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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1934/March 1935

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MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

APRIL, 1934

Number 1

Price for March Milk Finally Settled at \$1.90

New Milk License Issued for Detroit Sales Area

A milk license for the Detroit, Mich., sales area was signed by Secretary of Agriculture Henry A. Wallace which became effective on April 1 at 12:01 a. m. Copies of the license may be obtained from the chief hearing clerk, United States Department of Agriculture, Washington, D. C.

Evidence to sustain the new license was obtained at a hearing held at Pontiac, Mich., on March 5, 6 and 7. The license establishes prices to producers only without naming resale prices to consumers. The market will operate on a base and surplus plan with producers receiving a blended price for all delivered base milk and the surplus price for milk in excess of base. A market administrator is to be appointed by the secretary upon recommendations made by associations of producers and others.

Under the license producers will receive a base price of \$2.02 per hundredweight on class one milk of 3.5 per cent butterfat content, subject to a differential of three cents per 100 pounds for each point in the fat test above or below the standard. This is 17 cents more per hundred weight than the producers received under the former agreement and license. This is about \$1,200 per day more for producers of milk for the area. The class two price under the new license is three and one-half times the average price of 92 score Chicago butter plus 33 1/3 per cent plus 20 cents per hundred. The class three price will be f. o. b. country plants, while the class one and two price is based on f. o. b. dealers' city plants, and will

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41 New Supporters to the Milwaukee Co-op Producers

- Herbert J. Klug, Random Lake, R. 2
- Michael Stever, Hales Corners, R. 1, Box 271
- Theo. A. Kern, Sta. D, R. 2, Box 1200, Milwaukee
- Irving Fieck, So. Milwaukee, R. 1, Box 327
- L. J. Killius, Waukesha, R. 4, Box 42
- Fred Schwartz, So. Milwaukee, R. 1, Box 128
- Edward Schiffler, So. Milwaukee, R. 1, Box 373
- Frank Daucher, Sta. D, R. 1, Box 1125, Milwaukee
- George Ballbach, Jr., Sta. D, R. 2, Box 1199, Milwaukee
- Fred Heiderich, So. Milwaukee, R. 1, Box 484
- John Maotis, Carrollville, Wis.
- Conrad Ganz, So. Milwaukee, R. 1, Box 32A
- Herman Tesnow, Carrollville
- Walter Dittmar, So. Milwaukee
- Adolf Licht, Waukesha, R. 1, Box 18
- Joseph Hertelt, Caledonia, R. 1, Box 80
- A. J. Fellner, Caledonia, R. 1
- Adolph Rusch, Rockfield, R. 1
- C. H. Schaffer, Waukesha, R. 7
- John A. Jones & Son, Waukesha, R. 5, Box 65
- Mrs. E. Mucklestone, Waukesha, R. 1
- Wm. E. Shepherd, Waukesha, R. 5
- Hadley Stocks, Oconomowoc, R. 4
- Vick Bros., Pewaukee, R. 1
- Frank Kreuser, Sussex, R. 1
- Ernest A. Fryda, Sussex, R. 1
- John Meider & Son, Hartland, R. 1
- Seth C. Fox, Pewaukee, R. 1
- Albertine Hanke, Waukesha, R. 4
- Henry Meissner, Caledonia, R. 1, Box 152

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Result of Action by State Department

Several meetings were held with the distributors in an effort to arrive at a price for fluid milk for the month of March.

The distributors who have been agreeing on a price and paying that price in full and promptly, were reluctant to agree on a price until they were assured that it was a price that all buyers would have to pay, not in lithographed paper called stock, but with a good check and before the twentieth of the month following date of delivery.

Because the department of agriculture and markets had not been able to check the dealers records, our board did not have definite information on payments by some of the buyers.

A price of \$1.90 per hundred was agreed on providing the department of agriculture and markets had informed the board of directors not later than March 25 on the payments and methods of payments of all dealers. If the information was not available on that date the price would be \$1.85 per hundred.

Several days later the department of agriculture and markets said that a price with a stipulation which involved it, would not be sanctioned. Another conference was called and a price of \$1.88 per hundred was agreed on.

A week later the department of agriculture and markets announced that it had set the price at \$1.90.

We are more than pleased at this action by the department for having set the price, enforcement of payment will no doubt follow.

Two dollars per hundred would suit us better and would be

(Continued on page 2)

Gridley Prices

	Pct.	Price
Fluid sales	48.75	\$1.90
Manufactured	29.98	.96
Outdoor relief	5.00	1.67
Cream sales	16.27	1.21
Average price		1.49

Luick Prices

	Pct.	Price
Fluid sales	48.88	\$1.90
Manufactured	32.25	.96
Outdoor relief	5.50	1.67
Cream sales	13.37	1.21
Average price		1.49

Layton Prices

	Pct.	Price
Fluid sales	48.66	\$1.90
Manufactured	35.12	.96
Outdoor relief	7.17	1.67
Cream sales	9.05	1.21
Average price		1.49

Sunshine Prices

	Pct.	Price
Fluid sales	56.44	\$1.90
Manufactured	21.24	.96
Outdoor relief72	1.67
Cream sales	21.60	1.21
Average Price		1.54

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*

1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 7

APRIL, 1934

Number 1

BOARD OF DIRECTORS

EDWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 636, Milwaukee.

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PAUL BARTELT, Jackson.

AMBROSE WIEDMEYER, Jr., Richfield.

CHESTER FLETCHER, R. 3, Waukesha.

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

Subscription.....\$1.00 Per Year

TESTING DATES AND PERIODS

Often in the past producers have complained to us that the dairy companies start their test period on a different date than we do, but this is a mistaken idea.

There are two general systems in taking composites by the dairies, some use two fifteen day periods of a month while others split the month into three ten day periods, the latter being the most widely used.

Most companies using the three period plan start the first test period of a month on the 29th of the preceding month, running it to and including the 8th of the next month, the second period then begins on the 9th and ends on the 18th and the last or third period runs from the 19th through the 28th.

The reason for starting the periods in the latter part of the previous month is to give the laboratory ample time to get their testing completed so that they can get their tests into the office promptly around the first of the month. This insures your getting your check on the 10th.

At times there are changes made in starting and ending dates of test periods due to holidays, a short month like February or some other reason. These switches are always discussed by both our laboratory and the dairy companies so that we can make our plans conform, thus insuring our being there to sample when the new period begins.

The companies using the 29th, 9th, and 19th as starting dates are the Gridley Dairy Co., Luick Dairy Co., and the Layton Park Dairy Co. The Blochowiak, Wilke and Quality Dairy companies use the three

period plan but start the test periods on the 1st, 11th, and 21st, the Sunshine and Gehl companies employ the two period system in which the test period embodies fifteen days.

ROY P. KNOLL,
Laboratory Division.

It would seem to me as if this is an opportune time to begin to consider our base problems of the future. Remember that the base for 1935 will be the highest base of 1931, '32 and '33 but from all indications the base of the year 1936 will be made in the base months of this year.

While the making of this base is very important to each shipper yet it must always be borne in mind that it is of no value to us as shippers to build up bases beyond our own needs or the needs of the market. Try to see that this new base made for the year 1936 is about what your own uniform production may be and possibly it will be closer to the fluid needs of the market.

C. W. FLETCHER.

Just a short time ago the papers were full of the profits dairies made in fluid milk markets. All the agitators and politicians were running around in circles holding up their hands in horror over something they knew nothing about and cared less just so long as it made good publicity. But the peculiar part of it was that at that time we were making money too. There were but few distributors and the volume of milk handled per route was high. Collections were good and it was possible for the producer to drive some mighty good deals and still leave a profit created by volume and efficiency. But business methods are distasteful to politicians so they apparently felt as if it would be better to agitate this question and start up a lot of new dealers. This they did with the result that now the market is so full of dealers and delivery wagons that many of them are going broke through lack of volume and none of the farmers are making money. Such are some of the wonderful results obtained by agitation on the part of impractical dreamers and politicians.

C. W. FLETCHER.

There are some rumors in the market relative to a possible hearing before the public service commission on the present rates charged for hauling milk to the market, it being the contention of some haulers that increased costs of operation with in some cases decreased loads has created a situation that makes it impossible for them to continue ren-

dering good service and still break even on their operating costs.

While we certainly would not like to see hauling rates increased if any way can be found to avoid this increase, yet good service must be maintained so that the milk arrives at the receiving plants in as perfect condition as possible.

Possibly better co-operation on the part of the shippers might result in holding down costs. It is our belief that were all milk placed on stands at the roadside any hauler could operate for less money and that farmers after becoming accustomed to the change would benefit. Certainly having large trucks traveling on private driveways tends to cut up these driveways a great deal. In one large section of the milk shed all hauling is handled on that plan and after more than two years of operation is proving very satisfactory. It has reduced cartage rates with exceptionally good service. However, the cartage problem still remains one between the shipper and the hauler.

C. W. FLETCHER.

The co-operative has on hand at the plant at all times a supply of cheese that is available to the members at cost. It is put up in about five pound bricks or in the longhorns and can be obtained any time you are at the office. This is a courteous service to our members and is not to be construed to mean that we have gone into the retail cheese business.

C. W. FLETCHER.

AMENDMENTS TO FOUR NEW ENGLAND MILK LICENSES

Amendments to the original licenses for the milk market areas of New Bedford and Fall River, Mass., and Providence and Newport, R. I., were signed recently by Secretary of Agriculture Henry A. Wallace and became effective April 1 at 12:01 a. m.

There are no substantial changes respecting the terms of the licenses contained in the amendments which are purely concerned with legal phraseology. Copies may be secured from the chief hearing clerk, United States Department of Agriculture, Washington, D. C.

MARCH PRICE

(Continued from page 1)

easy to get had not new dealers entered the market with milk bought at a lower price and in some cases not paid for at all and disrupted routes thus causing dealers to have higher overhead expenses.

No price for April fluid milk has been agreed on.

Processing Tax Even Exchange of Dollars

Washington, D. C., March 30—The following statement was issued today by Charles W. Holman, secretary of the National Cooperative Milk Producers' Federation:

Dollar Swapping under the Dairy Adjustment Program

"An analysis by states of the payment of processing taxes by dairymen and of the distribution of benefit payments to dairymen under the proposed A.A.A. dairy adjustment program reveals that in every state the process will be practically an even exchange of dollars.

"According to A.A.A. figures it is planned that \$150,000,000 will be used for benefit payments. If sales are reduced by 10 per cent over 1932 as is proposed, a processing tax of five cents per pound of butterfat content will not yield revenue sufficient to carry out the program. At five cents per pound the revenue would be only \$133,299,000. In order to bring in the \$150,000,000 the rate of taxation will have to be

around 5½ cents per pound or will have to extend over a longer period. At this higher rate the yield of revenue would be \$149,961,375, approximately the amount required for benefit payments with no funds allowed for administrative expenses.

"At this higher rate of tax dairymen in each state will pay in processing taxes approximately the same amount as they receive in benefit payments provided they cooperate in the plan. Wisconsin dairymen will pay out \$18,560,000 and get back \$18,570,000; New York dairymen will exchange \$12,201,000 for \$12,210,000; Minnesota dairymen will pay \$12,575,000 and receive \$12,585,000; Michigan dairymen will pay \$6,440,000 in taxes and receive \$6,435,000 in benefits; and Iowa dairymen will exchange \$9,249,000 for \$9,240,000. Data for each state are shown in the table printed in this issue. The dairymen themselves will be forced to pay the tax because consumers will not pay a higher price without reducing their purchases in

the same proportion, and distributors and manufacturers will not decrease their margins of operation. The net result of this is that, just as in the corn-hog program, the farmer pays the tax.

"In addition to this even swap of dollars, these dairymen are giving up the market sale of milk products containing over 300 million pounds of butterfat—a direct surrender of from \$75,000,000 to \$100,000,000 in cash income, with no chance of getting it back unless the program is successful in raising the price for the products they have left to sell by 2½ or 3 cents per pound of butterfat content above what it would be without the program. The success which has attended the A.A.A. programs for corn and hogs, cotton, and wheat provides a poor incentive for such a gamble, particularly when the chances for success in dairying are admittedly slimmer than for any of these other farm products."

EAT MORE BUTTER

Busy as bees was the Dairy Council in Chicago, mailing out in package lots of 500 to 3,000 each, attractive stickers, "Butter—Increase the Slice and Decrease the Surplus," and "Butter Makes Good Food Taste Better" to dining car superintendents of railroads. Some 10,000 stickers are now being used by 11 railroads operating in 41 states. Requests for more stickers are coming in daily to the Dairy Council offices.

Co-operating with the Eat-More-Butter campaign to help decrease the surplus and stabilize the price of dairy products, dining car superintendents are using these stickers on their daily menus to call the attention of their patrons to the fact that the dining car chefs use butter in cooking, and to the delicious flavor that butter imparts to their dishes. This is also good publicity with the passengers.

COWS ON INCREASE

On January 1, 1934, the number of cows and heifers at least two years old which are kept for milk on farms in the United States reached an all-time high record at 26,062,000, says Professor M. C. Bond of the department of agricultural economics at Cornell. This was an average increase of nearly four per cent above the previous year, he says. The largest increase occurred in the west north-central states, including Iowa and Minnesota.

PROCESSING TAXES AND BENEFIT PAYMENTS UNDER THE PROPOSED DAIRY ADJUSTMENT PROGRAM

	Butterfat content of products sold in 1932 ¹ (million pounds)	Proposed reduction in sales ² (million pounds)	Proposed sales in 1934-35 (milk year) (million pounds)	Estimated processing taxes to be paid		A.A.A. estimated benefit payments for each state ³
				At 5c per lb.	At 5½c per lb. ³	
Alabama	12.8	1.28	11.52	\$576,000	\$648,000	\$645,000
Arizona	5.8	.58	5.22	261,000	293,625	300,000
Arkansas	19.9	1.99	17.91	895,500	1,007,438	1,005,000
California	136.5	13.65	122.85	6,142,500	6,910,312	6,915,000
Colorado	23.0	2.3	20.7	1,162,500	1,322,500	1,310,000
Connecticut	21.2	2.12	19.08	954,000	1,073,250	1,080,000
Delaware	4.2	.42	3.78	189,000	212,625	210,000
Florida	6.9	.69	6.21	310,500	349,313	345,000
Georgia	14.6	1.46	13.14	657,000	739,125	735,000
Idaho	31.6	3.16	28.44	1,422,000	1,599,750	1,605,000
Illinois	141.2	14.12	127.08	6,354,000	7,148,250	7,155,000
Indiana	97.8	9.78	88.02	4,401,000	4,951,125	4,950,000
Iowa	182.7	18.27	164.43	8,221,500	9,249,188	9,240,000
Kansas	92.4	9.24	83.16	4,058,000	4,565,250	4,680,000
Kentucky	38.8	3.88	34.92	1,746,000	1,964,250	1,965,000
Louisiana	10.4	1.04	9.36	468,000	526,500	525,000
Maine	20.2	2.02	18.18	909,000	1,022,625	1,020,000
Maryland	24.6	2.46	22.14	1,107,000	1,245,375	1,245,000
Massachusetts	24.4	2.44	21.96	1,098,000	1,235,250	1,230,000
Michigan	127.2	12.72	114.48	5,724,000	6,439,500	6,435,000
Minnesota	248.4	24.84	223.56	11,178,000	12,575,250	12,585,000
Mississippi	25.5	2.55	22.95	1,147,500	1,290,938	1,290,000
Missouri	100.6	10.06	90.54	4,527,000	5,092,875	5,100,000
Montana	19.5	1.95	17.55	877,500	987,187	990,000
Nebraska	73.4	7.34	66.06	3,303,000	3,715,875	3,720,000
Nevada	3.1	.31	2.79	139,500	156,938	150,000
New Hampshire	12.5	1.25	11.25	562,500	632,813	630,000
New Jersey	22.4	2.24	20.16	1,008,000	1,134,000	1,140,000
New Mexico	5.8	0.58	5.22	261,000	293,625	300,000
New York	241.0	24.10	216.90	10,845,000	12,200,625	12,210,000
North Carolina	15.2	1.52	13.68	684,000	769,500	765,000
North Dakota	59.1	5.91	53.19	2,659,500	2,991,938	3,000,000
Ohio	126.8	12.68	114.12	5,706,000	6,419,250	6,420,000
Oklahoma	62.8	6.28	56.52	2,826,000	3,179,250	3,180,000
Oregon	44.7	4.47	40.23	2,011,500	2,262,938	2,265,000
Pennsylvania	140.6	14.06	126.54	6,327,000	7,117,875	7,125,000
Rhode Island	4.7	.47	4.23	211,500	237,938	240,000
South Carolina	6.5	.65	5.85	292,500	329,062	330,000
South Dakota	55.0	5.50	49.50	2,475,000	2,784,375	2,790,000
Tennessee	31.4	3.14	28.26	1,473,000	1,589,625	1,590,000
Texas	88.0	8.8	79.2	3,960,000	4,455,000	4,455,000
Utah	17.1	1.71	15.39	769,500	866,687	870,000
Vermont	48.7	4.87	43.83	2,191,500	2,465,437	2,460,000
Virginia	24.1	2.41	21.69	1,084,500	1,220,062	1,215,000
Washington	55.7	5.57	50.13	2,506,500	2,819,813	2,820,000
West Virginia	14.6	1.46	13.14	657,000	739,125	735,000
Wisconsin	366.7	36.67	330.03	16,501,500	18,564,188	18,570,000
Wyoming	7.1	.71	6.39	319,500	359,438	360,000
Total	2962.2	296.22	2665.98	\$133,299,000	\$149,961,375	\$150,000,000

¹ Figures released by A.A.A. Press Release 2242-34, March 29, 1934.

