To any person looking for the most inexpensive food, milk may well be recommended. A brief analysis of it will satisfy any one who is curious to know of its great food value, as to the truth of this statement.

We all need to obtain certain body materials from the food which we eat every day. Let us take a good look at milk and see what it can do toward supplying these body needs, and doing it inexpensively. As we know, the human body is made up of muscles, bones and teeth, nerves, blood and tissues. It requires food in order to keep all of these parts in good working order, and to repair them as they wear out in the course of the day's work. But the body needs food for other reasons also. It must be kept warm and its temperature maintained at the same degree day in and day out, if we are to be well. It needs a supply of energy also in order to enable us to live and work, and to do the infinite number of things which a person is called upon to do in the course of every day. Then the body must keep well, and, in the case of children, it must grow and keep on growing until manhood is reached. All of these things a human body must do, and the degree to which they can be well done determines its measure of good health.

Naturally, the food which we eat is our source of supplies from which the body derives its health and strength. And milk is one food which gives "value received" for every cent invested in it. As a food for growth it has no equal. It contributes to the building of muscles, bones and teeth and all the tissues of the body more than does any other single food. Many experiments in feeding boys and girls have proved that when a quart of milk a day is added to an otherwise satisfactory diet, the increase in normal growth and in resistance to disease is readily noticeable. As a source of heat and of energy it is especially good. When taken in combination with vegetables, fruits, cereals and meat, it supplies almost every need of the body to keep it in the best of health.

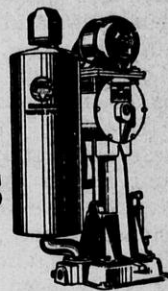
Whether we buy milk or produce it, it is our cheapest food because it contains so many elements which the body needs. It is an all-around food, and when we plan the day's meals let us put into them either alone or in combination with other foods the cheapest, best food we know—milk.



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DAIRYING AND CIVILIZATION.

The California Dairy Council has just issued an attractive booklet entitled, "Dairying and Civilization." It is intended as supplementary reading in the schools and is of particular value as a reference in that connection. It can be secured by writing the council at 216 Pine Street, San Francisco.

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Milwaukee Co-operative Milk Producers

Volume I

FEBRUARY, 1929

Number 11

Milk Prices

In our last issue we stated that no price was agreed on for January fluid milk and that the December 26 meeting was adjourned until January 11.

We met the dealers on January 11 and again failed to make a price on January milk. It was then agreed that the price of January milk be considered on January 26 when we met to bargain for February milk. The January 26 conference resulted in a price of \$3.00 for January fluid milk and \$2.90 for February fluid. We are not too well pleased with the February price but other markets are lower, butter at that time was going down although it has since

staged a comeback. Cheese was and still is lower than at any time last year.

The Twin Cities had gone from \$2.85 in December to \$2.80 for January fluid milk and had an average price of \$2.61 for 3.5% milk for December.

Chicago was still in a turmoil. The manufactured price for January is \$2.00 and the companies report on surplus and average price as follows:

Gridley Dairy Co., manufactured, 25.6% and will pay \$2.74.

Wisconsin Creameries, manufactured, 24.1% and will pay \$2.76.

No other reports at this writing.

MILK DELIVERED IN SPITE OF COLD AND SNOW.

The weather and road conditions were as bad in January as in any like period in many years.

In spite of these unfavorable conditions the haulers with the co-operation of their shippers got enough of milk in every day for the city's needs. Some loads were unable to get through on a few of the worst days but the great majority of the trucks fought their way through every day.

There was frozen milk but that could not be avoided in most cases. No samples were taken by the dealers or our fieldman on a few of the colder days, for a great deal of the milk was more or less frozen, making fair sampling an impossibility.

Chicago Dealers Recognize Pure Milk Association

For more than two years the Pure Milk Association, an organization of dairymen in northern Illinois and southern Wisconsin, has been working to convince the Chicago dealers and the people of that city that it had the distributors' and the consumers' interests at heart and wished to co-operate with them to the end that Chicago might have a supply of good milk and that the producers would get a fair price for their product.

For more than two years this organization used every peaceful means to convince the dealers that its members were sincere and that it meant just what its leaders preached.

For more than two years the dealers ignored the Pure Milk Association and refused all overtures, posted their own prices and behaved only as strongly entrenched interests with a "the other fellow be damned attitude" could act. Then the Pure Milk fellows called a strike and it was a nice, big, healthy strike with all the violence and rough stuff that goes with a thing of that kind. What happened? Did the big dealers run short of milk? Not by a can full. They had plenty of it. But here is what took place.

Of the producers meant nothing to the dealers. They could not understand men who talked in a peaceful manner. But a strike and violent methods got their attention, in other words, the producers began to talk a language that Chicago could understand. These producers were real men, why with some training they might rank with our own Chicago racketeers and gangsters.

Of course we will be glad to confer and talk business with this crowd.

And so it came about that a conference was called, the dealers and the Pure Milk fellows talked things over and Dr. Clyde King of Philadelphia was asked to act as arbitrator.

The dealers recognize the association's right to talk for its members, made a deduction of 1 cent per cwt. for its support and in fact agree to all the things that the Pure Milk people ask. Dr. King set the price at \$2.64 per cwt. for 3.5% milk for January, February and March, and while some of the farmers may be disappointed we think that \$2.64 with no surplus for the first three months may be better than \$2.85 fluid price with a large surplus at a lower price.

THE CHICAGO MILK STRIKE.

We don't like milk strikes and hope that we will never need one in our market but the Chicago strike proved to a doubting world in general and to a great many farmers in particular that milk producers can stick together, fight their battles and win. Many farmers need to get out of that state of mind which prompts them to say that farmers' organizations cannot get anywhere and that farmers won't work together.

That idea has been instilled in their minds by people who hope and pray that farmers will not work together.

LOWER AUTO POLICY RATES FOR DAIRYMEN'S LEAGUE.

Members of the Dairymen's League Cooperative Association, Inc., New York City, may now obtain liability and property damage insurance for their cars or commercial trucks at a saving of 15 per cent from the usual rates. This service has been arranged by the Dairymen's League with an insurance company, for the benefit of its members. The rates vary in different sections, depending on traffic conditions. As the insurance company is a mutual liability company, there is a possibility of a dividend in addition to the reduced rates of premium.

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MILK AND POLITICS.

Just when everything seems to be settled in the Chicago Milk District the Commissioner of Health, Dr. Kegel, attempts to kick up a fuss.

He says that the agreement reached was no settlement at all and insists on getting the whole situation into the mire of Chicago politics. He wants the city government to supervise Chicago's milk business. Let's hope that he fails. Things are bad enough now.

TWO MILLION FARMERS ARE COOPERATING.

Two million farmers are organized into 12,000 associations in the United States for the purpose of marketing their products or buying their supplies, or doing both, on a cooperative basis. Last year they sold collectively farm products to the value of nearly two billion dollars and they purchased farm supplies to the value of nearly a half million dollars.

These cooperatively minded farmers are scattered throughout the 48 states, however, they are numerous in Minnesota, Iowa, Wisconsin, Missouri, New York, and in the states along the Pacific Coast.

Nearly one-third of the farmers engaged in buying or selling together are members of farmers' elevator associations, and about one-fifth belong to cooperative creameries, cheese factories, or milk-marketing associations. Nearly 150,000 are interested in the cooperative ginning or marketing of cotton. About 50,000 farmers are selling poultry products cooperatively, and

about 25,000 are acting collectively in marketing their annual wool clips.

Nearly one-half of the farmers participating in cooperative activity are members of more than one organization. — Agricultural Cooperation.

MILK FOR EVERY ONE.