² A reduction of 10 per cent over 1932.

³ Rate necessary to raise \$150,000,000.

Proposed Production Control Program of the Agricultural Adjustment Administration Analyzed

1. Neither the dairy farmers nor the consuming public favor forcing a shortage in the domestic milk supply in the United States.

2. This program will not result in any net gain in income to the dairy-men as a whole.

3. Any net gains in income to any branch or group of producers will be offset by losses to other groups.

4. Fair administration of the program will be impossible at a reasonable expense.

1. Neither the Dairy Farmers nor the Consuming Public Favor Forcing a Shortage in the Domestic Milk Supply in the United States.

Should the supply of milk be reduced, consumption be lowered and the development of our most important agricultural industry be retarded, when production is not the root of the problem, when consumption is now far too low and when large quantities of foreign dairy products and substitutes for dairy products are brought in every year?

The annual surplus of dairy products in the United States is only about one billion pounds of milk equivalent or approximately 1 per cent of the annual production and yet this program calls for the voluntary reduction of 10 per cent. Cold storage holdings at the end of the present milk year (April 1) promise to be between one and two billion pounds of milk equivalent. The net import balance of dairy products in 1933 was approximately 400 million pounds of milk equivalent. Milk

production in the United States in 1933 was approximately 102 billion pounds. The net surplus, therefore, is very insignificant.

Reducing production at this time and forcing a shortage in the milk supply will force consumers in the United States to use less of the most healthful food in their diet. It will also retard the trend toward a higher consumption of dairy products thus working to the detriment of public welfare and of dairy farming—the most constructive type of agriculture in the United States—in the long run. Butter consumption in the United States now averages only about 18 pounds per capita per year as compared with approximately 30 pounds in Canada. Dietitians in the department of agriculture state that ten years from now the consumption of dairy products in the United States should be doubled if population trends continue and if we are to reach what they call “a liberal diet.” Forcing a shortage is a direct backward step from a trend in this direction.

The attitude of the consumers on forcing a shortage of dairy products in the United States is expressed in an editorial appearing in the Washington Post on March 23, 1934, from which the following excerpts are quoted:

“Every home in the country will be affected by the A.A.A.’s plan to reduce milk production and increase prices . . . it is impossible to consider producers only in a program cover-

ing a product of such vital importance in the diet as is milk. No one asserts that too much milk is being produced. Thousands of children are suffering from malnutrition because the consumption is inadequate. To offset the adverse effect of this program upon milk consumption the A.A.A. plans to spend \$5,000,000 for distribution of milk to undernourished children; \$5,000,000 to finance the transfer of dairy cows from areas having a surplus of milk to subsistence farms where milk is not available for home consumption; and \$5,000,000 for eradication of bovine diseases. Each of these projects is well planned. But their combined effect upon our vast industry with its 26,000,000 cows and its annual production of 100,000,000,000 pounds of milk per year would seem inconsequential. Aside from its administrative complexities, over which the A.A.A. is properly concerned the milk program appears to be merely another turn in the cycle of uncoordinated and inconsistent adjustments through which we are spinning.”

Surplus production is not the fundamental cause of the drastically reduced income to dairy farmers. The emergency in 1933 was not due so much to the fact that production was seriously out of line for the year as a whole but more to the fact that during three months of the year an uncontrollable surplus developed which demoralized the market. Control of seasonal surpluses and the elimination of some of the unfair practices on the markets where dairy products prices are determined would be infinitely more valuable to dairymen.

Dairy farmers also consider it grossly unfair that cheese, casein and oils and fats are permitted to

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STATION F

Milwaukee, Wis.

come in from foreign markets to undermine the consumption of domestic dairy products and then they are asked to reduce sales because domestic consumption has fallen off. If production is to be limited to domestic requirements the domestic market should be amply protected.

2. This Program will not Result in any Net Gain in Income to the Dairymen as a Whole.

Where is the gain when producers pay the tax and then get it back when consumers pay higher prices but eat less butter, and when manufacturers and distributors will continue to charge the same margins?

The allotment principle is not applicable to dairy products in the same manner in which it has been applied to wheat, cotton and other farm products because the demand for dairy products is essentially different. Consumers will pay no more in total expenditures for a small supply of dairy products than they will for a large supply. When the price goes up consumers tend to reduce purchases proportionately. For wheat, cotton and some other farm products the gross returns for a smaller crop are actually larger than for a larger crop, but this is not so with dairy products. This is particularly true with respect to butter and other manufactured products.

Fluid milk is probably the only dairy product in which a proportionate reduction in consumption does not immediately result when prices are forced higher. This program does not contemplate that the supply of fluid milk will be changed; hence, in this program alone there will be no justification for higher prices for fluid milk.

The processing tax will be taken directly out of the price received by the producer. This statement is based on the recognized fact that distributors will not reduce the margin on which they operate unless they are forced to do so and upon the fact that the consumers of butter and other manufactured dairy products will not pay a higher price without immediately reducing their purchases. For fluid milk, the only case where consumers will pay a higher price without reducing purchases, the tax will not be in a convenient unit which can be passed on to the consumer. Consumer prices for fluid milk normally change one cent per quart whereas this tax is equivalent to approximately one-half cent per quart.

This means that the income of dairy farmers will be reduced by the amount of the tax and that only those farmers who receive benefit

payments will get any part of this tax money returned to them. Dairy farmers who pay processing taxes but are not eligible for benefit payments face an immediate reduction in income.

This reduction in income will force many dairymen to cooperate with the secretary against their better judgment, when to do so means to disrupt their feeding program and to destroy whatever economic balance in farm management and relationship to crop and livestock enterprises which they have been able to build up through years of experimentation.

Cost of distribution and of manufacture will probably be increased. This is particularly true for butter, cheese, etc., which products are made in relatively small plants dependent on volume to a considerable extent for economical operation. Their volume will be decreased by the reduction in sales and also by the fact that the processing tax will definitely retard the trend away from home-churning of butter. This will be a serious blow to small co-operative creameries and condenseries.

Overhead costs of production will remain the same and any savings in feed or labor costs will probably be offset by the fact that the program destroys any opportunity for dairymen to expand or contract their operations as pasture or weather conditions might otherwise permit.

3. Any Net Gains in Income to Any Group of Producers will be Offset by Losses to Other Groups.

Should we hurt one group of producers for a chance to give some slight help to another group? Should the small dairyman be penalized? Should areas where production is already controlled be forced to reduce even further?

The only chance for any group of dairymen to receive net gains in income from this program will be through the fact that many dairy farmers will be forced to pay the tax but will not be eligible for benefit payments or through the fact that almost the entire reduction in sales will be reflected in the supply of milk for manufactured products. In any case the gain to one group of dairymen is at the expense of another group.

Prices for fluid milk will still depend upon local conditions because the benefit payment is not as high as the price received for this class of milk and there will not be any reduction in fluid milk supply. Suppose for example a fluid milk producer sold 1,000 cwt. of milk in the

base period. He enters into a contract with the secretary to reduce his sales to 850 cwts. For this 150 cwts. he receives \$1.50 per cwt. or \$225. On the remaining 850 cwts. he pays a processing tax of 20 cents per cwt. or a total tax of \$170. His gain so far is \$55 but he loses the price he would have received for the 150 cwts. he reduces, which in any case would have been at least \$150 or \$200. The producer stands to lose therefore between \$100 and \$150 on the transaction unless the price of his remaining 850 cwts. is raised. The raising of this price will still be contingent upon a satisfactory marketing agreement for which this producer is already paying in another way.

The program is grossly unfair to the millions of small dairy farmers, still growing in number, who will not be eligible for benefit payments either because they cannot establish adequate sales records or because their productive units are so small that they cannot economically reduce production by the amount prescribed in the program. A recent study by the bureau of agricultural economics indicates that 33 per cent of the milk cows in this country are in herds of five cows or less and that 27.5 per cent of the milk is produced by these cows and that 16.5 per cent of the commercial milk supply comes from these small herds. This study also shows that the cows in these small herds now produce less milk per cow than any other group and depend to a larger extent upon pasture for feed. These data indicate clearly that dairymen with these small herds will find it extremely difficult if not impossible to economically reduce sales by the prescribed amount.

It is even more important that these small dairymen who do not sign contracts with the secretary can readily increase their sales and defeat the entire program. A check on the wheat program shows that although 18 of the major wheat states decreased their acreage, 18 other states increased their acreage and offset over half of the intended total reduction. If any great number of large dairymen choose to reduce sales by selling some of the cows in their herd there will be ample opportunity for small dairymen to increase their herd or for other farmers to go into dairying and defeat the program.

The program does not recognize that in many regions, particularly in fluid milk areas, milk production is now under control and has already been reduced in line with the falling

off of consumption in these areas. The entire program, in fact, attempts to place the whole problem of commercial milk production on a national basis and to destroy the organization of production in local areas. No one can deny that some degree of local and regional organization is absolutely essential to the welfare both of consumers and of producers.

Expense

Should cooperative dairymen bear the brunt of the entire program? Are we to pay another premium on dishonesty? Will all processing agencies act as government policemen?

Actual sales records for individual farmers are available only in fluid milk areas and in parts of the creamery and condensery areas. For many dairymen both large and small there are no real records. This means that in many cases the basis which farmers will use to reduce their sales will be their own estimates or guesses. When this is the case farmers overestimate rather than run the risk of cheating themselves. It is said that in one midwestern state 80 per cent of the wheat farmers in the state signed contracts to reduce their wheat acreage and yet when the acreages which they reported were totaled they had agreed to reduce on 120 per cent of the wheat land in the state. It is impossible from the standpoint of practicability, as well as bad politics, to check individual contracts. All estimates, both honest and dishonest, must be cut down in the same proportion. This is simply a premium on dishonesty which cannot be avoided. In the case

of milk this means that dairymen who are members of cooperative associations both fluid milk and butter which keep proper sales records, will receive unfair treatment.

Enforcement of the sales contracts will be even more difficult. The problem is basically different and more complicated than the enforcement of acreage reduction has been with other commodities. Only the cooperation of every agency to which sales are made will solve this problem. The experience of the A. A. A. with other commodities and with marketing agreements for fluid milk indicates that enforcement would be very liberal and that where proof of violation is inconclusive or cannot be checked without difficulty the administration will give the producer the benefit of any doubt. Again in this case dairymen who are members of cooperative marketing associations will be forced to abide by the contract because the records will be easily available to the government.

The only conclusion with respect to administration is that if anything approaching fairness is attained an intolerable number of persons must be employed and a heavy expense incurred. Members of cooperative marketing associations will undoubtedly be discriminated against both in determining sales bases and in enforcement.

The program which the National Cooperative Milk Producers Federation adopted and presented to the A.A.A. on December 5, 1933, and which has been since approved by a national meeting of representatives

of beef cattle and dairy farmers and also by a national conference of cooperative leaders in dairy marketing embodies principles of production control which obviate all of the disadvantages of the program proposed by the A.A.A., and a program which at the same time will control the production of dairy products and insure price recovery as rapidly as consumer purchasing power will permit.

The essential points in this program are as follows:

1. Protection of the American markets for dairy products and the control of substitute products.
2. The immediate elimination of bovine diseases, including tuberculosis and Bang's, the cost to be borne by proper state and federal appropriations.
3. Surplus removal and control operations under cooperative industry control and the disposal of surpluses through relief or non-commercial channels.
4. A financial assessment on dairy farmers only to the extent necessary to sustain losses on the surplus control operations.
5. A far-reaching program involving land classification and the purchase of sub-marginal and marginal land by the government.

National Cooperative Milk Producers Federation.



In the Shadow of TUBERCULOSIS

12,000 Wisconsin people are estimated to be suffering from tuberculosis. Their families live in the shadow of the disease because tuberculosis is usually spread by direct contact from one person to another.

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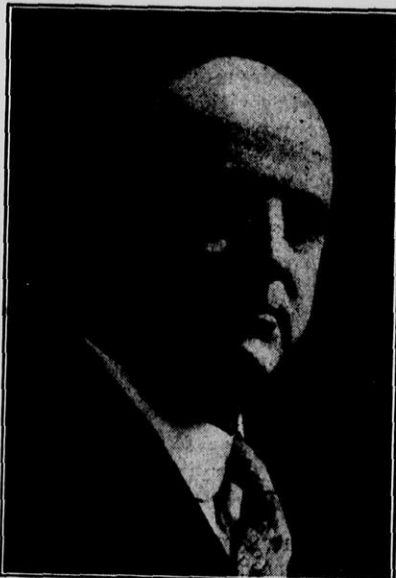
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J. R. WILLIAMS

NEW MILK LICENSE ISSUED FOR DETROIT SALES AREA

(Continued from page 1)

be the average price for milk paid by the Michigan Producers Dairy Co. for deliveries made at their country plants in the same period. Nothing under the straight milk value of 92 score Chicago butter will be permitted as payment in class three, however.

Milk produced for sale in Detroit comes from a 90 miles radius. The population served in the area is about 2,000,000 persons, and about 14,500 producers deliver an average of 45,000,000 pounds per month. In 1933 the average surplus above cash sales of whole milk was 28 per cent for that part of the supply produced by members of the leading cooperative association.

The trend of surplus above actual delivered sales to consumers for the last four months of recent years was 18 per cent for 1929, 40 per cent for 1931 and 28 per cent for 1933. However, records indicate that this does not represent the full amount of surplus produced in the area because many farmers reduced their deliveries on account of market adjustments in base required in relation to actual sales. Apparently distributors handle from 25 to 65 per cent of all current surplus milk, varying according to season and price. Producers, through their own plants handle the balance. There are about 130 distributors, and 150 producer-distributors of small volume on the market.