Some folks say, with much emphasis, that milk does not agree with them, and that they cannot drink it without suffering from biliousness or some other equally uncomfortable feeling. With most folks this is just a notion. They have the idea in their heads that they cannot drink milk and they do not want to think otherwise. If milk were really injurious to them when they drink it, it would be equally injurious if they were to use it in combination with other foods. And there is not one person in 10,000 who finds it so.

It would be a strange thing if the most nearly perfect food we know would be injurious to any large number of people. This cannot be true because it is the food always recommended for children and those who are ill. Because it is so easily digested and gives such ready nourishment to the body, it is the food we need above any other.

Nothing else has a greater influence upon our health than has the food we eat. Rest, work and play all have a part in keeping us well, but it is the food we eat which plays the largest part, after all. In selecting food we have in mind two things, its cheapness and its value in building the body and keeping it well. From the standpoint of the producer, milk is a cheap food. Any food which is produced at home is cheaper than what we have to buy. And because we produce milk, we should use plenty of it. It is an investment better than any life insurance policy because it spells better health and a longer life.

We have been told over and over again that the liberal use of milk makes for better health, and in general we believe it. What would we think of a shoe manufacturer who makes one brand of shoes, but wears another brand not of his own making. It would be pretty poor business, wouldn't it? Therefore, the milk producer who has enough faith in his own product to use it plentifully for himself and his family, as well as to sell it to others to use, is not only a good business man, but a wise man in preserving the health of his family.

POLITICS IN FARM PAPERS.

The Wisconsin Branch of The American Society of Equity stirred up some of our farm papers by criticizing the political bla, bla indulged in by these "Friends of the Farmers" during the last campaign. Loud squawks from at least one editor.

Why squak, Mr. Farm Editor? You got well paid for the propaganda by the big money interests, didn't you? You have the money in your jeans and that ought to compensate you for any rude remarks made by your subscribers. They don't need to take your paper if your political bunk is offensive.

Don't feel too badly about it, for the farmers forget and forgive and will be right there when you find it profitable to feed them some more in the next campaign.

MILK IN MAGNESIA "AS REMOTE FROM COW AS COWSLIP."

A Chicago lawyer filed an argument when he made application to register a trademark for "Limestone Brand," a cathartic medicine, which was denied by the examiner of trademarks on the ground that it contained limestone—as though anybody would want to take limestone as a cathartic.

When he wrote back and said it contained none, they then said it was deceptive. So he prepared a brief on the subject, which included the following statements:

"Ivory is a good trademark for soap not made of ivory.

"Gold Dust washing powder is not made of gold. There is no bull in Bull Durham.

Pearline contains no pearls, and White Rock is water.

"There is no cream in cream of tartar, in cold cream or in chocolate, no milk in magnesia, in milkweed or in the cocoanut. These are all as remote from the cow as the cowslip.

"There is no grape in grapefruit, or bread in breadfruit. A pineapple is neither pine nor apple; a prickly pear is not a pear; an alligator pear is neither a pear nor an alligator, and a sugar plum is not a plum.

"Apple butter is not butter. All the butter is taken out of butter-milk, and there is none in butter-nuts, nor in buttercups, and the flies in the dairy are not butterflies."

"How kind of you," said the sweet young thing with a cosmetic blush, "to bring me these lovely flowers. They are so beautiful and fresh. I think there is some dew on them yet."

"Yes," said the young man with a great deal of embarrassment, "but I'm going to pay it off Saturday."

Chicago Milk Situation

The Pure Milk Association found a friend at court when the fact finding sub-committee reported the results of its investigations on January 9 to the Chicago Milk Marketing Committee, this latter committee consisting solely of representatives of city consumers.

The committee recommended an increase in the retail price of milk from 14 to 15 cents a quart if the present price does not warrant an increase to the producer. It further recommends that all of the one cent advance shall be passed on to the dairy farmer, which would increase the country station price from \$2.50 a hundred for 3.5 per cent milk to \$2.96. It also recommends that the milk producers' organization be fully recognized by the dealers and that a system of arbitration be set up within the industry to protect the rights of all interests, including the public as well as the distributors and producers. Should the various elements in the industry decline to accept voluntary arbitration, the public is urged to seek legislation putting the milk industry under the regulations of the Illinois Commerce Commission as a public utility.

The committee's report was signed by Newton Jenkins, chairman of Fact Finding Committee; Mrs. Wilbur E. Fibley, chairman of the Chicago Milk Marketing Committee; and Dr. Arthur E. Holt. The committee made a very comprehensive report and pointed out some of the things vital to a wholesome milk supply and the development of a sound system of agriculture. We take a few statements from the report:

"This committee recognizes the peculiar character of the milk industry, that it is weighted with a tremendous public interest, touching the food supply and health of the community. The committee does not regard arbitration such as is prac-

ticed on certain eastern markets as coercion. The arbitrator is in no sense a dictator. He is a part of the industry. It makes for economy in the industry. It brings public confidence.

"The present system is indefensible because it does not stabilize the industry. The milk dealers have assumed to control the industry but they are too weak either to restrain the strong or to help the industry at the point of its greatest need. They have granted every demand of union labor, the most prosperous group in the industry, but have offered to the farmer no remedy except 'scientific farming,' a remedy which increases his surplus which they in turn use against him."

It is pointed out that "according to the dealers' own computations, the farmer gets five and one-fifth cents out of a quart of milk which sells for fourteen cents, while the dealer gets eight and four-fifths cents for distributing it. Any distributing system that takes such an exorbitant toll can not with very good grace point the finger of inefficiency in anybody's direction. This is not only a fallacy. It is a sad commentary on the industry."

"We are lulled to sleep in Chicago by another fallacy—viz., that a milk shed can be cleaned up by a health department," the report continues. "It requires the active, combined cooperation of a satisfied group of producers to insure a pure milk supply."

"This committee knows that the city of Chicago is getting its milk today at the expense of the dairymen and their families. The countryside is deteriorating; the farms are being depleted. Men and women are being overworked and hard child labor is the rule."

The report of this committee takes a more enlightened view of the milk situation than any report we have ever had opportunity to read. It

recognizes the fundamentals in developing a sound agriculture and keeping on the land the character of people that should occupy our farms. It urges that a kindly attitude should be taken by the consumer toward the producer because he is at a disadvantage in marketing his product unless the distributors are willing to cooperate with his representatives.—Editorial in *Hoard's Dairyman*.

WLIV

a low vacuum



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

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

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

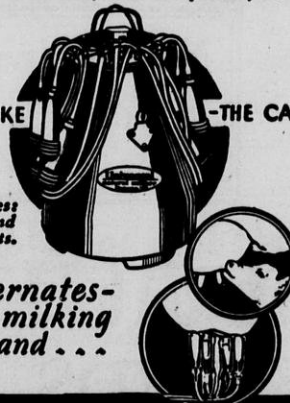
Write for free catalog that describes and illustrates Universal Milkers in detail.

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

MILKS LIKE — THE CALF

Two Types:
Double and
single units.

alternates-
like milking
by hand...



Universal
natural milker

Science Seeks to Curb Abortion

More than \$50,000,000 a year is a conservative estimate of the losses from the great animal plague of abortion. Dr. John R. Mohler of the U. S. Department of Agriculture points out that ten years ago the losses from tuberculosis and abortion were approximately equal. In ten years the tuberculosis losses have been halved and the abortion losses doubled.

In advising livestock growers in regard to the abortion problem Dr. Mohler, who is chief of the Bureau of Animal Industry, does not minimize the seriousness of the condition, but he holds out hope for eventual solution, reports marked progress in the understanding of the disease, gives suggestions for identification and the control of the disease, and warns the farmers, stockmen, and dairymen against medicinal agents for the cure of abortion.

"Up to the present no medicine for the cure of abortion has proved an effective agent. The variable activity of the disease in a given herd has made it difficult to measure the value of remedies and has led to giving undeserved credit to substances of no value."

"Abortion," says Dr. Mohler, "strikes directly at the source of our cattle supply, and at the very organ, the udder, upon which the functioning of our whole dairy industry depends. The heavy toll of the disease includes not only the loss of calves, loss of milk flow directly incident to the abortion, temporary and permanent sterility and other breeding troubles, but also the reduced milk flow due to the presence and activity of abortion bacilli within the udder."

The bacillus that causes the disease was discovered about thirty years ago by Prof. Bang of Denmark. Subsequent study has revealed many facts about the disease and the organism. The bacillus may live for months in dead animal tissue; it may be killed by careful pasteurization and by ordinary disinfectants; its favorite habitat is the pregnant uterus and it does not remain long as a rule in the non-pregnant one; but it may reach the udders of infected cows and there maintain itself for long periods and continue to infect the milk.

One misconception popularly held, says Dr. Mohler, is the belief in the importance of the genital organs of

the bull as a means of spreading the infection. This may at times be of importance, but it is not considered an important agency of the spread of infection. Calves are rarely infected. Two types of the bacillus are recognized, one affecting hogs and one cows, and the strains of bovine bacilli differ widely in virulence.

"The principal channel of infection," Dr. Mohler says, "is the digestive tract. This is contrary to the early belief which incriminated the genital tract as the principal portal of infection. Infection is spread by the aborting cow through the products of abortion and the discharges which follow in enormous amounts."

Dr. Mohler emphasizes particularly the danger of infection from an infected cow that has given birth to a calf in a seemingly normal manner. "Cases of apparently normal birth, accompanied by infection in the placenta and discharges, are grave dangers because they are unsuspected."

Discovery of these facts and the fact of the bacillus maintaining itself in the udder for long periods have thrown light on the problem and point the way to better control methods.

A long step toward control is found in the two blood tests, complement fixation and agglutination,

In all the great Northwest—there isn't a single firm that has greater buying power or more storage capacity than the combined

Dadmun-LaBudde Co.

FEED WAREHOUSES WHOLESALE—RETAIL

North Milwaukee

across
C. M. & ST. P. Depot

Phone No. Mil. 325

Saukville,
Wis.

West Allis

75th Avenue just north of
National

Phone West Allis 94

POULTRY and STOCK FEEDS SEEDS - GRAIN - FERTILIZER

We contract to supply you Feed when needed.

"ONE BAG OR A CARLOAD"

which may be administered by veterinarians to detect infected animals and separate them from healthy ones. Studies of infected herds have indicated methods of taking advantage of natural immunity and of increasing resistance by artificial means, and this work is being carried on by experimenters with the expectation of developing new facts and improved methods of increasing immunity.

After a herd has been tested the owner may be able to remove infected animals likely to prove dangerous. At least he should be able to plan intelligently for handling the problem. "A unit of effort expended to destroy infection before it reaches susceptible animals is worth," says Dr. Mohler, "many units used to combat it after it has done so. Many cattle owners, perhaps most, cannot practice isolation or elimination of infected animals from their herds. But there are few cattlemen who can not reduce the amount of infection that may reach susceptible animals. By careful and intelligent effort it is possible to reduce greatly the chances of infection and eliminate gradually the disease itself. It should be remembered that indiscriminate movement and mingling of healthy and affected animals fosters the spread of the disease. It should not be forgotten that by no means all infected animals abort."

Dr. Mohler also mentions that the abortion bacillus sometimes causes illness to human beings with a disease generally resembling undulant or Malta fever, and he thinks it possible this may account for many illnesses not explainable in the past. Dr. Mohler warns people not to become panicky over this recently discovered fact. Fortunately, pasteurization kills the bacillus. It would be a serious mistake to reduce milk consumption to a degree where the loss of the milk food would do more damage than the bacillus. In the cities pasteurization will make milk safe, and on the farm or in the small city where the milk comes from one or a few cows, it is a simple matter to test the cows for the disease and use milk only from healthy animals. It is not wise to drink raw milk from cows that are positive to the blood test.

Dr. Mohler reminds stockgrowers and dairymen that the bacillus is not the only cause of abortion. There are other infective organisms, and the disease has also been traced to feeds that do not supply a sufficient quantity of certain vitamins or minerals.

The heavy losses from abortion are

adequate reason for a vigorous program of study and control. The Bureau of Animal Industry has asked for an appropriation of \$125,000 for the work on abortion from July 1, 1929, to June 30, 1930. It hopes to carry on extensive field trials for the control of the disease on the basis of information now in hand, and an additional program of investigational work to discover more facts.

PRICE CUTTING.

A dairy company operating a plant outside of the city has come into this market and sold milk at stores at one cent a quart lower than the regular dealers' price. Just recently this company has solicited and obtained some restaurants and we hear rumors that it plans to get into many places by offering milk at this low price and an additional discount.

The consumer is buying milk too cheap in this market and we fear that the other companies may feel impelled to meet this price cutter's figure in order to hold their trade.

Price cutters do the industry no good in the long run and often leave the farmer holding the bag. It's only a few years back that a company operating out of Menomonee Falls sold milk in this way and seemed to be going great but suddenly closed down and the farmers supplying it with milk lost much money. All during the time which this company operated all of the shippers sold at a lower price because the regular dealers had to sell cheaper in the city to meet this price cutter's game and had to buy accordingly. Do we want to go through all this again? Why will farmers sell to price cutters? Who benefits? Certainly not the farmer.

1928 CHEESE RETURNS.

Plymouth Call Board.

Average Longhorn Cheese	3.5%
Factory Cheese Prices	milk per cwt.
January .2568	\$2.19
February .2350	1.98
March .22	1.84
April .2184	1.83
May .22	1.84
June .2360	1.99
July .2312	1.94
August .2325	1.96
September .2350	1.98
October .2206	1.84
November .2165	1.81
December .2233	1.87

Average .2287 1.92 1/4

As reported by Sheboygan Dairy-men's Ass'n.

For the Best in
Home Heating

Install a

Droegkamp Furnace

50 Years in
Business....

**DROEGKAMP
FURNACE CO.**

1515 Fond du Lac Ave.

Milwaukee, Wis.

Kil. 8950

KEYES LUNCH

1210 State Street

A good place to Eat

*A good thirty-
five cent*

DINNER

Tell Keyes that you are a
"MILK PRODUCER"

HORSES and CATTLE

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

*Every Animal Guaranteed to be as
Represented.*

Time Payments If Desired. We Deliver.

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

HENRY KAUL, North Milwaukee

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.

LIVE STOCK—Dealers in all classes. Auctioneers of live stock, personal property and real estate. Ben Levy & Son, Thiensville, Wis.

FOR SALE—Registered Holstein cattle and Berkshire hogs. Stock for sale, all ages, both sex. Our Berkshires have been big winners at the big shows and our Holsteins are bred for high production. Write or call at the farm right in the village of Thiensville, Laurel Farms, Thiensville, Wis.

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

FOR SALE—State accredited baby chicks, "Petersine hatched," from high producing stock, popular breeds. Milwaukee Hatchery, located at Brown Deer. Henry Bechtel, proprietor, Route 2, No. Milwaukee. Phone 9833.

TO MAKE FOR YOU Good Useful Milk Cans

From Your Old, Rusty, Leaky Ones

Is Our Business!

BRING THEM IN. LET US RETIN
AND REBUILD THEM FOR YOU.

Wacho Mfg. Company

3036 Galena Street Milwaukee, Wis.

Certainly, We Can Retin One-Piece Cans!!

Name of Dealer _____

Name of Hauler _____

Please pay to the MILWAUKEE CO-OPERATIVE
MILK PRODUCERS, 2c. per hundred weight on all
milk shipped by me until further notice.

Date _____

Name _____

Address _____

WHY IMPROVE ON NATURE?

By James J. Montague.