Distributors under the license are required to buy only from producers with established bases and from those who authorize them to permit deductions to be made to support the general market plan. Books and records of dealers must be open to examination to verify reports. Bonds are required from distributors within 30 days, not in excess of the purchase value of milk in two successive delivery periods. The market administrator may waive the bond required with suitable evidence of a dealer's solvency. Distributors are also required to observe all obligations which have arisen under the former license which became effective August 23, 1933.

Regular delivery period reports are required of distributors, including all distributors whose daily sales from their own farms exceed 250 pounds of milk or its equivalent or who buy from or sell milk to other distributors. From these reports the market administrator must compute the blended price for milk represented by delivered base and the price of excess milk, to be paid by all dis-

tributors. In doing so he may retain the services and facilities of the leading cooperative association. An adjustment fund must be maintained for all distributors by the administrator. The distributor is debited with amounts he is obligated to pay for all milk purchased according to classes of resale, and he is credited with amounts paid farmers for delivered base milk and milk in excess of base. The balance left is either paid to or by the market administrator.

The right of the cooperative association or the market administrator to check weights and tests of milk reported by dealers is assured by the license. Transportation charges on delivered base milk at country receiving stations operated by dealers are established definitely in the license. These vary from 14 cents per 100 pounds at Cherry Hill, Flat Rock and Farmington, to 27 cents at Litchfield, Homer, Deckerville, Ovid and Hillsdale.

New producers are permitted to come on the market under the 90 day clause. Farmers who have not been selling milk for distribution in Detroit longer than 90 days before the license date may dispose of their milk on permits through the market administrator but they will receive only the surplus manufactured milk price for the first 90 days.

Deductions to pay the market administration expense and for rendering uniform market services and protection against bad accounts are included. All producers are required to pay three-fourths of one cent toward the market administrator's office, including producer-distributors whose daily sales are above the specified limits. Non-members of the Michigan Milk Producers Association will pay not to exceed 2 1/4 cents per 100 pounds in a fund to be used to secure for them similar market benefits and services as those provided for the members of the cooperative association by reason of like payments which they make to their own treasury. The administra-

tor may waive the collection of payments in the stated amounts for any delivery period if he finds it possible or advisable, and he may accept lower rates as well in his own discretion. In furnishing non-members of the cooperative with market services, the administrator is allowed to select any suitable agency capable of performing the work properly.

The producers are subject to the usual health regulations of Detroit and its suburbs in regard to quality and standards of milk supplied.

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.
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FOR SALE—Hay: 100 ton of alfalfa, mixed hay, millet, also sudan grass. Inquire of Ernest Wollenzien, R. 2, Box 160, Waukesha, Wis. Phone: Big Bend 37R3. County Highway XX.

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BADGER STATE BANK
 W. Fond du Lac and W. North Avenue at N. 21st Street
 Milwaukee's Largest Outlying Bank

New Supporters

(Continued from page 1)

- Edward J. Hess, Caledonia, R. 1, Box 72
- Wilke Bros., Caledonia, R. 1, Box 79
- Louis F. Tenner, Caledonia, R. 1, Box 116
- J. H. Parmley, Hales Corners, R. 2, Box 139
- Leonard Timm, Colgate, R. 1
- Nick Zindl, Pewaukee, R. 2, Box 84
- Geo. J. Becker, Sussex, R. 1
- Raymond Eichstaedt, Pewaukee, R. 2
- Chester R. Hext, Sussex, Box 112
- Miek Beno, Waukesha, R. 7, Box 79
- Joseph Adams, Sussex, R. 1

A GOOD DAIRY COW

To qualify as "good," a cow must not only produce milk and butterfat satisfactorily, but she must also produce good calves regularly. Furthermore, she must do these things over a reasonably long period of years.

Such a cow produces milk at a low cost for each hundred pounds for the following reasons:

Overhead expenses and labor costs remain about the same whether the production is low or high and are distributed over more pounds of milk.

The cost of roughage for every hundred pounds is less because the same amounts of roughage are fed to all cows in the same herd regardless of milk production.

The cost of replacement is lowered because fewer heifers must be raised to maintain the herd, both in size and quality.

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Carrot Custard
(serves six)

- 3 eggs
- 1 1/2 cups chopped raw carrots
- 3 cups milk
- 1 teaspoon salt
- 3 tablespoons melted butter

Beat the eggs slightly, add the carrot and other ingredients, pour into a greased baking dish, place on a rack in a pan of hot water, and bake in a moderate oven for about one hour, or until the custard is set in the center. Serve at once.

Turnips may be used in the same way as the carrots.

Scalloped Liver and Potatoes
(serves four)

- 1 pound beef liver, sliced thin
 - 1 quart thinly sliced potatoes
 - 1 small onion, minced
 - 1 1/2 cups milk
 - Salt and pepper
 - Flour
 - 2 tablespoons bacon fat
- Salt and flour the liver and brown lightly in the bacon fat. Place a layer of the raw potatoes in a greased baking dish, sprinkle with salt and pepper, add some of the liver and onion, and continue until all are used. The top layer should be of potatoes. Pour on the milk, cover, and bake for one hour in a moderate oven (350 degrees F.) or until the potatoes are tender. At the last, remove the cover and allow the potatoes to brown on top.

Macaroon Cream
(serves six)

- 1/4 box gelatine, or
- 1 tablespoon granulated gelatine
- 1/2 cup cold water
- 2 cups scalded milk
- Yolks of three eggs
- 1/2 teaspoon salt
- 1/2 cup sugar
- 3/8 cup crushed macaroons
- Whites of three eggs

Soak gelatine in cold water. Make a custard of milk, yolks of eggs, sugar and salt. Add the gelatine and stir until it dissolves. Strain into a pan set in ice water. Add macaroons and flavoring, stirring until it begins to thicken. Fold in stiffly beaten whites. Pour into a mold, chill and serve garnished with macaroons.

Ask Clara Bow

"Do you know how to tell a professor from a student?"
"Oh, all right, have it your own way and tell it."
"Ask him what 'it' is, and if he says it's a pronoun, he's a professor."

—Cornell Widow.

FARM AND MARKET PRICES FOR MILK AND DAIRY PRODUCTS
PRICES PAID PRODUCERS, WISCONSIN

Year	Average all uses	Milk Prices by Uses (cwt.)					Butterfat (pound)
		For cheese	For butter	By condenseries	Market milk		
1910	1.24	1.26	1.21	1.39	1.42	30.5	
1911	1.14	1.11	1.08	1.39	1.42	27.1	
1912	1.30	1.41	1.24	1.45	1.46	30.6	
1913	1.33	1.31	1.29	1.52	1.57	32.6	
1914	1.31	1.30	1.21	1.49	1.55	30.0	
1915	1.30	1.30	1.20	1.37	1.43	30.3	
1916	1.55	1.60	1.42	1.63	1.60	34.9	
1917	2.14	2.22	1.85	2.37	2.31	45.3	
1918	2.53	2.53	2.20	2.73	2.86	54.0	
1919	2.83	2.77	2.50	3.16	3.46	64.9	
1920	2.60	2.30	2.53	2.84	3.23	62.9	
1921	1.69	1.53	1.72	1.82	1.99	41.7	
1922	1.66	1.64	1.62	1.72	1.83	39.0	
1923	2.09	2.02	1.97	2.29	2.38	46.8	
1924	1.77	1.57	1.76	1.84	2.13	43.6	
1925	1.90	1.89	1.87	2.04	2.08	46.3	
1926	1.90	1.81	1.86	2.04	2.25	45.7	
1927	2.11	2.05	2.02	2.24	2.34	50.3	
1928	2.15	2.02	2.04	2.28	2.39	51.5	
1929	2.05	1.83	1.93	2.12	2.43	48.7	
1930	1.63	1.49	1.54	1.69	2.12	38.8	
1931	1.15	1.07	1.12	1.25	1.58	28.7	
1932	.88	.81	.83	.92	1.28	21.4	
1933	.97	.91	.90	1.05	1.25	22.9	
Jan.	.90	.83	.84	.93	1.15	22.0	
Feb.	.81	.74	.77	.87	1.10	19.0	
Mar.	.79	.72	.76	.84	1.09	19.0	
Apr.	.87	.82	.82	.93	1.11	20.0	
May	.97	.95	.90	1.02	1.21	23.0	
June	1.03	1.01	.95	1.08	1.25	24.0	
July	1.06	1.02	.99	1.14	1.30	27.0	
Aug.	1.03	.97	.96	1.14	1.32	23.0	
Sept.	1.04	.96	.98	1.15	1.37	24.0	
Oct.	1.05	.98	.99	1.17	1.38	25.0	
Nov.	1.05	.97	.98	1.15	1.41	25.0	
Dec.	.93	.84	.84	1.06	1.37	22.0	
1934							
Jan.	.95	.89	.87	1.00	1.34	20.0	
Feb.	1.03	1.00	.96	1.06	1.39	25.0	

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

MAY, 1934

Number 2

APRIL AND MAY FLUID PRICE

Meaning of "Skimming" Casts Undue Reflection on Skim Milk

Dairy Chief Says We Waste Half the Feed Used in Making Milk if We Save Only the Butterfat

"Centuries of skimming the cream from milk has not only fixed in our minds the idea that cream is the only thing worth recovering from milk, but unwittingly there has grown into our language the thought that 'skimming' removes the good from anything and leaves a residue of doubtful value."

This statement by O. E. Reed, chief of the Bureau of Dairy Industry of the U. S. Department of Agriculture, before a meeting of the American Dry Milk Institute in Chicago (April 19) might be said to represent the attitude of the American public toward the milk in the bottle below the cream line.

"It is estimated that half the feed we give the cow for milk production goes for making the fat in the milk," said Mr. Reed. "The other half goes for making the rest of the solids. When we save only the fat from the milk and throw the rest away, we are wasting half the feed used in making the milk. No industry can be considered efficient that is so wasteful."

One of the fields of research through which science is trying to increase the profits of the dairy industry is the development of new and better ways to utilize the skim milk and whey produced as by-products in creameries and cheese factories, according to Mr. Reed.

In speaking of the milk that is left after the "skimming," Mr. Reed

(Continued on page 7)

36 New Supporters to the Milwaukee Co-op Producers

- Emil Gastrow, Sussex, R. 1
- Mrs. A. Geske, Colgate
- Geo. Wierl, Colgate
- John A. Kannenberg, Jackson, R. 1
- Geo. Hennes, Hubertus
- Alva Brown, Sussex, R. 1, Box 148
- Samuel R. Holz, Colgate
- Otto Eulert, Cedarburg, R. 1
- Wm. Gronemeyer, Richfield
- John W. Kowalkofsk, Colgate
- Fred Stark, Pewaukee, R. 1
- A. C. Mielke, Sussex, R. 1, Box 33
- Mrs. Anna Schmeier, Mukwonago, Route 2
- Gust Kaun, Sta. F, R. 12, Milwaukee
- Herman Radschlag, Sta. F, R. 12, Milwaukee
- John J. Frey, Sta. F, R. 12, Milwaukee
- Edgar J. Hoelz, Rockfield
- Julius Loth, Hales Corners, R. 1
- Herman J. Krause, Hales Corners, R. 2, Box 94
- Walter F. Schrubbe, Pewaukee, R. 2
- Mrs. Mary Pope, Pewaukee
- Vincent Dudovick, Sta. F, R. 12, Box 788, Milwaukee
- Henry Feil, Colgate
- Merlin C. Gerken, Pewaukee, R. 2
- Frank Golner, Pewaukee, R. 2
- Martin Groth, Richfield, R. 1
- Earl Hoefs, Sussex
- Fred S. Huber, Colgate
- R. W. Jay, Waukesha, R. 5
- Mrs. Frieda E. Keske, Hales Corners, R. 1, Box 300
- Peter Kletsch, Colgate
- Paul Mamerow, Pewaukee, R. 2
- Jos. Manak, Waukesha, R. 7
- Wm. Praeger, Sr., Pewaukee, R. 1
- Mrs. H. A. Prochnow, Hales Corners, Route 1
- Mrs. Anna Youngbauer, Colgate

As stated in the April issue no price had been made on March 26 for April fluid milk. At the conference on March 26, due to lack of information on the progress of the Department of Agriculture and Markets check on the dealers' books, the meeting was adjourned (subject to call of the chairman).

Because a complete report was not ready President Hartung decided that it was useless to call a meeting before April 26 when a regular meeting would be held.

The directors met the distributors on that day and argued all afternoon. Practically all of the buyers claimed that it was impossible to have enough money to pay the producers if the fluid milk price was \$1.90 per cwt.

The directors held out for \$1.90 per hundred for fluid milk for both April and May. At seven o'clock a motion to set the fluid milk price for April at \$1.90 and for May at \$1.85 was agreed on without a dissenting vote.

AAA and Extension Service Ready to Continue Study of Dairy Problems

State extension leaders and field specialists in the various dairy states are advised by Chester C. Davis, administrator of the Agricultural Adjustment Act, and C. W. Warburton, director of the Extension Service of the United States Department of Agriculture, that continued efforts to determine the attitude of milk producers toward national dairy adjustment programs is invited.

(Continued on page 3)

Gridley Prices			Luick Prices			Layton Prices			Sunshine Prices		
	Pct.	Price		Pct.	Price		Pct.	Price		Pct.	Price
Fluid sales	45.22	\$1.90	Fluid sales	44.43	\$1.90	Fluid sales	45.25	\$1.90	Fluid sales	51.26	\$1.90
Manufactured	32.62	.88	Manufactured	35.41	.88	Manufactured	36.85	.88	Manufactured	25.35	.88
Outdoor relief	6.46	1.67	Outdoor relief	6.97	1.67	Outdoor relief	9.12	1.67	Outdoor relief	1.01	1.67
Cream sales	15.70	1.13	Cream sales	13.19	1.13	Cream sales	8.78	1.13	Cream sales	22.38	1.13
Average price		1.43	Average price		1.42	Average price		1.43	Average Price		1.46

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 7

MAY, 1934

Number 2

BOARD OF DIRECTORS

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JOHN WICK, R. 2, Menomonee Falls.

FRED KLUSSENDORF, Waukesha, R. 7.

ED. SCHMIDT, R. 1, Box 58, Brookfield.

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PAUL BARTELT, Jackson.

AMBROSE WIEDMEYER, JR., Richfield.

CHESTER FLETCHER, R. 3, Waukesha.

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

Subscription.....\$1.00 Per Year

SETTING PRICES

We hear much about price fixing by governmental agencies. The Agricultural Adjustment Administration has set prices to be paid producers in a number of large markets including Chicago.

The legitimate dealer pays the ordered price, but the chiseler finds some way to evade payment. Deductions for stock is one of the more commonly used methods. Another is to postpone payments over a long period of time and then tell the farmer that payment can be made if he will accept a part payment, the balance to be paid at some future date. The federal government has ordered many of the violators to show cause why their license should not be revoked. After many delays the chiseler promises to be good in the future and after being given another chance, he goes right back and works out some new scheme to beat the farmer and fool the government.

In our market the shoe-string operator has followed about the same procedure. The Department of Agriculture and Markets investigated when it found time to do so, but to date, no buyer who had issued stock in part payment for January and February milk has been forced to pay the money owed to the farmers although everyone knows that the stock issued is not worth the money withheld from the farmers.

We believe that in every case where stock was issued the milk was bought for less than the ordered price and therefore the order was violated.

The stock issuing buyer was

warned to quit issuing the stock, but for two months of this year at least he had bought milk at considerable less than the price ordered by the Commission.

The question then arises, have we in reality an ordered price? The answer must be yes, for the dealers who choose to pay it, but not for the fellow who can circumvent the order.

Of course it is rather unpopular to take some of these men into court for they holler that the little man is being persecuted. Well, how about the little farmer who has to take the stock? He cannot pay taxes, buy clothing, shoes, gasoline, machinery or anything else with that stock.