I sometimes sit up and take notice
As over my papers I drowse,
As I did just today when I learned
of a way

To fabricate milk without cows.
I suppose when this process is work-
ing

We shall find, in a couple of years,
Men will know how to make a thick
porterhouse steak

Without the assistance of steers.

But the cow is a picturesque
creature,

Who looks very nice on a lea;
She has large, kindly eyes, and the
milk she supplies

Tastes always delicious to me.

And if she and the steer were made
useless.

And their products made wholly
by men,

They would no more be seen on a
background of green,

And what would the artists do
then?

And besides if the milk of the future
Should chance to turn bluish and
thin,

We should sigh all in vain to have
with us again

The cow and her steak-yielding
kin.

Too late we should dwell on their
beauty,

Their patience, their fine, sterling
worth,

But both would be gone from the
lea and the lawn—

No more would they dwell on this
earth.

I wish that these people of science
Wouldn't spend so much time
making stuff

That is already here, and, though
growing more dear

In cost, is still quite good enough.
Instead of expending their efforts

In scrapping the steer and the
cow,

I wish they would try to produce a
supply

Of something we haven't got now!
Courtesy New York Herald-Tribune.

Now an eminent scientist an-
nounces that appendicitis is caused
by pinworms and is communicable
through kissing or other contact,
but one simply has to take some risks
in this old vale of tears and laughter
and darned if we're going to look
our girl friends over for pinworms
every time we feel like showing
them a little esteem and affection.

—Detroit Free Press.

MILK-DRINKING CHILDREN HAVE BETTER TEETH.

Poor teeth in children is largely traceable to lack of milk in the diet, believes Miss Esther Davies of the Massachusetts Agricultural Experiment Station. In a thoroughgoing study of the health of primary school children in two typical towns in Massachusetts, Miss Davies found from 65 per cent to 83 per cent in need of dental work.

Similar conditions existed in both towns, she said, except that one town was a dairy center and the other in the cranberry section where little milk was used. Sixty-five per cent of the children in the former town needed dental attention as compared with 83 per cent of the children in the latter. In the dairy town, 68 per cent of the children were found to have an adequate supply of milk whereas in the cranberry town there were only 16 per cent. One-third of the children in the town showed fatigued posture while two-thirds of the children in the non-milk town were faulty in this respect.

COULD LEARN TO FEED HER TOO.

She: "Eight hundred a year. Why, you couldn't even dress me!"
He: "O, I'd soon get the hang of that."—Everybody's Weekly.

WISCONSIN DOMINATES THE CHICAGO MARKET.

"Chicago fluid milk market uses the product of 35,000 farms in seven states. Illinois and Wisconsin supply 80 per cent. Regardless of the advantage which certain Illinois counties enjoy because of the nearness to Chicago and their ability to supply the entire Chicago demand, it is very doubtful, with the large Wisconsin competition, whether Illinois will ever supply more than 50 per cent of the total consumption of that market"—The University of Illinois, College of Agriculture, Bulletin No. 318, January, 1929.

SATIRICAL LADY.

Judge: "So you want a divorce, Rastus?"

Rastus: "Yes, suh, jedge, Ah suhly does."

J.: "What's the trouble?"

R.: Count ob my wife makin' a ironical remark, jedge."

J.: "A what?"

R.: "Yas, suh—she says ef you-all don' go to work, Ah'll hit you in de face wid dis flat-iron."—Florida Times-Union.

"THE FARMERS' PART IN CO-OPERATIVE MARKETING."

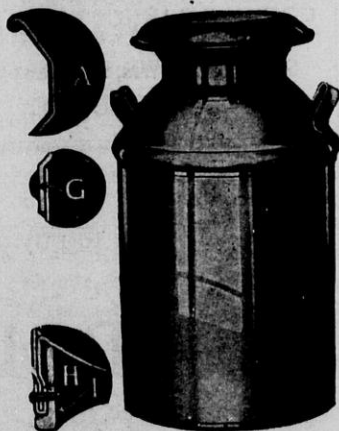
A recent bulletin of the Agricultural Experiment Station of the Oklahoma Agricultural and Mechanical College, Stillwater, Okla., tells of "The Farmers' Part in Co-operative Marketing." The author, W. W. Fetrow, is convinced that farmers need to have a better understanding of their duties toward co-operative marketing associations and to be guided by such an understanding. A threefold relationship is considered: Co-operative associations are organized for farmers, they are composed of farmers, and their control is vested in farmers.

With these ideas in mind a study was made in the fall and winter of 1925-26 among farmers in certain sections of Oklahoma to find out what the farmers thought their duties were and how they were performing these duties. Data were secured from members of the Oklahoma Cotton Growers' Co-operative Association and from farmers who were not members. The information collected is used as a basis for outlining to growers as clearly as possible just what responsibilities they have toward co-operative enterprises.

Follansbee Forge Security Milk Cans

Five Reasons Why Security Cans Cost Less

CLEVELAND PATTERN



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

FORGING ADDS STRENGTH

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

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

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

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

FOLLANSBEE BROS. CO.

—DISTRIBUTORS—

Thirty-First and Auer Ave.

Milwaukee, Wis.

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

ELEVEN BILLION POUNDS MILK MARKETED CO-OPERATIVELY.

Approximately eleven billion pounds of fluid milk was marketed through co-operative associations in 1927. This quantity is nearly one-fifth of the estimated quantity used in continental United States for household purposes last year.

A large fraction of the total fluid milk used in some of the larger cities passes through co-operative channels in moving from the producers to the consumers. Such is the case in Philadelphia, Baltimore, Washington, New York City, Hartford, Boston, Pittsburgh, Cleveland, Cincinnati, Detroit, Minneapolis, and other cities.

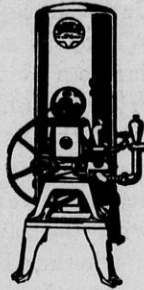
There are three general types of co-operative enterprises engaged in marketing fluid milk. These are the producers' bargaining association, the producers' distributing association, and the consumers' distributing association. The bargaining association functions chiefly in the determination of the monthly price to be paid by private distributors to the producers. About sixty per cent of the fluid milk marketed co-operatively is under the control of the bargaining associations. It is this type of association which operates in the larger cities.

The producer-operated distributing association assembles, processes and delivers milk to consumers, such as hotels, restaurants and private families. About 40 per cent of the milk marketed co-operatively is handled by this kind of producers' organization. In general, these distributing associations operate in the small cities, although there are producers' associations distributing milk at retail in a few of the very large cities.

At the present time there is but one outstanding consumers' co-operative for handling fluid milk. This is an association serving the residents of Minneapolis. The enterprise buys its supply of milk from a producers' association, puts it in bottles and distributes it to the homes of its members and others.

Such data as are available indicate that the quantity of fluid milk handled by the co-operatives has been increasing rapidly during the last three to five years. Reports collected by the Department of Agriculture for 1924 and 1927 show a substantial increase in quantity for the latter year as compared with the former.

A man will never get rich if he waits for riches to pour into his hands; he has to look for them.



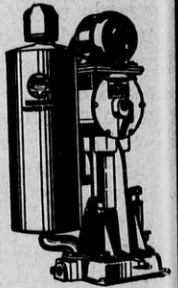
"DURO" WATER SYSTEMS

For Deep or Shallow Wells

COMPLETE SYSTEMS

As Low As \$68.50

The DURO CO., 123 2nd St., Milwaukee



Milk is a food, not merely a drink. Because we may drink it as a liquid it does not follow that it is in the same class as a drink whose purpose is to quench thirst. This is the reason that we no longer say, "Drink More Milk," but instead we say, "Use enough Milk for Good Health."

To advise folks to use enough milk implies that there are various uses for milk besides just drinking it. Of course, children should drink it at every meal, and grown folks are wise who drink it, too. But there are many ways of using it in food combinations for those who will not drink it.

Cereals, such as oatmeal, rice, cornmeal, and cream of wheat, may be cooked in whole milk instead of in water. A double boiler is used in the cooking. The new flavor is delicious, and the food value of the cereal is greatly increased. The entire family will enjoy cereal cooked in this way.

Milk may be combined with cooked vegetables to make cream soups, or creamed or scalloped vegetables. Make the gravy with milk instead of water, and serve milk toast as the principal dish for supper once in a while. Desserts of the highest food value are made with whole milk as their foundation. Ice cream, custards, plain or with fruit combinations, bread or tapioca or rice pudding, are good examples of easily-made, nutritious desserts.

Every child needs a quart and every adult should have a pint of milk every day in order to have the best health. It is good, cheap life insurance for it protects the body against disease by building up our resistance and making us less susceptible to various diseases. Those who produce milk should show other folks how to use it. If they show their faith in its wonderful food value by eating and using it themselves, they are doing the finest kind of advertising for the milk industry.

NOTICE!

We sell First Mortgage Bonds on Milwaukee Improved Real Estate.

6% Interest 6%

Send for Circular.

Do You Want to Sell Your Farm?

Write to

WM. STEWART

Office of

STEWART INVESTMENT CO.

601-603 First Wis. Nat. Bank Bldg.

MILWAUKEE

If you want to buy or sell a

FARM

see

ZANDER BROS.

Wisconsin's Leading Farm Agency

413 Juneau Ave., Milwaukee, Wis.

Send for Farm List

Milwaukee Milk Producer

OWNED AND PUBLISHED BY

Milwaukee Co-operative Milk Producers

Volume I

MARCH, 1929

Number 12

No Agreement Reached for March Milk

We were unable to agree with the dealers on the price of fluid milk for the month of March when we met them on February 26.

We maintained that the price should be \$3.00 but the dealers held for \$2.90 and after much argument, the farmers' representatives, to show that they were more than reasonable, offered to accept \$2.95.

This offer was rejected by the dealers who maintained that it was out of line with the cheese factory, condensery and creamery prices. We agree that cheese is yielding a very low price but when the quality of milk we deliver is considered and the fact that we must endeavor to produce a fairly uniform amount throughout the year, it is very evident that the price received by the Milwaukee producers should be very much higher than a cheese factory patron receives.

The latter can have his whole herd dry in August and September when he is busy harvesting, threshing and silo filling but the fluid milk producer must make milk during those trying times or take a manufactured milk price for the first six months of the next year. A constant stepping

up of the requirements without an increase in price to the producer is unfair and poor business all around.

If the dealer's margin is too narrow the remedy lies in a higher price to the consumer rather than a lower price for the producer. We seriously question the soundness of a policy of cutting the price to the farmer by five or ten cents per cwt. with the result that some good shippers leave the market and are probably replaced by producers new in the game of making milk for a fluid market.

The March price will be decided on at the regular meeting on March 26 and an effort will be made to agree on a price for April at that time. Butter averaged higher for February and as a result the manufactured price is \$2.09 per cwt., as against \$2.00 for January. Gridley Dairy Co. reports that 73.4 per cent of their purchases were sold as fluid milk resulting in an average price of \$2.68 for that company.

Wisconsin Creameries report fluid sales as 72.4 per cent of their purchases and the average price at \$2.68.

The Wisconsin Council of Agriculture

The Wisconsin Council of Agriculture met on February 7. The following questions were taken up: the proposed legislation on cheese and the milk situation.

The Council met at eleven o'clock in the morning. Most of the morning session was devoted to a general discussion of the milk situation. Don N. Geyer, Secretary of the Pure Milk Association of Chicago, and the central figure in the recent milk strike, gave an interesting account of the whole Chicago milk controversy. Speaking about the results of the strike. Mr. Geyer pointed out that the farmers have won a notable victory by obtaining the recognition of their co-operative association. He also pointed out the fact that the price was set by the arbitrator at \$2.65 per hundred is a flat price, without consideration of surplus,

while the price of \$2.85 originally demanded by the Pure Milk Association was a base price which would naturally have to be reduced in relation to surplus.

After discussing the situation with Mr. Geyer, the Council adjourned to 1:30 P. M., when it took part in a meeting of farmers representing various branches of the dairy industry. At this meeting it was decided to appoint a committee of five to meet with Mr. Froker, of the College of Agriculture, and Mr. Seibold and Mr. Kirsch of the Department of Markets in order to devise a uniform contract between the members and the co-operative associations. Hugh Harper, of Lancaster, who presided at the meeting, appointed Mr. J. W. Rhodes, of the Kenosha Milk Producers Association

(Continued on page 6)

To Revive Wisconsin Dairy Council

Cheese Interests Take Active Part in Planning Development of Better Markets for Wisconsin Dairy Products.

Several years ago the Wisconsin Dairy Council was organized. At the time an effort was made to popularize milk and milk products in the different cities and towns of the state.

This statewide program did not last long and during recent years the Wisconsin Dairy Council has functioned only in the city of Milwaukee.

In Milwaukee the milk distributors and the milk producers have consistently followed the policy of contributing a fixed amount, based on a hundred pounds of milk, for publicity purposes. This money, of course, has been expended in Milwaukee. For several months leaders in the industry have been telling each other that this sort of work should be statewide. Wisconsin people are not using as much milk and milk products in their homes as they should use, both from an economical and health standpoint.

This fact is responsible for a meeting of dairy leaders which was held in Milwaukee on Monday, February 18. A committee made up of A. J. Glover, editor of Hoard's Dairyman, Fort Atkinson; John D. Jones, Jr., secretary of the National Cheese Institute, and C. F. Dineen, secretary of the Milwaukee Co-operative Milk Producers, called the meeting.

About 50 men interested in various branches of the industry were present. Milk producers and men representing milk producers' organizations made up the largest class.

About four hours were spent in free and full discussion of the advisability of making the work of the Wisconsin Dairy Council statewide.

Dr. C. W. Larson, director of the National Dairy Council, Chicago, led off with a convincing address in which he explained briefly the work of the National Dairy Council and the co-operation it enjoys from dairymen in the other states. Of course, he invited Wisconsin dairy interests to lend the same sort of co-operation.

Dr. Larson said that in the last

(Continued on page 6)

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Milwaukee Co-operative Milk Producers

Chas. F. Dineen, Managing Editor

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ONE YEAR OLD.

With this issue we round out the first year of the life of this little publication.

In the first issue which was printed on April 6, 1928, the following article appeared and we reprint it for we believe it contains some good ideas.

This is the first issue of The Milk Producer.

It is published solely in the interests of the members of the Milwaukee Co-operative Milk Producers.

We hope, through its pages, to keep our members better informed about our association and its work—to keep them posted on what is going on, and to bring to them in each issue much valuable information relating to dairy markets and dairying methods.

It's a big job we have laid out. We need your help and your loyal support.

First, we are going to ask you to read each issue carefully, and then tell us from time to time what you think about it. Tell us how we can make it the most interesting to you and your family. Don't be afraid to offer suggestions because that is exactly what we want.

The Milk Producer is your paper. As increased advertising patronage makes it possible we expect to make it bigger and better. We have a lot of features in mind to be added from time to time which will come to you as pleasant surprises.

Help us by speaking a good word for your publication whenever you have a chance. Farmers never needed to pull together more than

right now. This paper can be made a power for you. Let's make it that. You can help.

* * *

Many new names have been placed on our lists since April, 1928, and we are sure that with the help and support of the shippers now with us 1929 will show a much longer list.

More than ever before farmers feel the great need of co-operating and working together.

Great combinations are being built up by the business interests all over this country and we note that many men who have built up a reputation for themselves and their business are willing to lose their identity and firm name if by so doing a greater degree of success may be attained.

We farmers must sink our little differences and jealousies so that we may work with our neighbors and fellow farmers to the end that a fairer share of the rewards of our labor comes to us.