It may be argued that he ought to know better than to deal with that sort of a fellow. Come to think of it, there had been so much talk about the huge profits in the milk business by the politicians who want an office and the ones that have an office and want to hold it, that the poor farmer could not help thinking that anyone could buy milk, make a big profit and pay a high price.

What a headache for the man who listened to the agitators' story and followed their implied suggestions.

Some of the shippers to co-operative dairies are now supporting this bargaining organization. We believe this denotes a fine spirit of co-operation on their part and also good business sense. As stockholders in a dairy, they are as vitally interested in a stabilized market as other shippers are, and market stability can only be obtained through a co-operative bargaining organization.

THE AVERAGE PRICE

The editor is often asked to explain why the price paid and the percentage of milk sold in the various classes is not reported by all of the buyers.

One reason is that this paper is printed about the sixth day of the month and many of the dealers have no computations completed at that time. Another good reason. Many dealers have issued stock as part payment and as this stock cannot be used as legal tender and in no case will bring face value at the time of issue its worth is unknown.

In other words, a buyer might report that he has paid \$1.60 per hundred but in reality he paid only \$1.30 and sent out some stock for the balance. It would be untruthful to say that he had paid more than \$1.30 if the value, if any, of the stock was not known.

RELIEF BUTTER PURCHASES BRING BUTTER SURPLUS TO LOW POINT

Total federal butter removals for relief purposes soon to be completed is expected to represent 36 per cent of the total not into-storage movement of butter for 1933, it was announced today by the Agricultural Adjustment Administration and the Federal Surplus Relief Corporation.

Federal butter purchases distributed to April 1 in relief channels make up 70 per cent of the increased movement of butter into storage in 1933 over the movement into storage during 1932, indicating the major part played in offsetting unusually heavy storages by butter purchases and removal for relief purposes.

With the first butter buying and distribution for relief purposes by the federal government almost completed, the storage holdings of butter in the country, as of April 1, 1934, amount to 15,352,000 pounds, the Bureau of Agricultural Economics reported today. On April 1, 1933, the total storage holdings of butter were 9,255,000 pounds, and the five-year average for that date, 1929-1933 inclusive) was 14,489,000 pounds. Thus the total April 1 storage of butter for this year is only 863,000 pounds over the five-year average.

During March, 1934, the Agricultural Adjustment Administration and the Federal Surplus Relief Corporation distributed 4,692,211 pounds of relief butter for the needy unemployed.

BUTTER MARKET DOWN IN APRIL

Butter averaged more than two cents per pound less in April than in March. The high point in March was 26 $\frac{3}{4}$ cents while the high for April was 23 $\frac{3}{4}$ cents. The low for March was 22 $\frac{1}{2}$ cents and the low for April was 21 cents.

The lower price of April butter reduced the manufactured milk price by eight cents per hundred and the price for cream milk by the same amount.

For April, 1933, the manufactured price was 72 cents per hundred as against 88 cents for the past month, the better price for this month over April, 1933, is due to a higher butter price and also to a higher value for manufactured skim milk.

On May 1 the Chicago price was 24 cents, one-quarter cent above the high for April.

Extremely dry cold weather in the principal butter producing sections has retarded pasture growth and may have a decided influence on dairy production.

No Processing Tax

After holding many regional meetings throughout the country the Agricultural Adjustment Administration has announced that a processing tax would not be levied, at least not in the near future.

At the regional meetings which were held, administrative officials found wide diversity of opinion, with reactions ranging from outright opposition to outright support.

Administration officers returning from the regional meetings report large attendance and great interest in the offer of the Administration to undertake action on the problem of making adjustments in production. The need for some action to bolster the position of the industry was recognized at every meeting.

The vote as tabulated on the hearing held at Madison on April 4th and 5th follows:

The processing tax feature of the plan was sharply debated. Many questions about the theory and operation of the tax were raised and answered in the meetings. Critics of the tax contended that it would increase the price to the consumer, and might result in decreased consumption. Others contended that the tax may be passed back to the producer. Administration representatives held that the effects upon consumption would be slight. The processing tax would be used to finance benefit payments to farmers who cooperate in a production adjustment and the tax would be a means of increasing the income of co-operating producers.

Regions that are comparatively new in the dairy game seem to favor the processing tax while the older dairy sections are opposed to it.

First Day Second Day

Number of cards turned in	302	495
Number who sold to cheese factories	46	107
Number who sold to condenseries	42	64
Number who sold to creameries	80	137
Number who sold to fluid milk markets	128	165
Numbers who gave no information	6	22

Question 1.

"Do you believe the dairy business should have a production control program?"

Number answered "yes"	145	342
Number answered "no"	136	153

Question 2.

"Do you believe a processing tax should be imposed to make a control program possible?"

Number answered "yes"	29	189
Number answered "no"	263	293

To the request to suggest the kind of program favored, they had the following to offer:

Number who indicated a disease control program	74	80
Number who indicated favoring some kind of control of production method	48	31
Number who indicated favoring the farmers' Union plan	0	58
Number who indicated favoring more import restrictions	14	43
Number who indicated favoring some way of removing low producing cows	30	45
Number who indicated wanting the Frasier Bill	24	13

hogs. Marketings of livestock products has been large in recent months.

Income from marketings of farm products in April, it is expected, will be between \$375,000,000 and \$425,000,000. Prices of cattle have continued to advance, and prices of lambs are about the same as in March. Hog prices are somewhat lower, and prices of dairy and poultry products have made about the usual seasonal decline from March to mid-April. The income from livestock products is expected to be larger in April than in March, but it will be offset to some extent by a decline in income from grains resulting from the recent sharp decline in grain prices; cotton prices have also declined recently and volume of marketings usually decline sharply in April. Income from fruits and vegetables is expected to increase.

The bureau reports that in most years the monthly income of farmers reaches the low point in April, and that during the years 1924-1929 April income averaged 8 per cent below that of March.

AAA AND EXTENSION SERVICE READY TO CONTINUE STUDY OF DAIRY PROBLEMS

(Continued from page 1)

"We feel that considerable misunderstanding has arisen over the announcement that the proposed benefit payment production control program for the dairy industry has been deferred until such time as the representatives of the industry desire to re-open the question," declared Mr. Davis. "Acting under our expressed policy to follow the wishes of a majority of the producers regarding the desirable method to adopt, and insisting that the program must be a voluntary one, we have not in any sense closed the doors to further consideration of production control in any logical way by which it can be secured under the terms of the Agricultural Adjustment Act.

"Reports have reached the Administration that producers have been discouraged from attending local meetings to discuss the dairy problem because of a belief that the subject was closed and the project completely abandoned. The Administration joins the Extension Service at this time in a renewal and a re-statement of our position which is that we welcome suggestions and are ready to furnish information and cooperate with dairymen at any time when conditions warrant action or when they desire to avail themselves of any services we can render."

CASH FARM INCOME \$417,000,000 IN MARCH

Farmers' cash income in March was \$417,000,000 composed of \$408,000,000 from the sale of farm products and \$9,000,000 from rental and benefit payments by the AAA, according to estimates by the Bureau of Agricultural Economics. Cash income in March of last year was \$275,000,000.

The bureau estimates the total

cash income for the first quarter of this year at \$1,312,000,000 of which \$97,000,000 came from the AAA. Income for the first quarter of 1933 was \$873,000,000. A year ago both prices and marketings were unusually low.

Strength in the markets for dairy and poultry products contributed importantly to increase the March income, and the income from marketings of cattle largely offset the reduced income from marketings of

Results Obtained in Butter Campaign

Last week, in Chicago, at a National Butter Conference, the Butter Industry Committee made a comprehensive report of its organization work and its activities in increasing the consumption of butter and other dairy products. The following is a summary of the work which the Dairy Council has carried on for the Butter Committee.

Significant to the dairy industry throughout the country are replies from representative local creameries which report a marked material increase in butter sales to patrons and farmers during the period January and February, 1934, as compared with October and November, 1933.

A number of individual creameries throughout the territory of active work were asked for records on local butter sales in their area. Sixty per cent reported an increase. Of these reports, some were as high as 40 per cent, with a general average of 20 per cent.

County agents stated that farm manufacture of butter for home consumption had increased during this period.

All states voiced their desire that the campaign be made permanent. They believe the results obtained in this campaign are an indication of what might be done in a long-time campaign properly supported.

Co-operating with the Butter Industry Committee in the preparation and distribution of material for this extensive campaign, the Dairy Council reports 5,213,623 special leaflets distributed in forty-four states ac-

tive in the campaign. In addition, 156,768 butter posters were used, and 100,775 pieces of general material were distributed for publicity purposes.

Radio talks, newspaper publicity, clipsheet service and general information about the campaign were sent out regularly to 4700 newspapers, 523 dairy leaders, 2693 county agents and home demonstration agents, and teachers of vocational schools. Letters received from county and home demonstration agents indicate the type of work accomplished. Thirty per cent organized special community clubs in rural areas to promote the use of butter and dairy products; sixty per cent worked through local community leaders; twenty-three per cent reported grange and farm bureau leadership; twenty-one per cent reported using Dairy Council posters and exhibit material in store windows; and twenty-two per cent reported working through country schools.

"Every Dairyman His Own Salesman" has been adopted as a slogan by farm organizations. Farm bureau meetings during May throughout Indiana will be devoted to our project. Equally important has been the work carried on through 600 granges in Ohio.

The industry co-operated in seeing that all cream and milk shippers were supplied with copies of five popular promotion leaflets. They were responsible for placing posters in cream stations and retail stores.

A suggested plan for community co-operation in supporting the campaign, and working material to put it over, were furnished to county agents, home demonstration agents and vocational teachers in butter producing areas throughout the country. More than 100,000 pledge cards signed by farmers to increase dairy products consumption were secured by these co-operators.

The Council supplied special news releases and clip sheet service with mats for local papers throughout the country. Four hundred mats for clip sheets were distributed to local papers by the Council. In several states, weekly papers put out dairy editions in which they utilized this mat service offered with the clipsheet, and sold special advertisements in these issues to local business interests. Some papers carried a dairy page over a period of several weeks. In Michigan, the state college furnished 250 newspapers with special feature articles and mats which were prepared by the Council office.

We are now entering the period of grass feeding with probably sudden changes in temperature and various kinds of feed. It is a period in which the shippers must exercise exceptional care to avoid bad odor and high temperature milk. Getting cows out of pasture quite early in the afternoon will sometimes avoid the bad odors and quick cooling after milking also helps.

Producers who are using quack grass or rye pasturage may do well to take the cows out of pasture several hours before milking because these grasses sometimes cause a "fishy" odor. Quality products are what we all want at all times.

CHESTER W. FLETCHER.

A Big Bargain . . . That Saves 80% of Your Fencing Costs



Cattle are content to look at green corn and sudan grass.

In proportion to the savings it makes for you, the Gengler Fencing Unit is an outstanding bargain at \$29.50. It eliminates expensive gates and uses only one barbed fencing wire instead of four or five. Posts may be set fifty feet apart. *Sold on a money back guarantee.* Write for complete details.

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STATION F

Milwaukee, Wis.

NEW YORK LAWMAKER WANTS BUREAU OF MILK PUBLICITY

A bill to establish a Bureau of Milk Publicity in the Department of Agriculture and Markets was introduced in the New York State Assembly by Assemblyman Harold C. Ostertag, of Attica, last week.

The bill provides for an excise tax of two cents on each 100 pounds of milk, also an excise tax on milk products to be computed on the basis of two cents on each 100 pounds of milk used in their manufacture. The money realized from this tax is to be used to maintain the Bureau of Milk Publicity and to carry on an advertising campaign and other educational work to increase the consumption of milk.

The Bureau of Milk Publicity is to be headed by a director appointed by the Commissioner of Agriculture and Markets. The Bureau is to conduct "a campaign by advertisement or otherwise for the increased consumption of milk and milk products, and for that purpose shall have power to disseminate information:

"Relating to milk and its importance in preserving the public health, its economy in the diet of the people and its importance in the nutrition of children.

"Relating to the manner, method and means used and employed in the production of milk and the manufacture of milk products and to laws of the state regulating and safeguarding such production and manufacture.

"Relating to the added cost to the producer and milk dealer in producing and handling milk and milk products to meet the high standards imposed by the state that insure a pure and wholesome product.

"Relating to the effect upon public health which would result from a breakdown of the dairy industry.

"Relating to the reasons why producers and milk dealers should receive a reasonable return on their labor and investment.

"Relating to the problem of furnishing the consumer at all times with an abundant supply of pure and wholesome milk and milk products at reasonable prices.

"Relating to factors of instability peculiar to the milk industry, such as unbalanced production, effect of the weather on the demand for fluid milk, influence of consumer purchasing power, and price relative to the cost of other items of food in the normal diet of the people, all to the end that an intelligent and increas-

ing consumer demand may be created."

The bill requires dealers to keep accurate records, and to pay the excise tax to the state promptly each month.

If this bill is enacted into law it promises the greatest boost to the dairy industry that New York State has ever given to any agricultural product.

Extensive and efficient advertising of milk and milk products has long been urged, but this is the first definite step in that direction on an industry-wide basis.

SIX ALLEGED VIOLATORS OF CHICAGO MILK LICENSE CITED

Orders to show cause why their licenses to sell milk under the existing license for the Chicago milk sales area have been sent to six alleged violators in that area by the Agricultural Adjustment Administration. All of the companies cited must return answers to the charges on or before May 10.

The companies cited in the orders are: The Joseph Wagner Dairy Co., Cicero, Ill.; West Side Dairy Co., Chicago; White Eagle Dairy Co., Chicago; Midland Dairy Co., Chicago; Lemont Dairy Co., Chicago; and Red Top Milk Co., East Troy, Walworth County, Wis.

All of the concerns cited are charged with similar violations. They are alleged to have bought milk from new producers without obtaining permits, and from producers without recognized bases, who have not given the companies authority to make the required deductions which are payable to the market administrator for market services and equalization funds.

The companies are also charged with having bought milk from producers without making required reports to the market administrator, and likewise have continued to purchase milk in that manner without rendering any accounts or records to the market administrator and without having made payments on the milk so purchased.

Failure to pay producers on the established schedule of prices for milk defined in the license is also charged against these companies. They are also charged with having failed to buy all of the milk tendered to them by such producers and with having failed to make payments for milk with a butterfat differential of 4 cent per point in the fat test above the standard 3.5 per cent.

BUTTER CONSUMPTION ABROAD INCREASED BY LOW PRICES

Europeans are eating more butter and less margarine as a result of low butter prices in world markets in recent years, says the Bureau of Agricultural Economics reporting currently on world dairy prospects. European butter exports increased slightly last year, and would have increased more but for the tendency to consume low-priced butter instead of margarine, says the bureau. Meanwhile, butter consumption in the United States has been practically unchanged.

A slight recovery of world trade in butter is reported for last year, in that exports for thirteen countries totaled 1,180,000,000 pounds against 1,163,000,000 pounds in 1932, and 1,210,000,000 pounds in 1931. Canada is reported to have a material surplus of butter, whereas for several years preceding 1931, Canada had been an importer of butter. The United States imported about 1,000,000 pounds of butter last year, and exported approximately an equivalent quantity.

Butter consumption per capita in the United States has been about stationary at 18 pounds during the last ten years, but in Great Britain per capita consumption rose to 23 pounds last year as against 15 pounds ten years ago, says the bureau.

TESTED RECIPES

Three tested recipes are published in the Producer each month. All of these recipes contain a liberal amount of dairy products.

If all farm families would use a very liberal amount of dairy products considerable less milk would come into market. No cheaper and no more wholesome food can be purchased at any price.

The gold coast resident has nothing on the farmer in this respect for he can't get milk that is as fresh as the producer can. It's one thing that the farmer need not pay a handling charge on.

T'other Way Round

It wouldn't hurt any if the colleges would work their way through some of the students.

A Little Bird

Diner: "Waiter, this soup is spoiled."

Waiter: "Who told you?"

Diner: "A little swallow."

—Dartmouth Jack-o-Lantern.

CO-OPERATIVES MEET IN MADISON

The status and outlook for agricultural co-operatives under the "New Deal," problems connected with agricultural credit and compulsory control of production will feature the tenth annual summer session of the American Institute of Co-operation which will be held at the University of Wisconsin College of Agriculture, Madison, Wisconsin, July 9 to 13, according to announcement made today by Charles W. Holman, secretary.

The sessions will be attended from all parts of the United States and provinces of Canada by leaders of farmers' co-operatives, agricultural organizations, educators, and state and federal administrative officials contacting the co-operative movement.

Codes, marketing agreements and licenses will come in for their share of attention. Opportunities for developing foreign markets will be analyzed, and recent developments in methods of financing selling and buying co-operatives will be discussed in special sessions devoted to particular commodity interests.

In connection with the Institute the University of Wisconsin College of Agriculture is offering a number of special courses in co-operative marketing, national agricultural policies and methods of conducting research. These courses will be held as a part of the regular summer session of the University and will open June 25 and close August 3.

The American Institute of Co-operation is holding its tenth summer session at Madison this year upon

the invitation of the University of Wisconsin, the Wisconsin Council of Agriculture, the Wisconsin branch of the Farmers' National Union and a number of other organizations.

The Institute was founded 11 years ago by the leading co-operative groups and the farm organization groups of the United States as an educational body to forward agricultural co-operative endeavor. It has held sessions in practically every section of the United States and this will be the fifth session held by the Institute in the Middlewestern territory. It is expected that attendance during the week will approximate 1,500 people.

EVAPORATED MILK INDUSTRY CONSIDERING USE OF LICENSE

The evaporated milk manufacturing industry, which secured a marketing agreement last September under the Agricultural Adjustment Act, is considering the advisability of strengthening the agreement by the use of a license with power to enforce the prices, terms, conditions, and fair trade practices governing the industry.

The Agricultural Adjustment Administration desires to perfect the existing agreement in any practical and equitable manner possible under the Act, and, at the suggestion of members of the industry, is exploring the situation relative to the use of a license.

If invoked, the license would be based on the present marketing agreement with possible minor amendments which have been found

advisable in the light of experience since the agreement went into effect. The Administration believes that the agreement has been of considerable benefit to all branches of the evaporated milk industry and has resulted in creating a good working arrangement between producers through their own committee and the manufacturers' control committee.

Recent conferences in Chicago between Administration representatives, producers and manufacturers brought out many practical points which would make the agreement and the proposed license more effective and helpful.

TWO FIRMS CITED FOR VIOLA- TION OF CHICAGO MILK LICENSE

Orders to show cause why their licenses to sell milk in the Chicago area under the existing license effective February 5, 1934, should not be suspended or revoked were sent by the Agricultural Adjustment Administration to the Kewaskum Creamery Co., Kewaskum, Wis., and Isaac Lantz, of the Lantz Dairy, Plainfield, Ill. Answers to the orders must be received on or before May 5.

Charges against both companies are practically identical. They are charged with having bought milk from new producers without securing permits from the market administrator and without obtaining authority from the producers to make the required payments named in the license for market service. The two companies are charged with having failed and refused to make the required regular reports to the market administrator regarding the amounts and value of milk purchased and distributed for consumption in the Chicago sales area. Failure to pay producers the price defined in the license is also charged in the order, and the firms are also alleged to have failed to pay the required butterfat differential on milk testing above 3.5 per cent fat. In addition the Lantz Dairy is charged with buying milk from producers who have no established bases, contrary to the terms of the license.

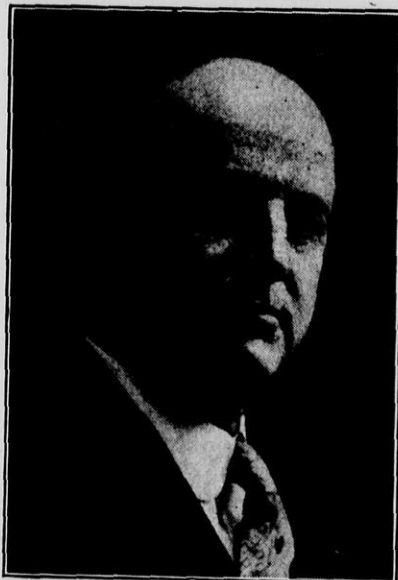
Speaking of operations, what this country needs is a good five-cent scar.—Columbia Jester.

Breaking It Gently

Son: "Father, do you remember the story you told me about how you were expelled from college?"

Dad: "Yes."

Son: "Well, isn't it funny how history repeats itself?"



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When you need a new cream separator or a part for your old one write, telephone or call at the . . .

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Capacities 150 lbs. to 16,000 lbs. per hour
.. Service always ..

**MEANING OF "SKIMMING"
CASTS REFLECTION ON
SKIM MILK**

(Continued from page 1)

said, "Today we measure the value of our cows by the amount of butter-fat they produce. I do not say it would have been better otherwise, but I cannot help but wonder what the situation would have been today if some other solid of milk, say the milk sugar, which is even more abundant in milk than the fat, had been the first to come to our attention through natural separation?"

Prior to 1700 only two or three people claimed that such a thing as milk sugar existed, and although it has been made commercially in small quantities since the latter part of the 18th century, many people even now are surprised to learn that sugar can be obtained from milk. They are particularly surprised to learn that milk contains more pounds of sugar than of fat, and that practically all the sugar in milk is left in skim milk, buttermilk, or whey after the fat and casein have been removed in making butter and cheese."

Mr. Reed reminded his hearers of the many uses already developed for the various constituents of milk, particularly the use of casein in making buttons and billiard balls, pipe stems and poker chips, and in making waterproof glue and coated paper for fine printing.

He mentioned that milk sugar is used in making medicinal tablets and that it can be used in making explosives, but declared that now when there is a great need for the necessary food elements so abundant in the by-products of milk, he believed the greatest efforts should be directed toward utilization of milk and its products as food for man, woman and child.

Skim milk, buttermilk and whey contain material entirely suitable for human food. These include protein in an easily digested and assimilable form; the milk sugar, which is valuable not only for its food content but also for certain physiological effects, and the salts or minerals in a combination especially suited for human nutrition.

Mr. Reed believes that the food value of skim milk has too long been overlooked; that we need to overcome the disadvantage placed on it by the very name itself. He reminded that the most efficient way to utilize skim milk commercially is first to reduce it to a powder by removing the water. In the dry or powder form it has all the food values of liquid skim milk. The drying process does not destroy the vitamins present.

**MEADOWMOOR DAIRIES CITED
IN CHICAGO MILK LICENSE
VIOLATION**

Meadowmoor Dairies, Inc., 1334 S. Peoria Street, Chicago, has been ordered by the Agricultural Adjustment Administration to show cause why their license to sell milk in the Chicago sales area should not be suspended or revoked for alleged violation of the existing license. The company is required to file its answer to the charges on or before May 7.

It is charged that the Meadowmoor Dairies purchased milk from new producers who were not on the market prior to Feb. 5, 1934, without first obtaining a permit from the market administrator. It is alleged that the company bought milk from farmers not having established bases, contrary to the license, and that purchases of milk were made from producers who did not authorize compliance with the terms of the license respecting payments for market services. The company is also charged with failing and refusing to submit monthly reports to the market administrator, and that producers were paid prices other than those defined in the license schedule, and that the prescribed butterfat differential of four cents per point above market standard of 3.5 per cent fat has been ignored in making settlement with producers.

There is one phase of this milk marketing condition that probably we producers have not fully considered. If we give proper consideration and take aggressive action, we can help to drive the "Chiseler" out of this picture.

First I wish to bring to your attention the fact that the average price you receive for your milk is determined by the amount of fluid milk sold by your dealer and that if your dealer's sales increase your price automatically increases.

If each and every shipper who is selling milk to dealers, who are will-

ing to pay the agreed price to the farmers with a cashable check, would, when they come to the city or the suburban towns, to buy their groceries, first inquire of the storekeeper whose milk the store handles. If the inquiry shows they are handling the milk of dealers who you believe to be unfair to the farmers, tell them you cannot buy their goods until such time as they are willing

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

FOR SALE—Hay; 100 ton of alfalfa, mixed hay, millet, also sudan grass. Inquire of Ernest Wollenzien, R. 2, Box 160, Waukesha, Wis. Phone: Big Bend 37R3. County Highway XX.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price

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

RITE-WAY PRODUCTS CO.

Dept. C, 4000 N. Tripp Avenue, Chicago

SAVE MONEY ON HARNESS... buy Walsh



Your FREE copy of 1934 harness book is ready. Gives FACTS about harness . . . why Walsh No-Buckle costs less per year of service than any other. All about NEW IMPROVED 1934 MODELS with WALSH LYNITE ALUMINUM HARNES . . . lightest and strongest made. Also new SPECIAL VALUE ADJUSTABLE COLLAR. Be posted. Don't wait for prices to go up. Write today.

WALSH HARNESS COMPANY
Department 44 Milwaukee, Wis.

NO BUCKLES TO TEAR
NO RINGS TO WEAR

**YOUR DEPOSITS
ARE INSURED!!**

as provided in the Banking Act of 1933

BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

to deal with buyers who are paying the bargained price.

Certainly we producers have the right to expect merchants who solicit our business to buy our products if they expect us to spend our money with them and every case or quart of milk they buy from the "Chiseler" means just another case or quart of our milk that must go to the churn and that will return to us very small money. Some people may call this boycott but to me it is just good common sense. How many of you will do this for the next few months?

CHESTER W. FLETCHER.

To many of the producers in this milk shed who have been receiving their milk checks regularly and on time each month it may be of interest to hear what some of the comments are from farmers who were led by one promise or another to leave a well established company and ship to new and untried dairies. I am here going to quote the statements of just a few farmers as to what they are receiving and let you judge for yourself as to whether these nice rainbows brought them to a pot of gold.

"I was told if I quit the company I had always shipped to and went to the new concern, I would receive much more money for my product. I changed. Since January 1, 1934, I have averaged 10 cans of milk per day and have had a total of \$9.00 in money for my product. Please find me a new market.

"I was promised a much higher price for my milk and after shipping for about sixty days, I was told to subscribe for \$500.00 worth of stock, or lose my market. With no other outlet, I did so and since then have been compelled to accept less than a condensery price in money and the balance in a stock which no bank or anyone else will accept as collateral. I would like very much to go back to my old company."

"Because my base was rather low I started selling milk to a new dairy. I found that no base merely meant a lower price and my milk check has been very slow in coming."

"I was a condensery shipper and was told I would now be, 'on the Milwaukee market.' have not had a milk check in more than three months and am quitting to go back to the condensery. Please try and collect my money if possible."

Dozens of these tragic cases come to our attention each month and goes to show what unscrupulous

dealers some of these chiselers are.

They use the term co-operative to the farmer and in some cases say they are union to the consumer and in both cases they are making a sacrifice of honest men's efforts. Shun them as you would poison.

CHESTER W. FLETCHER.

Announces New License Agreement

Kansas City Milk License Amended to Include Greater Kansas Area

A license for the milk market of Greater Kansas City, Kans., was signed recently by Secretary of Agriculture Henry A. Wallace which became effective April 1 at 12:01 a. m. The license is an amendment to the license for Kansas City, Kans., which became effective on March 17, and provides for an enlargement of the sales area to include Kansas City, Missouri.

Prices, terms and conditions contained in the amended license are substantially the same as those contained in the original license. The amended license was requested and has been approved by the Pure Milk Association of Kansas City.

Averages Per Milk Cow

On Jan. 1 crop correspondents reported for their own herds an average production of 11.46 pounds of milk per milk cow per day, compared with 11.94 pounds last year and 12.51 pounds in 1932.

It may be true that the records show that only a few farmers have gone into bankruptcy, but it must be remembered that it is only the exceptional agriculturist who has money enough to hire a lawyer.

Editor: "Do you know how to run a newspaper?"

Applicant: "No, sir."

Editor: "Well, I'll try you. I guess you've had experience."—Skipper.

Let us rise to remark that the greatest of all horticultural feats is not yet accomplished—the grafting of Weed chains on banana skins.

—Washington Dirge.

Sign of Spring

"I guess Abner's in love with that school-teacher over in Plum Hollow."

"Think so?"

"Yep. He was in town Saturday tryin' to swap a shotgun fer a bathtub."

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Corn Pudding

(Serves four to six)

- 1 No. 2 ½ can corn
- 3 cups milk
- 1 ½ tablespoons sugar
- 3 eggs, slightly beaten
- ½ green pepper, chopped
- ½ tablespoon salt
- 2 tablespoons butter
- 3 cups soft bread crumbs
- ½ cup buttered bread crumbs
- ¼ teaspoon pepper

Mix thoroughly all ingredients except buttered bread crumbs. Put into a buttered baking pan; cover with buttered crumbs. Bake in slow oven for one hour or until a knife inserted comes out clean.

* * *

Cheese Souffle

- 1 ½ cups bread crumbs
- 1 ½ cups grated cheese
- 4 eggs
- 1 cup scalded milk
- ½ teaspoon salt
- 1/6 teaspoon paprika

Pour the scalded milk over the bread crumbs and cheese, add the seasonings, yolks of eggs well beaten, and fold in the egg whites which have been beaten until stiff. Turn into an oiled baking dish and bake half an hour in a moderate oven. Serve at once.

* * *

Orange Omelet

(Serves six to eight)

- 6 egg whites
- ¼ teaspoon salt
- 6 egg yolks
- 2 tablespoons sugar
- 2 tablespoons lemon juice
- 4 tablespoons orange juice
- ½ teaspoon grated orange peel
- 4 tablespoons butter

Beat the whites and salt until stiff. Beat the yolks until thick with sugar and fruit juices. Fold these into the whites one-third at a time, so as to retain the air. Melt the butter in a large omelet pan. Pour in the omelet mixture and put in a slow oven for twenty minutes. Fold on platter. Serve at once.

Hints for the Home

Light, fluffy woollens make warmer blankets and garments than do heavy, closely-woven materials.

Baked apples will not burst during cooking if the skin around the top is pricked with a fork, or if a ring is cut around the center.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

JUNE 1934

Number 3

Fluid Price for June is \$1.85

The American Institute of Co-operation

The first meeting of the American Institute of Co-operation in Philadelphia in 1925 was in the nature of an experiment to find out through a common consideration of co-operative problems how the methods of individual co-operative associations could be improved. The meetings were concerned largely with questions of organization and structure and with an attempt to conceive of the place of the co-operative in improving agricultural conditions.

The institute was to be a meeting place where the best thought of co-operative leaders would be expressed on all problems of common interest. It was to be "an absolutely genuine and honest attempt to bring together and crystalize the co-operative thought of the country, to show its young men the possibilities and prospects of a career in the co-operative movement and to show the country at large that there is a new purpose permeating the whole fabric of American life."

The following year, the American Institute of Co-operation was held at the University of Minnesota. It was now an established institution in co-operative endeavor; it was a "forum for new ideas" in co-operation. In 1926 the program of the institute was developed on a commodity basis. The discussion of the institute was divided so that problems concerned with the co-operative movement in relation to livestock would be treated.