It's fine to be independent and go it alone—in theory, but in practice it don't work so good, for well organized business men soon take the hide off the little independent man.

So let's get together, boost our organization to our fellow farmers, build it stronger thereby making the load lighter for ourselves.

SHALL THE BIG MILK DEALER MILK COWS?

The official organ of the milk dealers in commenting on the Chicago milk strike seems to feel that the milk dealer's investment is jeopardized if the supply of milk can be withheld by the farmers. Gospel truth, of course, and the editor goes on to suggest the remedy. He says, "Why can't the city milk distributor go in for mass milk production?" We believe he can. There is no reason why he can't produce good milk more economically than it is being produced on most farms. It will mean large investments of capital, but where can we find safer investments than those in good land and in good cows?

In making such investments he will also be protecting his city investments.

Why not? No reason in the world except that the dealer knows enough to stay away from a game that will not pay big money. But here's hoping that some of them do try it. Right now we can think of a lot of things we would rather do than sit at a desk but of all the things that come to our mind nothing would furnish so enjoyable a kick as watching

a big milk dealer producing his own supply.

Here's hoping that someone bites at the editor's suggestion.

MOBS?

When a mob of farmers stopped a milk train one day last month, broke open the baggage cars and demolished their contents, there was a lot of talk about reprisals by the authorities. Hadn't these farmers interfered with the operation of an interstate train?

Sure they had. They were armed, too, and they meant business.

How many of them have been or will be called into court to answer to charges. Who is there to bring them in?—A Milk Dealer's Paper.

Who indeed? Surely not the dealers who had forced the farmers to adopt these drastic measures by refusing to deal with the farmers' representatives.

When is a crime not a crime? Way back in our boyhood days we remember studying a certain page in history which had to do with the story of "The Boston Tea Party."

If memory serves us right those Tea Party boys were pictured as patriots in the book and by the teacher. Where is the great difference between the action of the Boston boys and the Wisconsin-Illinois milk shippers? Both were fighting for a principle and not being able to get anywhere by peaceful means adopted what may seem unlawful methods.

Depends on the viewpoint. England said the Boston boys were outlaws. Americans call them patriots.

\$2.47 IS FEBRUARY MILK PRICE IN MADISON.

Milk producers of the Madison area will receive \$2.47 per hundred-weight for their February output, it was decided at a recent meeting of the Madison Milk Producers' Association.

The February figure marks an increase of nine cents over the January return to the producers, due to a rise in the Chicago butter market during the past month.

A differential of 75 cents over the Chicago butter price was used to determine the Madison milk figure for the period.

A BIG PROBLEM.

Cal. Coolidge is out and we will miss his sermons on economy for how the heck can Mr. Mellon keep on paying back the income tax to the Steel Trust and the other big fellows if the common people don't save and save and save?

The Cost of Raising a Two-Year-Old Heifer

The average Wisconsin dairy farmer keeps twelve cows. Each year one-sixth of these, or two cows, are lost from the herd by sale or death. These two cows are replaced by heifers raised on Wisconsin farms.

Two-Year-Old Heifers Cost \$100.

For this reason, the cost of raising young stock to take the place of cows leaving the herd is of interest to every Wisconsin dairyman. At present prices for feed and labor records kept in over 100 farms in Fond du Lac and Walworth Counties, and compiled by P. E. McNall and D. R. Mitchel (Agricultural Economics) indicate that it costs approximately \$100 to raise a two-year-old heifer. This is the youngest age at which heifers freshen and enter the milk herd. Seventy-one per cent of this cost is for feed, six per cent is pasture, nine per cent for labor, seven per cent for barn costs, three per cent for interest, and four per cent for taxes, insurance and other items.

Feed Cost is \$71.

The total feed cost, except pasture, for raising a calf to a two-year-old is \$71. The cost for the first year is \$37, and for the second year \$34. The greater cost for the first year is due to the fact that calves use more of the expensive feeds, such as milk and mill feeds, than do yearlings. Yearlings use much larger amount of relatively cheaper feeds, such as hay and corn silage, than do the younger animals.

The amount of feed usually given do not contain enough skim milk, mill feeds and legume hay for best growth. These feeds will increase the total feed cost from 12 to 15 per cent over the usual farm ration, but should result in well grown heifers that will pay out better later at the pail.

Pasture Cost is \$6.

The pasture cost for the two years is \$6. The heifers were out on pasture 80 days the first year and 160 days the second year, or a total for the two years of 240 days. The charge per day for each calf and yearling on pasture is two and one-half cents, which is sufficient to cover interest on the value of the land, taxes, fencing and other items of cost.

Good pasture is a desirable source of feed for calves above six months of age, and heifers, and should be

used to full advantage on all farms. Calves dropped in the late fall or winter are old enough by spring to go out to pasture with the rest of the herd. Those dropped late in the winter or early in the spring cannot get much use from pasture that season, because they are not large enough to successfully withstand heat and flies. The yearlings, of course, can be pastured the full season along with the cows. The suggested standard calls for a total of 220 days on pasture for the two years. Heifers are usually on pasture in this state about 20 days more than this, but in most cases they are kept on grass later in the fall than is advisable. When the pasture gets poor, as it usually does in July and August, supplementary feeds should be given.

Labor Cost is \$9.

The labor cost for the two years is \$9. Twenty hours are required for care of the calves and 15 hours for the yearlings. The rate charged is 25 cents an hour, which is the approximate cost of hired labor on Wisconsin farms.

The labor used in raising purebred animals is about twice that used for ordinary stock, or 40 hours for calves and 30 hours for yearlings. Purebred calves and heifers usually receive greater care in the feeding and handling than do grade stock, which accounts for the additional hours of labor required.

Other Costs Are \$14.

The feed, pasture, and labor costs of raising a two-year-old heifer are \$86. Other costs amount to \$14. Among these are \$7 for barn costs. This includes the share of the total costs of the barn that can be charged both to the calf and the yearling on the basis of space occupied. There is also a charge of \$3 for interest on the value of the heifer, and \$4 for taxes, insurance, and miscellaneous items. — Bulletin 405, Agricultural Experiment Station.

If the selling of a pint of whiskey by a grandmother in Michigan is worth a life sentence of imprisonment, what would the verdict have been by that court if meting out justice to the gang that sold the people's oil reserves? Would some now be behind the bars? We are dry, but we believe in justice to all, too.

—Equity News.

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Twin City Milk Prices for January

We are paying \$2.50 per hundred for 3.5 per cent milk delivered Twin Cities during January.

The reduction in butterfat prices resulted in a return of 2.74 cents less per pound of butterfat in all milk which went to the separator than was received for the previous month.

Cheese prices are lower and there was a reduction of five cents per hundred from \$2.85 to \$2.80 in the price to distributors. The price of \$2.80 has prevailed for seventeen months with the exception of December last when the price was \$2.85.

You will see by the table below that the amount of milk handled in January increased 2,897,098 pounds as compared with the previous month. Practically all of this increase had to be manufactured as

the amount going to distributors was practically constant.

This is the surplus season when it is the most difficult to sell dairy products. Sweet cream is always difficult to dispose of during the winter months as there is practically none being bought for ice cream and not as much used by the milk companies.

The disposition of the milk was as follows:

	Pounds
Sold to distributors.....	13,211,810
Separated for sweet cream, butter, powder and skim condensed...	12,614,740
Made into cheese.....	1,712,505
Made into condensed milk and ice cream	849,286
	28,388,341

—Twin Cities' Bulletin.

THE RURAL BURDEN.

By George W. Russell.
Editor of the Irish Statesman.

"We hear the cry of 'back to the land' continually, but for one who goes back dozens go away. The miracle to be wrought is the creation of rural civilization. Civilization implies some measure of luxury and comfort. It can only be attained when the community is organized and has strength to retain some surplus of wealth beyond what is required for the bare necessities of life. The organized industries, the organized communities, are always wresting any surplus from the unorganized. The business mind of the country must be organized to counter the business mind of the town.

"The fact is that farmers have allowed the control of their industry to slip out of their hands and they are squeezed because the organized industry always unloads its burdens on the unorganized. If farmers are to retain a surplus of wealth beyond the bare necessities of life, if they are to permanently see in the rural districts the comforts and luxuries of the city, they must make it their steady, persistent and fundamental policy to work towards complete control over the sale of all of the produce of the countryside, its live stock, its crops, its by-products, so that they can act in their own interests through their own agents in distant markets, and push their produce with the energy of self-interest."

SHE HAD LEARNED.

"Mother," said 5-year-old Helen, "I've got a stomach ache."

"That is because you haven't had lunch. Your stomach is empty. You would feel better if you had something in it," mother replied.

That afternoon while the preacher was calling he remarked that he was suffering from a headache. "That is because it is empty," said Helen, seriously. "You would feel better if you had something in it."

A SURE CURE.

Wife: "You haven't smoked any of those cigars I bought for you."

Hubby: "No, I am keeping them for Willie when he wants to learn to smoke."

OHIO FARMERS CO-OPERATIVE TO RETAIL MILK AS PART OF NATION-WIDE CHAIN.

The Ohio Farmers' Milk Service, Inc., has entered the retail field in Cleveland as a protest against several large dairy companies. Investments totaling \$6,500,000, from 4,400 farmers, have been put up to govern the "profitable end on the milk industry."

Under terms of the organization, the farmers will have complete control of their product, from the dairy barns to the door steps of their consumers.

However, efforts will be made to avert a price war. R. W. Strong, secretary of the co-operative, said the association is "planning to co-operate" with the Telling-Belle Vernon Co., which has been buying much of its supply from members of the co-operative. Other large companies also will be dealt with similarly, Strong said.

The Ohio co-operative was formed four years ago, with assets of \$12,200.00. Since then it has increased its assets to \$1,000,000. The co-operative association will hold controlling stock in the distributing company and the rest of the stock will be held by individuals in both co-operative and by various banks.

WHO WROTE IT.

Rastus: "Chief, ah needs pertection. I done got a unanimous letter dis mounin' what said, 'Niggah, let mah hens alone.'"

Chief of Police: "Why protection? Just leave the chickens alone."

Rastus: "But how does ah know whose chickens to leave alone?"

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The Protective Tariff and Who it Protects

By B. H. Hibbard

University of Wisconsin, College of Agriculture

We have long been committed to the tariff policy. It is now over a hundred years since Henry Clay, in order to hold the west—and this meant the farmers between the Appalachian mountains and the Mississippi river—in order then to hold the farmers of the west in line, devised the so-called "American system." This system is a very simple one. It means that the farmers should support tariffs on manufactured goods in order that cities might develop and so create a home market for food stuff. The assumption was that the farmer would gain, through the higher buying power of the American consumer of farm products, a price sufficiently high to offset the higher prices which he, the farmer, would be obliged to pay on the tariff protected goods.

At that time, a century ago, the passage of a tariff act was very clearly dependent on the farmer vote, since the farmers were then in the majority. They voted for the tariff as desired, in 1828, and have done so virtually ever since, down to and including 1928. Of course, this year they hardly had a chance to do anything else since the party of Free Trade conditions took a protectionist stand. Thus we are all, at least nominally, protectionists at the present time.

But what does the tariff actually do for and to the farmer? To begin with, it should be noted that we would have had high wages in this country—higher than in Europe—had we never had any tariff at all. We would have had a different line of development in manufactures, but in all reason, we would have been, in any case, a great manufacturing nation. The natural resources, such as the deposits of coal and iron, the water power, forests and favorable commercial location, all combined, give America an advantage in the manufacturing world quite independent of tariffs—an advantage, moreover, which has been nothing less than a controlling destiny respecting the developments of manufacturing and commerce.

The agricultural resources of the country were likewise apparently boundless. From the beginning of the settlement of the west there was a desire to get the land into the

hands of the farmers with the utmost speed. The result was a persistent overproduction of foodstuff. This overproduction has meant low prices for the farmers, since the surplus had to be sold to the European people, and the prices they can pay have been based on the lower wage scale of their laboring classes. Our cities have grown, probably as rapidly as the tariff advocates of a hundred years ago hoped, but no city population bids for country-produced foodstuff any higher figure than the market requires, and in this case, the market has always been abundantly supplied with goods.

Somewhat over forty years ago the dominant political party, during a period of nervousness concerning the prospect of holding the middle west in line, promised the farmer greatly increased tariffs on his own output. The tariff on wheat was set at twenty-five cents a bushel, and other grains were favored proportionally. Even so, the prices received by farmers continued to decline.

In more recent years the farmers have been waking up afresh to the fact that an import tariff on an export commodity is hopeless, so far as benefits are concerned. The tariffs on wheat, except occasionally on hard spring wheat, are worthless. Right now wheat is worth more in Canada than in the United States. The tariff on pork and its products is ineffective. The tariff on beef may be worth a little something now, but five years ago it was of no use, and again five years from now it will again be worthless.

The tariff on wool is always effective, and it serves to keep wool high in price, but at the same time our farmers do not care to go into the sheep business.

The tariff on sugar makes every pound we buy cost probably two and a half cents more than it would were sugar duty free. Even so, the sugar beet industry is not popular in this part of the country.

The most important tariff, so far as Wisconsin farmers are concerned, is that on dairy products. Right now the butter tariff is operating, and we are getting the major part of twelve cents a pound more than

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we would receive without it. The difficulty with the butter tariff is that it would take but a very little increase in the output of butter to throw us back on the world market with a sharp decline in price.

In contrast with these doubtful or wholly ineffective tariffs on the products put on the market by the farmers, are the high, sure-working tariffs on a large part of the articles bought by farmers. It is true that farm machinery is on the free list, though none is shipped in, but the steel out of which machinery is made is well protected. Every aluminum utensil purchased means a payment to the aluminum trust, one of the greatest supporters of the tariff. Every yard of cloth or suit of clothes carries a high margin of duty.

When advantages are voted to one class of people, it is pretty sure that someone pays the bill. Right now the farmer is contributing an appreciable amount of money out of his meager income, to the support of tariff protected industries. It would be disastrous to reduce the tariff rapidly. What should be done is to begin a modest but positive downward revision of tariff schedules in general, giving in the meantime as a temporary benefit, such tariffs as are effective to the farmers. But let no one deceive himself into thinking that the farm situation is going to be helped very greatly by raising, or extending agricultural tariffs. The tariffs are designed to help other classes mainly, and only incidentally the farmer.

THE WISCONSIN COUNCIL OF AGRICULTURE.

(Continued from page 1)

tion, R. A. Peterson, County Agent, Wisconsin Rapids, W. L. Witte, President of the Madison Milk Producers Association, M. Richardson, Dodgeville, secretary-treasurer of the Sauk Live Stock Association, and Charles Dineen, secretary of the Milwaukee Co-operative Milk Producers Association.

After the meeting, the Council of Agriculture met again and devoted the rest of the afternoon to a discussion of the proposed cheese legislation, as worked out by a committee appointed at the previous session of the Council. The Council then proceeded to the election of officers and, after having re-elected the officers who served during the past year, adjourned to March 19. The re-elected officers are: George Nelson, president; Wm. Hutter, vice-president; Herman Ihde, secretary, and C. G. Huppert, treasurer.

TO THE MILK PRODUCER.

In driving through the country a person sees large bill boards on land owned by farmers, and it makes one feel like stopping and giving those particular farmers a piece of one's mind, when one sees an oleo advertisement on those bill boards. I saw one advertisement the other day claiming that oleo looks just as good as the more expensive spread, by which they surely mean butter. It might look just as good but will people be humbugged much longer as to its being as good? We as milk producers and as dairymen should not tolerate it on our tables and in our homes. Nor should we allow a sign on our premises that advertises any thing that is detrimental to the dairy industry. Hope to see the time when we will advertise our own products.