(Continued on page 3)

52 New Supporters to the Milwaukee Co-op Producers

- T. A. Hayes, Hubertus.
- Wm. Kloehn, Germantown, R. 1.
- Ben. Ganns, Germantown, R. 1.
- Otto Grueneberg, Cedarburg.
- Emma Messer, Hubertus, R. 1.
- C. W. Franke, Sta. D, R. 2, Milwaukee.
- Jos. Burke, Hubertus, R. 1.
- Frank Klapanski, Hartford, R. 1.
- Henry F. Fischer, Pewaukee, R. 2, Box 211.
- A. K. Hupfer, Sta. F, R. 11, Milwaukee.
- Paul Keske, Hales Corners, R. 1.
- Julius Mueller, Hales Corners, R. 1.
- Mrs. Peter Dietz, R. 2, Box 1212, Milwaukee.
- George Fischer, Sta. D, R. 3, Box 908, Milwaukee.
- Mrs. Aug. Blomberg, Hales Corners, R. 1.
- Chas. Rode, Hartford, R. 2.
- Wm. Wendorff, Hartford, R. 2.
- Chas. Tesch, Hartford, R. 2.
- Mrs. Margaret Daley, Hartford, R. R., Box 200.
- Albert Burg, Menomonee Falls, R. 1.
- John Potrykus, Hubertus.
- Math. Stuetgen, Hubertus.
- John Wenninger, Hubertus.
- Bertram Schwartz, Hubertus, Box 8.
- Edward Held, Richfield.
- Mrs. A. F. Hahn, Waukesha, R. 2.
- Wm. Sennott, Hartland, R. 1.

(Continued on page 7)

The Department of Agriculture and Markets has announced that the price of fluid milk for the month of June shall be \$1.85 per hundred pounds and that the cream milk price shall be thirty-five cents per hundred pounds over the manufactured price for that month.

The Board of Directors favored a fluid milk price of \$1.90 and a cream milk price of twenty-five cents over manufactured rather than the above mentioned deal, and so recommended to the department.

Some distributors favored the first mentioned price, it is said, and the commissioners seemed inclined to experiment to see how it will work. Well, that is one way to learn.

PRICE ADVANCES EXPECTED

While prices of milk and dairy products in all districts are higher than a year ago, because of the adoption of the code in most states, with the increase ranging from 10 to 40 per cent, the cost of production has been rising steadily, so that higher prices are anticipated in the near future. The average composite price for all milk delivered in March, when compared with the price of grain, was more favorable than a year ago, but was less than normal for that month. For, 100 pounds of milk in March purchased 97 pounds of grains, as compared with 68 pounds in March, 1933, and 102 pounds for the March average for the past ten years.

Wholesale and retail collections show an improvement of 10 to 20 per cent over the status at this time a year ago. Many of the wholesalers by restricting doubtful accounts are increasing cash sales, thus helping the collection situation materially.

Gridley Prices		Luick Prices		Layton Prices		Sunshine Prices	
	Pct. Price		Pct. Price		Pct. Price		Pct. Price
Fluid sales	44.98 \$1.85	Fluid sales	43.63 \$1.85	Fluid sales	43.20 \$1.85	Fluid sales	52.98 \$1.85
Manufactured	31.37 .91	Manufactured	35.25 .91	Manufactured	36.37 .91	Manufactured	22.53 .91
Outdoor relief	7.63 1.62	Outdoor relief	7.93 1.62	Outdoor relief	10.16 1.62	Outdoor relief	1.24 1.62
Cream sales	16.02 1.26	Cream sales	13.19 1.26	Cream sales	10.27 1.26	Cream sales	23.25 1.26
Average price	1.44	Average price	1.42	Average price	1.42	Average Price	1.49

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 7

JUNE, 1934

Number 3

BOARD OF DIRECTORS

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

Subscription.....\$1.00 Per Year

A POSSIBLE MILK SHORTAGE

Lack of moisture and extreme heat with drying winds may burn up pastures, unless rain comes very soon.

The hay crop will not be more than 50 per cent of a normal crop in most of this milk shed. Small grain cannot stand much more dry, hot weather in many sections.

While production is still high and a great deal more milk received than is needed right now, the picture may change very soon.

Many farmers wish to get on the market, but we believe that before these new applicants be given a place in the market the present producers ought to be allowed to ship more milk at the average price. In other words those having excess milk ought to be given a chance to have some of it in the average price class.

To bring about this desired change, a tolerance above base ought to be allowed beginning July 1 and to remain in effect until milk becomes plentiful.

This tolerance should not be less than 25 per cent of the base amount. This will not be an increase in base amount, but it would allow the producer to ship that much more than his base during the period when a shortage of milk threatens.

A recommendation that this tolerance be allowed will be made to the distributors and if acceptable notice will be given the producers prior to July 1.

FARMERS STILL UNPAID

The fact that many farmers have not been paid for milk shipped to some Milwaukee distributors is common knowledge.

One company that went into receivership recently owed the producers some eleven thousand dollars. Another smart business man, who inveigled a group to ship to him, admitted that he did not pay for April milk, some seven thousand five hundred dollars, and that he could not pay the bill. He had already taken off over ten thousand dollars in deductions for stock and proposes that the farmers buy out his equipment and lease, and rent to him so that he need not have so much overhead. Looks as though he might get April and May milk for nothing. Some new scheme to defraud the farmers out of June checks may be worked out later.

Another friend of the farmer has built up a large business but says that he cannot pay for milk, but that the farmers will eventually own the business.

He can, it seems, pay two men to go out on every route but **no money for the farmers**. This is not a complete list by any means, at least two others have practically forced farmers to accept stock as part payment for milk or lose the market.

Another concern said that money was withheld from the farmers so that a plant out in the country might be financed.

In almost every case farmers were induced to furnish milk to these concerns by being promised higher price and no base and no surplus. If the promoter had also promised no milk check the picture would be complete.

A warrant is out for one of these **friend of the farmers** for not paying for milk, but at this writing no warrants are out for the others for they have promised to be good in the future. As for the farmers who got only part payment or in some cases none at all, well perhaps they can charge it up to experience.

IF BUTTER REACHES 1929 LEVEL

The record reveals that for the month of June, 1929, the average price of butter was 42 cents or almost 20 cents higher than the average price for May, 1934. The manufactured price was \$1.76 for June, 1929, against 91 cents for last month.

Just as a matter of idle speculation we wonder how our cream milk price would compare with the fluid milk price for this month if butter would reach 42 cents. If 35 cents were added to the manufactured

price as of June, 1929, the cream milk price would be \$2.11 or twenty-six cents more than the fluid price.

A SAFE MARGIN OVER FLUID NEEDS

In checking over the reports of dealers for the month of May we find that one company had under 23 per cent of manufactured milk.

This, in a month when production is normally high. How much may this figure be reduced and the distributor be assured of enough milk for fluid needs?

The Department of Agriculture and Markets rule that all cream must be derived from milk shipped in or if bought as cream be figured in the price computation as if bought at a certain amount over the manufactured value.

If the supply shortens more milk will be needed in order to supply both fluid cream and milk needs, while if cream could be bought outside of the shed during a shortage period new shippers might not be needed. This is a serious question for the present producers to consider for if new producers are taken in they cannot be laid off again when the short season is over.

AMENDED MILK LICENSE GRANTED TO ST. LOUIS BY AAA

An amended license for the St. Louis, Mo., milk sales area which slightly increases the class 1 price of milk and adjusts prices and country station charges so as to obtain a greater use of class 2 milk for sweet cream purposes, was granted by the Agricultural Adjustment Administration. The amended license went into effect on June 1 at 12:01 a. m.

The class 1 price for milk to producers is \$2 per hundred for 3.5 per cent milk in the amended license, compared to \$1.85 in the former license. Country station charges in the first 50-mile zone on class 1 milk remains at 20 cents per hundred pounds, but the rate on class 1 milk for each 10 miles beyond the 50-mile zone has been reduced from 2 cents to 1 cent per hundredweight.

The f. o. b. price for class 2 milk has been reduced 5 cents per hundred in the amended license, and station charges on this class within the 50-mile zone are increased 10 cents per hundred, making a total decrease of about 15 cents per hundredweight for class 2 milk delivered to outlying country plants. This was done to correct a situation where producers delivering to country stations received higher returns than producers who delivered direct to the sales area.

THE AMERICAN INSTITUTE OF CO-OPERATION

(Continued from page 1)

ed separately, and in the same way attention was provided for the co-operative problems of fruit and vegetable growers, of dairy producers and of grain farmers.

Northwestern University in Evanston was host in 1927. Little was said about the golden dreams of co-operation or what would be accomplished, but much attention was given to the consideration of some of the hard facts which had been gone over during the experiences of the past year. When the dual nature of the grain marketing problem came up—co-operative elevator commission firm combination versus the pool—both sides aired their views on the situation. While in 1926 there had been a strained attitude between the followers of the two methods, in 1927 there was greater willingness for frank discussion. Each group was learning from the experiences of the other.

Visit California Co-operatives

In 1928, the institute departed from its previous custom of a four-week session. Instead, one week was devoted to visiting co-operative associations in southern and central California. Here the group saw at first hand the operation of the leading associations in the birthplace of modern co-operative marketing, and heard those active in developing and directing the work of these associations tell of their early struggles, objectives and accomplishments.

Two weeks additional were spent at the University of California in a discussion of current issues and problems in co-operation. Particular attention was given to questions in the foreground among Pacific Coast co-operatives.

The fifth institute was held in Louisiana, the mid-way point in the South, thus completing the circuit of the country. Convening on the new campus of Louisiana State University at Baton Rouge, co-operative leaders from other sections of the country not only gained a deep insight into the problems of southern agriculture, but added to the fund of co-operative information and knowledge in a section that needed it most.

Hear Farm Board Leaders

Convening only a few days after appointment of the members of the Federal Farm Board by President Hoover, unusual attention was turned to the sessions by the press

in every corner of the nation, for four members of the board were in attendance. In addresses widely broadcast, board members Legge, Williams, Teague and Hyde made their first public appearances, in their new official capacities. It was at Baton Rouge that Chairman Legge announced the far-reaching policy of the United States Government of "helping the farmer to help himself" by means of the expansion and development of large-scale co-operative enterprises.

"There could be no more appropriate place for a statement of the policies of the Federal Farm Board than at this meeting of the American Institute of Co-operation," said Mr. Legge. "For more than four years the institute has been a forum for the exchange of experiences and the development of policies in co-operative marketing. It has worked toward the co-ordination of the activities of the farmers' organizations. Representatives of the co-operative associations who have participated in these sessions are to be congratulated on the progress made."

Stresses Business Efficiency

When the institute convened its summer session on the campus of Ohio State University at Columbus, attendance records were again shattered. Approximately 1,700 persons, from 25 states and five foreign countries, participated in the conference.

It will be remembered that four members of the Federal Farm Board were in attendance at the Baton Rouge Institute. The other five attended at Columbus. Naturally, therefore, the Farm Board's achievements, plans and prospects occupied the limelight. Co-operative managers and college economists matched thoughts with the board members in order to obtain a clear picture of what agriculture might expect as a result of the efforts of the board. Constructive criticism was offered in generous measure. An important keynote of the Columbus meeting was business efficiency and management technique.

Aided by numerous educators and public officials, co-operative leaders subjected agricultural co-operation to another scientific appraisal of its methods and problems at the seventh institute, held at Kansas State College in the summer of 1931. Although the institute adopts no resolutions and formulates no policies, the consensus of opinion to be found in the formal addresses, conferences and "lobby" discussions demonstrated that the analysis was fearless

and thorough. Co-operation was tested and found not wanting.

Commodity Idea Grows

A striking feature was the importance of the afternoon specialized conferences devoted to specific commodities. For the first time in the institute's history these commodity conferences were more important in the eyes of the delegates than were the general sessions where well known speakers discussed general national problems facing the movement. There was thus demonstrated the need for a mechanism through which co-operative executives might get deeper into the principles and details of co-operative operation for frank discussion devoid of formal speeches and generalities.

In consonance with the tradition of New England, the eighth session, held in Durham, N. Hamp., at the University of New Hampshire, devoted itself in the main to a study of philosophical approaches and the spiritual and significances of the co-operative movement. At this session, the idea of the intensive round table to inquire more deeply into problems associated with the movement had its first real test. In those round tables small groups, working in much the same manner as graduate seminars, delved into a mass of data and gave earnest consideration to such questions as production control, membership problems, marketing of fruits, and vegetables in New England. Special emphasis was put upon the self-help nature of the movement.

The keynote of the ninth institute held at the University of North Carolina in 1933 was an appraisal of the changing status of agricultural co-operatives under the stress of depression in the light of the New Deal at Washington. How the reorganized federal credit facilities affected co-operatives, what the secretary of agriculture and his aides did under the new farm relief act with regard to stabilization of markets, increases of farm prices and control of productions were features of the general sessions. Problems of co-operative buying, standardization for quality attainment, membership problems arising out of the farmers' holiday movement in the Middle West, programs to consolidate co-operatives for more economical operation and greater bargaining power came in for major attention.

Badger Hosts July 9-14

Wisconsin is to play host at the tenth annual convention this sum-

mer (July 9-14) at the Wisconsin College of Agriculture. Through an invitation extended by farm leaders and farm organizations of the dairy state, the institute comes back to the Middle West for its fifth bread basket meeting.

The discussions this year promise to be of unusual interest. The agricultural adjustment program with its acreage reductions, its codes and agreements, and its multiplicity of contracts, has injected a note of complexity and uncertainty into the co-operative scheme of things. Co-operators are wondering as to just where their organizations fit into the national plans which are being formulated in Washington.

Monday, July 9, is given over to the discussion of the topic, "Co-operation Under the New Deal." It is expected that an official of high authority in the federal government will present the views of the Agricultural Adjustment Administration, and that the outstanding leaders in co-operative organizations will relate their operating experiences of the past year under the new regulations.

Tuesday, July 10, is given over to a discussion of co-operative financing problems. This is an ever pressing question. Speakers on this day will include those who have been outstandingly successful in financing co-operative undertakings. Representatives of the Farm Credit Administration at Washington will explain the workings of the government machinery in furnishing credit to agricultural co-operative associations.

Wednesday, July 11, is dairy and livestock day. This is of especial interest to Wisconsin farmers and co-operative leaders. The marketing of city milk under public utility regulations; state milk control boards; direct marketing of livestock; and wool marketing practices; all, will receive attention. On Wednesday evening we expect to have a treat in the form of a discussion on the foreign situation with respect to agriculture. This is especially timely in view of the recently announced policy of the national administration to attempt to recapture our lost foreign outlets. A high official of Washington has been invited to deal with this topic.

Thursday, July 12, is to be given over to a consideration of co-operative purchases, the marketing of fruits, and the marketing of tobacco. This list of speakers includes representatives of large associations in Wisconsin and other states, as well as representatives of large tobacco companies who are asked to give their opinions upon the probable demand for the cigar types of tobacco. It is expected that the tobacco meeting will be generously attended by Wisconsin growers.

Friday, July 13, deals with the "Place of the Co-operative in Long Time Agricultural Planning." This is one of the most important topics of the entire program. It includes such subjects as "The Farmer, The Co-operative, and The Government;" "Agriculture's Need for Organization;" "Why Co-operatives Succeed, Why They Fail."

On Friday evening the Wisconsin Council of Agriculture will hold its

annual banquet. Saturday, July 14, will be the annual get-together meeting for the 1934 council.

Seldom, if ever, have the farmers and co-operative leaders of Wisconsin had such an excellent opportunity to hear authorities from all parts of the United States discuss subjects of such vital importance to Wisconsin agriculture.

SOME INTERESTING COURT CASES

To the shippers of this milk shed there are some interesting court cases pending at the present time. Cases in which distributors are, among other things, being charged with failure to pay for their milk. They have used various schemes to defraud the farmers and it is to be sincerely hoped that they will be forced to return their ill gotten gains to where it justly belongs—the men who produced the milk.