—John A. Davitz.

MILK WAR.

The milk war in Southern Wisconsin and Northern Illinois is a reminder that unorganized farmers have little chance in a contest with organized business. The large dealers in milk do not have to take into account the cost of production on the part of the farmer.

The fact that it costs the dairyman as much to produce the milk as it costs the dealer to distribute makes no difference to the dealer. When one set of farmers finds that they cannot make living wages in producing at the price the dealers offer they may quit but others who produce milk will rush in to try selling at the below cost prices.

We have always contended that the ills of the farmer are the result of his being the only unorganized body and that he deals almost entirely with organized capital. Some day the hard worked and poorly paid farmers will present a united front in defense of their rights to a fair share of the money their commodities bring, when they get to the consumer.—Whitewater Press.

MISNAMED.

Judge: "I cannot conceive of a meaner act. You have left your wife. You are a deserter."

Mose (in an appealing voice): "Jedge, you don't know dat woman. I'se no deserter. I'se a refugee."

DAIRYMEN SIGN AS LEGISLATIVE COUNSEL.

Chicago Firm Sends Representatives to Madison for Hearings on Bills.

Dairy food products bills before this legislature are bringing representatives of the dairy interests to Wisconsin in large numbers.

F. H. Kuhlmann recently registered as a representative of the Bowman Dairy Company; L. D. Walmesley as a representative of the Borden Farm Products Corporation; August Esch for the Esch Dairy Company, and Frank Bobritz for the Forest Glen National Milk Company, all Chicago corporations.

P. L. Ames of Brooklyn association, who is the leading representative of the farmers of this vicinity in looking after their interests in the disposal of their milk, also registered as a legislative representative on farm products bills.

WISCONSIN DAIRY COUNCIL TO BE REVIVED.

(Continued from page 1)

seven years our population has increased about ten million. To take care of the increased demand for dairy products, caused by population increase and the increase in per capita consumption, we would need six million more cows in this country than we had seven years ago. "The fact is," said Dr. Larson, "we have only 140,000 more cows than at that time. This speaks well for the producers."

Dr. Larson attributes the per capita increase to the fact that dairy products are better in quality and that consumers are being educated to the true value of dairy products.

Over 150 workers are engaged in carrying on dairy council activities in over 400 cities. Some part of the dairy council work is being carried out in every state in the Union. Between \$800,000 and \$900,000 annually are being expended for the publicity work of the council.

"Our work has become worldwide in its influence," said Dr. Larson. "We have helped 46 foreign nations to start dairy councils. As we assist the councils in foreign countries to carry on this work, we help to create a demand for dairy products. That all helps our industry. Men in this industry get \$500,000,000 more money each year than they received

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seven years ago. Wisconsin dairymen get one-tenth of that amount and they don't put in anything."

C. F. Dineen, secretary of the Milwaukee Co-operative Milk Producers, was the next speaker. He called attention to the work that has been accomplished in Milwaukee and said that the members of his association and the milk distributors are thoroughly sold on dairy council work. "If we can teach people to appreciate milk we guard our business against hard times and a surplus," said Mr. Dineen. "When consumers are compelled to reduce their expenditures for food, we want them to thoroughly appreciate the importance of dairy products that they will leave out other food items and keep on using milk and its products. We expect to continue the work we are doing, even if you men don't decide to do it in other parts of the state."

Prof. K. L. Hatch, head of the agricultural extension work at the University of Wisconsin, briefly reviewed the history of investigations relative to the value of milk at the university. He endorsed the council work and pledged the support of the university to any program to be adopted.

Prof. Hatch suggested using the Wisconsin Dairy Council, as organized, for a statewide effort.

J. P. Riordan, secretary of the Wisconsin Manufacturers' Association, briefly called attention to the greatly increased consumption of milk in factories in the state. A committee representing his organization undertook to distribute milk literature through payroll envelopes. Each month an insert is used which emphasizes the food and health value of milk and urges the workers in these factories to drink milk more freely during working hours.

Mr. Riordan pledged the support of his association to the council work.

Frank G. Swoboda, field manager of the Cheese Producers' Federation, Plymouth, was the next speaker. He frankly stated that his enthusiasm for council work was of recent origin. It was his privilege a few weeks ago to visit the National Dairy Council office in Chicago and to learn of the work being done. He said that the cheese industry needs a larger home consumption of its product. According to Mr. Swoboda less than five per cent of the cheese made in Wisconsin is consumed in the state. "Our cheese market on January 1 was about three and three-quarters cents less than a year ago, while butter was about three cents higher. We

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must get out and sell more cheese and the farmers who are producing the milk must help to put such a program as has been suggested across. The farmer must help himself. He must learn to invest money in marketing his products. We have 190,000 farmers in Wisconsin. If each one would contribute one dollar per year we would have a nice sum to work with.

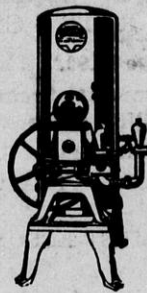
"I am ashamed of the part Wisconsin is playing," said H. C. Larson, secretary of the Wisconsin Butter Makers' Association. "Dr. Larson has told us what others are doing. We should go out and tell our people all over the state to support a statewide program of publicity. This is an opportune time. I am for it and I am sure you can count on the members of the Wisconsin Butter Makers' Association to do everything they can to support it."

W. D. James, Fort Atkinson, expressed the opinion that the farmers are ready to listen to marketing discussions and marketing suggestions. "The problems of the farmers are the same as the problems of the men engaged in other industries," said Mr. James. "There are just two main problems; namely, cost of production and cost of marketing. Most of our efforts in the past have been directed at cost of production. This problem of marketing is right now in the minds of our farmers. I believe farmers are ready to support such a movement. They can see the benefits of such a program when the matter is properly placed before them."

"We serve two quarts of milk per day per man in our foundry in Fort Atkinson," said Mr. James, thus endorsing the work carried on by Mr. Reardon and his committee representing the Wisconsin Manufacturers' Association.

Representatives of milk producers' associations of several Wisconsin cities expressed their approval of the proposition to revive the Wisconsin Dairy Council and make it truly representative of the state's great dairy industry.

"I believe our farmers have passed through the pioneering stage," said one representative. "They are now business men and we must go out and sell our product as other business men do. The prices we will get for our product in the future will depend on how we educate consumers. Scientists have been trying to find something to take the place of a bottle of milk or a pound of butter. They haven't found anything and they never will. We must go out and tell the people these facts."

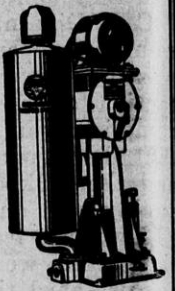


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John D. Jones, Jr., secretary of the National Cheese Institute, Milwaukee, also secretary of the organization committee, next reviewed what had been covered in a general way in the discussion. He particularly emphasized the fact that all present agreed that the need for statewide publicity exists and that the time is ripe for striking. He also expressed the belief that the farmers who are producing the milk will respond to the right sort of program.

"Our problem," said Mr. Jones, "is how can we set up the machinery? How can we collect the money for carrying on such a program without spending all we take in. We should go out and raise \$50,000 annually," said Mr. Jones. "I believe that is a conservative mark to shoot at."

The meeting was then thrown open for general discussion and several others briefly endorsed the idea of making the work of the Wisconsin Dairy Council statewide. It was decided to hold another meeting in Milwaukee on Monday, March 25, at the Republican House, to which all interested in any branch of the dairy industry will be invited.

The preliminary plans have been made for the inauguration of a statewide program of dairy publicity that will undoubtedly mean much for the industry.—Butter and Cheese Journal.

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