If it is true that distributors can purchase milk from farmers long after they know they cannot pay for it and escape prosecution, then one of the first duties of our legislature this winter should be to enact proper laws so that such offenses be made criminal if possible.

Not only is the unfair buyer of milk in a market a menace, to the maintenance of fair prices to the majority of the shippers, but he is also the lowest type of rat it is possible to meet. Certainly after the farmer had gone to all the effort of producing milk and then gets nothing at all for it, he has had a pretty raw deal. Even the best prices honestly paid will hardly go around at the present time.

C. W. FLETCHER.

REDUCE FENCING COSTS!



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How Farmers Are Trapped by Schemers

In this market are many schemes to buy and sell milk at an advantage over competing dealers. They are schemes that the producers' association must fight at all times so that the legitimate buyers of our products may be kept in line to continue to buy our goods according to honestly established buying plans so that we all may continue to share equally in our market.

One of these was a scheme to take only bottled milk, hire a distributor to bottle it, charge the producers a co-operative membership at so much a cow and charge so much per family to the consumer for membership, own no retail delivery routes but have each driver act as a "peddler," and undersell on the theory it was

a pure co-operative. It seemed to work nicely as long as the farmers and consumers stock payments held out but it is now reported that available cash for milk checks no longer exists and from all present indications the farmers may be forced to take over this company, put in a great deal more money to finance it and possibly find that this so-called good thing may be not only expensive but possibly ruinous before the final chapter is written.

Another case of farmers being trapped by cold-blooded schemers who are interested in framing the farmers.

C. W. FLETCHER,

Field Representative.

BUTTER MARKETS

Commenting on the butter markets as of June 1, the U. S. Bureau of Agricultural Economics says:

"A clearer realization of the seriousness of the drought situation which was being further aggravated by extreme heat, together with daily close clearances of receipts was the basis for the upward trend. Buying on Monday and Tuesday was of good volume, being stimulated somewhat by anticipation of holiday needs. However, speculative interest increased from the opening, being most active at Chicago. Following the holiday, quite contrary to many dealers' expectations, active demand both for current use and for speculation placed all markets in an extremely strong position as reflected by sharp advances on Friday. Except for Chicago on Monday, all markets recorded daily advances with sharp-est recorded at the close. Net advances for the week at New York and Chicago total two cents and 1¾ cents respectively. The closing tone appeared firm although caution was expressed in some quarters in view of possible deleterious effects of higher prices on future consumption demand. It was also cited that receipts are running fairly heavy and a prolonged rain might yet greatly alter the picture. Receipts of 90-score and below were gaining quite rapidly, with conflicting reports given regarding the production outlook

in the South. The season is late and while some are of the opinion that seasonal production will be light, others feel conditions favor a normal "wake." Apparent trade output for May totaled 832,668 tubs as compared with 788,469 tubs for May, 1933. Dealers and large distributors have persistently held that consumption was below normal the past few weeks. This feeling was reflected in retail prices during the current week which held unusually close to wholesale prices, a range of 26-29 cents prevailing on Eastern markets. Taking New York 92-score as a base, May average butter prices showed a gain of .82 cent over April. This trend while not normal was the same as last year when the May average exceeded April by 1.88 cents.

Production Situation Confusing

Despite the extremely adverse conditions existing in the heavier producing areas, receipts on the principal markets have increased about normally and closely approach last year's figures. This factor has given concern to the more conservative operators and is confusing to the trade generally.

Storage Holdings Comparatively Light

Comparative light storage holdings, together with an unusually slow rate of into storage movement, continued to contribute strength to the current market position. How-

AN INTERESTING DIGEST ON VITAMIN D MILK

Because of the wide-spread interest in vitamin D milk, Mrs. Ethel Austin Martin, nutrition specialist, Dairy Council, has issued a recent digest entitled "Vitamin D Milk," which brings the industry up to date on all phases of this subject since her last digest on vitamin D milk issued in 1932.

Vitamin D, that necessary factor in normal nutrition, is not present naturally in adequate amounts in foods. According to Mrs. Martin, "Vitamin D milk provides, automatically, a palatable and practical source of this vitamin. It has long been known that vitamin D milk is indispensable to the bony structure of the body. Children receiving an insufficient amount of this essential are predisposed to the bone disease, rickets, an all too common nutritional disorder of infants and young children. More recently vitamin D has been recognized as an essential factor in the building and protection of teeth. There is also a growing authoritative opinion that it is essential to adults. This accumulated evidence of the need for vitamin D emphasizes the importance of obtaining it in a convenient and palatable form."

Vitamin D milk now available in cities throughout the country is produced by three processes: Direct irradiation of milk; by feeding the cow irradiated yeast which endows the milk with additional vitamin D; by adding to milk a concentrate of vitamin D obtained from cod liver oil.

The production, potency, sanitary qualities, and promotion of vitamin D milk are subject to control by local health departments, the Committee on Foods of the American Medical Association and the licensing organizations.

Mrs. Martin discusses in complete detail the need of vitamin D milk, its source, and methods of producing it. The new "Vitamin D Milk" digest is available upon request from the Dairy Council, Chicago.

ever, speculative interest up to the past few days except Chicago was conspicuously absent.

Holdings at the 26 markets on May 26 were five million pounds or approximately 27 per cent below last year's figures for the corresponding date. Net into storage at the four markets for May was 4,621,199 pounds, as compared with 10,927,693 pounds for May, 1933.

The Drought—How Will It Affect Prices?

The big subject discussed everywhere is the drought. How will it affect the price of milk and what will it mean to the farmers as to future income?

As to our milk shed it seems to me, that while we are suffering much from lack of rain, yet in comparison with other sections we are better off. Most of the soil in this territory is a comparatively heavy clay that retains moisture longer than lighter soils and for that reason can withstand drought conditions much longer than some lighter soils. If however relief does not come shortly we will find that we will be in as serious a situation as any other section of the country.

Unquestionably milk prices will increase. Butter will go up in value and possibly fluid milk. How much, no one can say, but the price will depend somewhat on the severity of the shortage combined with the purchasing power of the consumer. However high prices for ruined crops will not be of much benefit.

C. W. FLETCHER.

Mark Twain once said that the one thing we all talk about is the weather—but no one does anything about it. In modern times the one thing we have heard about for four years is the depression and about as much is done about it as the weather.

LAW STOPS HARD TIRES

All motor vehicles, trailers and semi-trailers must be completely equipped with pneumatic tires to operate on Wisconsin highways and streets, by the provisions of 1933 Wisconsin statute 85.57, effective July 1, 1934. Exemptions from the provisions of the law are as follows:

- (a) Fire fighting vehicles.
- (b) Farm tractors or farm vehicles used in connection with seasonal industries.
- (c) Tractors moved along the highway temporarily.
- (d) Vehicles engaged in highway construction or maintenance operation on those portions of the highway under construction or maintenance.
- (e) Trailers or other similar equipment with a net weight of over 20,000 pounds and which are operated on the highways under special permit.
- (f) Semi-trailers designed and used for pick-up and delivery service within the limits of any incorporated village or city as a part of rail transportation and actually carried by rail as containers of merchandise. Provided, however, that such semi-trailers so used as a part of rail transportation shall not be operated on any public street or highway at a rate in excess of ten miles per hour.
- (g) Vehicles purchased prior to January 1, 1931, operated solely within the corporate limits of any city or village. (1931 c. 281; 1933 c. 310.)

CHANGE IN ACREAGE OF FEED CROPS

Extensive adjustments in crop acreage are in prospect this year both in Wisconsin and in the United States. The plans of farmers as expressed by them in a special survey on planting intentions show numerous adjustments between crops which, if carried out, will materially change the acreage distribution. The total acreages of crops are expected to increase slightly both in Wisconsin and in the United States. It is still too early in the season to determine accurately the extent of the changes that are going to take place.

Feed Crop Changes

Substantial changes are going to be made this year in the acreages of the important feed crops. In Wisconsin the acreage of tame hay has been running low for several years as a result of unfavorable weather conditions. This year an increase in the hay acreage is in prospect. Corn, on the other hand, reached a high point in acreage in Wisconsin last year, and a sharp decrease is in prospect for 1934. For the United States the hay acreage is expected to increase slightly, but a 10 per cent decrease is indicated in corn.

Oats, which is the most important of the small grains in Wisconsin, is expected to keep about the same acreage as last year, but for the United States it shows a sharp increase of 5.7 per cent. Barley, in which the acreage has been expanded during recent years will reach a new high point in Wisconsin this year if the intentions to plant are carried out. The reports indicate that the state will have a total of 829,000 acres which is three per cent above the high barley acreage of last year and 13,000 acres above the previous high point reached in 1909. For the United States an even larger barley acreage increase is in prospect, the increasing being indicated at 17.6 per cent. This great expansion in barley is largely found in the Dakotas, Kansas, Montana, Texas, California, a number of the other barley states showing decreases.—Wisconsin Crop and Livestock Reporter.

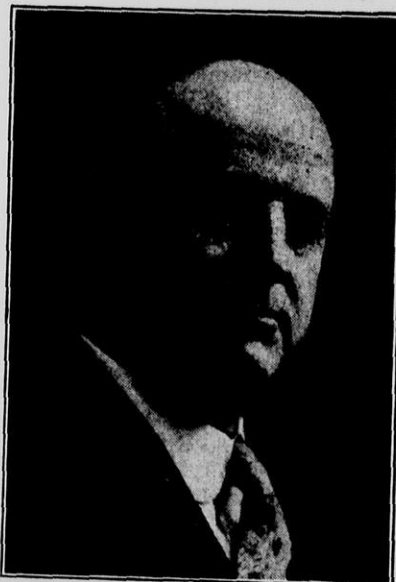
Personal

Prisoner (to mate): "I asked the warden for a radio in our cell tonight. Lucky Strike is broadcasting our stick-up."—Log.

Wail Till After Marriage

Dentist: "Do you use tooth paste?"

Freshman: "No, sire; my teeth aren't loose."



J. R. WILLIAMS

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Mr. Knoll Explains

Once in a great while some disgruntled soul, with no further use for us, will mail in a very scathing and sarcastic letter.

He condemns everything we have ever done, deals in personalities and tries to leave the impression that we have never accomplished a thing and that the world would be a much better place to live in if we were out of the way.

The peculiar thing about these occasional missives is that the writer never signs his name. The question always arises in my mind: Is he a shipper in the market? My guess is that he is not, that he has at some time or other left the market by request. Probably not qualified to produce the type of milk the Milwaukee milk shed is getting and has been asked either by the health department or by the company he is shipping to to find another market.

One of the pet peeves of this dissatisfied group is to state that he knows of specific cases where farmers who have left the market are still receiving test cards.

Being in the laboratory, this phase of criticism is of vital interest to me and I want to explain in defense of our work in this department just how such a thing might occur once in a great while.

Shippers do leave the market at times and in the past when such cases have arisen the dairy company will replace this farm with another shipper giving this new producer the shipping number of the farm that has left.

In our system of check testing we sample and test our member's milk, going by truckload and number. We keep a list of all loads and when we are ready to send out the cards we refer to these lists for the names. These loads and shipping numbers we secure from the various dairy companies and we make it a point to check these lists from time to time bringing them up to date by recording all changes.

There have been rare occasions when a change has been made by the company and we did not get it before our men went to that particular plant to take samples again. What happens then? Well, John Smith, Truck 1, Shipper No. 1, who was a member has quit and Paul Jones has taken his place, being given the same number. Our men look on their card; it shows shipper number one as a member, so they take samples of his milk, test it, record the results

(Continued on page 8)

NEW SUPPORTERS

(Continued from page 1)

- Frank Zander, Germantown, R. 1.
 Harry Umhoefer, Hubertus.
 W. Wildish, Pewaukee, R. 1.
 B. D. Winzenried, Waukesha, R. 6.
 Wesley W. Kerr, Pewaukee, R. 1.
 Wallace R. Dunn, Hartland, R. 1.
 W. Hartley, Hartland, R. 1.
 Fred Dieball, Hartland, R. 1.
 Christ Dieball, Colgate, R. 1.
 Kasseckert Bros., Hartford, R. 1.
 Lee N. Brown, Hartford, R. 2, Box 71.
 Walter A. Schauer, Hartford, R. 2.
 John & Lon Brown, Hartford, R. 2.
 E. J. Bartol, Sta. F, R. 11, Box 461A, Milwaukee.
 John McConville, Hartford, R. 1.
 Fred Felner, Caledonia, R. 2, Box 6.
 Mrs. John Schuldenberg, Menomonee Falls, R. 1, Box 6.
 Fred J. Schmidt, Menomonee Falls, R. 1, Box 15.
 Mrs. Clara Schwister, Sta. F, R. 11, Milwaukee.
 August Wilke, Menomonee Falls, R. 1, Box 20.
 August Schildt, Pewaukee, R. 2.
 Herman Schlafer, Richfield.
 Anton J. Meyer, Hubertus.
 George Raebel, Hubertus.
 Wm. Wittenberger, Hubertus.

A GOOD COW SALE

Michael Kieffer, one of the very good dairy farmers of Ozaukee County, is selling his purebred Holstein herd at auction on June 19.

This herd is a well bred, carefully selected one, that has been developed over a long period of years.

Our readers who may be interested in obtaining good cattle might do well to attend this sale which will be held on Mr. Kieffer's farm just off Highway 57, three miles north of Fredonia.

CHICAGO FARMERS GET MILK PRICE INCREASE

Agreement was reached by executives of the dairy section, Agricultural Adjustment Administration, and Don N. Geyer, manager, Chicago Pure Milk Association, to increase the price paid farmers for class No. 1 milk in Chicago from \$1.75 to \$2.00 per hundred pounds.

The Chicago milk license will be amended immediately to make the increase effective June 1.

Shame

Old Lady: "Why, you bad little boy—throw that cigarette away."

L. B.: "Lady, are you in the habit of speaking with strange men in the street?"—Western Reserve Red Cat.

What You Mean, College?

"Be them there fellers college students, Mirandy?"

"Well, they go to college, Si, if that's what you mean."—

—Lemon Punch.

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

FOR SALE—Hay; 100 ton of alfalfa, mixed hay, millet, also sudan grass. Inquire of Ernest Wollenzien, R. 2, Box 160, Waukesha, Wis. Phone: Big Bend 37R3. County Highway XX.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price



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

RITE-WAY PRODUCTS CO.,

Dept. C, 4009 N. Tripp Avenue, Chicago

YOUR DEPOSITS ARE INSURED!!

as provided in the Banking Act of 1933

BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

DAIRY INDUSTRY CONDENSED SURVEY

Reports of gain in the consumption of milk lack considerable uniformity, but the average for all districts has been lifted from that of a year ago. Distribution costs, however, are rising in some cities, due to markets being split up by a greater number of distributors. Sales of evaporated and condensed milk are being maintained at a comparatively steady level, and a strong impetus to the demand for it is expected to be developed around July 1 when some creameries plan the injection of vitamin D into condensed milk by direct irradiation with ultra-violet rays. While imported and fancy cheese are not in demand, American, brick and limburger and domestic Swiss are moving out in enlarged volume, in the order named. Apparently the legalized sale of beer, wines, and liquors has not affected the consumption of ice cream as sales are running about 40 per cent larger than a year ago, and only 27 per cent less than for the peak year of 1929.

For the consumption of butter, an almost uninterrupted month to month increase has been recorded since last fall. On October 1, 1933, storage stocks of butter totalled 174,856,000 pounds, the largest on record for that date, almost twice the volume on October 1, 1932, and 50 per cent greater than the October 1 average for the preceding five years. On April 1, 1934, storage holdings of butter amounted to 15,352,000 pounds, as compared with 9,255,000 pounds on April 1, 1933, and the five-year average for that date, 1929-1933 inclusive, of 14,489,000 pounds. Thus the total April 1 storage of butter this year was only 863,000 pounds over the five-year average.

Failure Losses Reduced

The number of firms that went bankrupt in 1933 was slightly larger than in 1932 for both manufacturers of dairy products and retailers and wholesalers of milk and dairy products. The total rose to 173 from 165, an increase of 8. It was chiefly the smaller units, however, that encountered financial difficulties in 1933, as the defaulted indebtedness of the firms that failed dropped to \$2,478,554 from \$3,252,166 in 1932, a decline of \$773,612, or 23.8 per cent. During the first four months of the current year, failures have increased in the retailers' and wholesalers' division, as compared with the 1933 figures, but have been reduced abruptly in the manufacturers' group.

OHIO DAIRY LEADERS FIGHTING OLEO

In Ohio dairy leaders are making a determined effort to reduce the consumption of oleo by dairy farmers. That state has long held the record for the number of farmers who sell milk and cream and buy oleo for home use. Many of the newspapers in the state are backing the move and are urging dairymen to use their own products liberally. Here is a sample taken from an editorial in the Wilmington (Ohio) News-Journal:

"Mr. Farmers, the bureaucrats are going to give you at least a breathing spell by not slapping odious restrictions and so-called 'bonuses' on your great product, butterfat and whole milk.

"In the meantime, why not solve your own problem at no cost at all by using a part of your own product—butterfat converted into good rich, yellow butter, and nutritious whole milk as it comes from the cow—and thumb your nose at the milk problem?"

As we have repeatedly stated in these columns, the local newspaper editor can be of great assistance to the men in this industry who are faced with the job of "selling" the public on the food and health values of dairy products. Be sure the editor in your town knows the story you want told.—National Butter and Cheese Journal.

MR. KNOLL EXPLAINS

(Continued from page 7)

and the averages are computed ready to go out.

The office gets these test sheets and going by number they address and mail out the test cards according to their lists. The list has not been checked, to date, Mr. Smith's name still shows on the records and he gets Mr. Jones' test card. A simple mistake, isn't it?

These cases have been scarce but falling into the hands of one ready to criticize and condemn, they make nice copy and soon a wild story circulates through the country and we are made the laughing stock of some.

We are your representatives in this market, watching after your interests, you believe and respect your doctor or lawyer when you go to him for advice. Have that same confidence in your laboratory. When you hear of cases such as the one we have just explained, remember that we are human and make mistakes once in a while.

ROY P. KNOLL, Chief,
Laboratory Division.

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Corn and Potato Chowder

(Serves six)

- 3 cups raw potato cut in small cubes
- 2 cups canned corn
- 2 quarts milk
- ¼ lb. salt pork
- 1 small onion chopped fine
- ½ teaspoon celery salt
- ½ teaspoon paprika
- Salt to season

Cut the salt pork in small pieces and cook with onion until light brown. Add the potato and cook about ten minutes. Add the corn and the milk and cook until the potatoes are tender. Season and serve.

Spinach au Gratin

(Serves six)

- 2 cups cooked spinach
- 2 cups milk
- 4 tablespoons flour
- 2 tablespoons butter
- ¼ cup cheese, grated or cut
- ½ teaspoon salt
- ¾ cup buttered bread crumbs

Make a white sauce of the milk, flour and butter, and melt cheese in it. Drain any excess liquid from the spinach. Add salt. Fold the spinach gently into the sauce, being careful to have it keep its shape. Put into serving dish and sprinkle buttered crumbs over the top. Bake in moderate oven until crumbs are browned.

Orange Custard

(Serves Six)

- 2 cups milk
- 2 egg yolks
- ¼ cup sugar
- ½ teaspoon salt
- 2 teaspoons flour
- ½ teaspoon vanilla flavoring
- 4 oranges
- 2 stiffly beaten egg whites
- 5 tablespoons sugar

Heat the milk. Beat the egg yolks; mix ¼ cup sugar, salt, and flour and add to eggs, beating until smooth. Add hot milk slowly and cook in double boiler, over boiling water, until eggs and flour have thickened the mixture, stirring constantly. Remove from heat and chill. Pare the oranges and slice into a serving dish. Add the vanilla to the chilled mixture and pour over them. Add the five tablespoons of sugar gradually to the beaten egg whites and continue beating until smooth and glossy. Heap the meringue on top of the custard and serve.

Chocolate cake made with sour milk and soda is usually softer and darker in color than that made with sweet milk and baking powder.

Dried fruits are satisfactory confections for children because the sweet is not too concentrated.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

JULY 1934

Number 4

Fluid Price for July Remains at \$1.85

Agreement to Improve Producers Milk Prices Being Completed Rapidly

Milk marketing agreements and licenses to increase or stabilize producers' prices and to set up numerous protective and informational features on the respective markets are being pushed rapidly through the various stages toward completion by the dairy section, Agricultural Adjustment Administration.

Completion of licenses to be effective as of July 1, if possible, is being considered for Tulsa, Okla.; Fort Wayne, Ind.; San Francisco, Calif.; and ten Michigan cities—Lansing, Battle Creek, Saginaw, Bay City, Port Huron, Ann Arbor, Kalamazoo, Muskegon, Flint and Grand Rapids. Meanwhile, amended licenses to take care of various local adjustments will be under immediate consideration for Kansas City, Mo.; Indianapolis, Ind.; Lincoln, Nebr.; and Sioux City, Iowa, at requests of agencies on the markets.

Requested hearings on proposed marketing agreements are either already scheduled or about to be arranged at the suggestion of producers' associations, state officials or other agencies at Charleston and Huntington, W. Va.; Steubenville, Ohio; Wheeling, W. Va.; Springfield, Mass.; Portland, Maine; St. Joseph, Mo.; Topeka, Kans.; Ft. Worth, Dallas and El Paso, Tex.; Phoenix and Albuquerque, N. Mex.; Savannah and Augusta, Ga., and Fresno, Calif.

42 New Supporters to the Milwaukee Co-op Producers

- J. Kutchera, 2423 W. Vliet St., Milw.
- John Widmeyer, Richfield
- Wm. Held, Richfield
- Walter Lofy, Richfield
- Theo. Klein & Sons, Menomonee Falls
- Jos S. Wagner, Slinger
- John A. Hornig, Rockfield
- August Ehlke, R. 1, Rockfield
- Theo. Heidtke, Jackson, R. 1
- Peter Hoppe, Slinger
- Carl Krause, Rockfield
- August Joecks, R. 2, Menomonee Falls
- Fred Nicolaus, Sr., R. 1, Jackson
- Fred Schmah, Jackson
- Gust Borchardt, R. 1, Jackson
- Herman Kannenberg, R. 1, Jackson
- Wm. T. Hurtgen, R. 2, Waukesha
- Jos. J. Merkel, Germantown
- Kitty Fryar, Delafield
- L. J. Boelter, R. 3, Mukwonago
- Joe. Gaesser, R. 2, Mukwonago
- Raymond Hartman, R. 7, Box 148, Wauwatosa
- Gust Weidemann, R. 3, Mukwonago
- Albert Kowal, R. 1, Box 77, Eagle
- Wm. Zimmermann, R. 1, Box 65, Sussex
- Geo. Wackerow, R. 1, Hartland
- Albert Huening, R. 1, Muskego
- Arthur Rademan, R. 1, Pewaukee
- Elmer Wendt, Hales Corners
- Louis Jerome, R. 2, Hales Corners
- Lorenz Boehlke, Germantown
- Peter Neureuther, So. Germantown
- Joseph Forhanz, Richfield
- Mrs. Frank Hansen, R. 1, Box 180, Germantown

(Continued on page 7)

At the price conference on June 26, the Board of Directors moved that the fluid milk price for July be \$2.30. The reasons advanced for a higher price were short pastures, high price of commercial feeds and a very short hay crop.

The dealers maintained that while it was true that making milk was difficult and costly, it was also true that the volume of milk had held up very well and that a raise of one cent per quart would mean that less milk would be sold. More milk would come to market both from the old shippers and from new ones that might get a new company started just to get on the market.

More milk would have to be manufactured and the average price would not be much higher than at the old price.

The argument on that question became rather heated, quite a number of producers taking sides against the dealers.

Commissioner Schultheiss of the Department of Agriculture and Markets was present. After listening to the arguments for some time Mr. Schultheiss said that the department would order a price of \$1.85 per hundred for fluid milk, 35 cents over the manufactured price for cream milk and manufactured price for all other milk received for July with the provision that if the supply decreases materially the Board of Directors may apply to the department for a higher price at any time during the month. If the department sees fit it would then advance the price for the remaining days of the month.

Mr. Schultheiss said that because

(Continued on page 7)

Gridley Prices

	Pct.	Price
Fluid sales	42.71	\$1.85
Manufactured	36.79	.95
Outdoor relief	7.23	1.62
Cream sales	13.27	1.30
Average price	1.42	

Luick Prices

	Pct.	Price
Fluid sales	40.89	\$1.85
Manufactured	40.51	.95
Outdoor relief	7.73	1.62
Cream sales	10.87	1.30
Average price	1.40	

Layton Prices

	Pct.	Price
Fluid sales	41.87	\$1.85
Manufactured	42.04	.95
Outdoor relief	9.43	1.62
Cream sales	6.66	1.30
Average price	1.41	

Sunshine Prices

	Pct.	Price
Fluid sales	52.06	\$1.85
Manufactured	28.42	.95
Outdoor relief	1.19	1.62
Cream sales	18.33	1.30
Average Price	1.49	

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 7 JULY, 1934 Number 4

BOARD OF DIRECTORS

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

Subscription.....\$1.00 Per Year

SAYS THE POT TO THE KETTLE

A certain attorney—accountant—consumers' dairy got into trouble with its drivers. A so-called co-operative dairy, which does not pay the farmers for milk, is accused by the former of hiring its drivers and plotting to get the business.

Court action was started against the second named company, the charge being that a conspiracy was entered into by the drivers and the company that hired them, to ruin the business of the complainant. Charges that stories were circulated to the effect that the plaintiff was bankrupt were also made. Inasmuch as both concerns are perilously near to that condition it seems like a case of the pot claiming that the kettle is very black.

Both concerns were in court recently on violations of the state order and appeared to be working together very nicely. There is an old saying to the effect that when rogues quarrel, honest men get their dues. Let's hope that it works out that way in this case.

FIFTH ANNUAL PICNIC

The fifth annual picnic of the Milwaukee Co-operative Milk Producers will be held at Kerler's Grove on Thursday, August 23, 1934.

Plans are being made to make this picnic bigger and better than our previous ones.

Many good prizes will be distributed. Noted speakers will address the members and their friends on the problems confronting farmers.

Mark your calendar for August 23.

POPULARITY CONTEST

As a special feature of our fifth annual picnic prizes will be offered to determine who is the most popular girl with our membership.

Tickets are printed in this paper. Each ticket entitles a contestant to ten votes. A girl who is a candidate must bring the ballots to the picnic and deposit them in a special ballot box. Ballots must be signed by the head of a family that is producing milk for the Milwaukee metropolitan market. Each contestant must be not less than sixteen years of age, unmarried, reside on a farm, and must be a drinker of milk and so state in a letter which shall be enclosed with the votes in a sealed envelope. There will be a sealed box on the picnic grounds. This box will be opened promptly at 2:00 p. m. by a person who comes from outside the milk shed and the votes will be counted by that person.

The contestant must be present and appear on the stage to claim a prize.

At least five valuable prizes will be awarded and if there are a large number of contestants who have nearly the same number of votes more prizes will be awarded.

JUNE PRODUCTION AT A HIGH LEVEL

Producers made more milk per farm in June, 1934, than in the same month last year. Seems hard to understand why this should be, for the lack of moisture did not make for good pasture.

One explanation is that much land from which a hay crop was expected, showed such a poor growth that the cows were turned in to salvage what they could of the meager feed, before the land was plowed for corn or for an emergency hay crop. In many cases more silage remained for June feeding, due to a big corn crop last year, than in other years.

Perhaps the best of all reasons is an economic one. Farmers are badly in need of money and since milk is about the only salable product most farmers produce all that they can.

EAT MORE CHEESE

About 4½ pounds per year is the per capita consumption of cheese in the United States. Leading cheese eating countries and their rates are: Switzerland, 16½ pounds; Netherlands, 14.3 pounds; Denmark, 13 pounds; Italy, 12.1 pounds; Norway, 10.77 pounds; Germany, 10.6 pounds.

WISCONSIN RESTAURANTS HAVE WEEKLY DAIRY DAY

New wrinkles in tasty dairy dishes will feature the weekly dairy day of Wisconsin restaurants, according to a report from Wyman Smith of the dairy promotion division of the department of agriculture and markets. Dairy recipes from the college of agriculture home economics department are being circulated among members of the Wisconsin Restaurant Association from a list furnished by E. Conforti, the association secretary, to provide inspirations and ideas for restaurants and hotels.

Favorite cheese recipes of famous people, the newly accepted cheese and tomato and raisin sandwiches, and other dairy recipes are among the tasty suggestions being made.

EMERGENCY TOLERANCE EFFECTIVE FOR JULY AND AUGUST

A notice went out to the producers on June 20, explaining that an emergency tolerance would be in effect for July and August.

If the need of more milk is apparent for September, a notice that the tolerance will be allowed for future months will be sent out on August 1.

This is welcome news to the farmers who had much over base milk, but the producer who does not have more than base amount will not fare so well, for an increase in milk sent in at the average price will lower the price to the uniform producer.

QUEEN OF DAIRY FESTIVAL TO VISIT THE PRESIDENT

The increasing interest of the public in Wisconsin dairying should prove an added attraction in bringing cheese and butter exhibits to the Wisconsin State Fair from August 25 to 31, inclusive, according to Ralph Ammon, state fair manager.

Additional premiums, the Milkland Festival and the willingness of the cheesemakers and buttermakers of Wisconsin to assist in conducting any program designed to bring more attention to Wisconsin dairying, combine to indicate that our competitive dairy exhibits will have a record entry this year, Mr. Ammon pointed out.

The report indicates that plans are nearing completion for the sending of the queen of the festival to Washington where she will present the champion cheese and butter to the President and Mrs. Roosevelt at the White House.

AMERICAN INSTITUTE OF CO-OPERATION

For the first time in its history the American Institute of Co-operation is meeting in Wisconsin. The program, subject to slight changes, is printed in this issue.

Those of our members who can get away for a day or two will do well to visit the institute.

AMERICAN INSTITUTE OF COOPERATION PROGRAM

(Subject to change)

Monday Morning, July 9

General Session

In Auditorium, Agricultural Hall.

COOPERATION UNDER THE NEW DEAL

Chairman and discussion leader: Bruce McDaniel, Redlands, California, general counsel, Mutual Orange Distributors.

10:00 A. M. The Place of the Cooperative in the Agricultural Adjustment Program—H. R. Tolley, Washington, D. C., assistant administrator in charge of program planning, Agricultural Adjustment Administration.

10:30 A. M. Discussion.

10:45 A. M. City Milk Marketing Experiences Under the Adjustment Program—Don N. Geyer, Chicago, Illinois, secretary-manager, Pure Milk Association.

11:15 A. M. Discussion.

11:30 A. M. Operating a Tobacco Marketing Association Under New Deal Programs—Emerson Ela, Madison, Wis., general manager and counsel, Northern Wisconsin Cooperative Tobacco Pool.

12:00 M. Discussion.

12:15 P. M. Announcements.

Monday Afternoon, July 9

1:30 to 4:00 P. M.

CONFERENCE ON COMPULSORY CONTROL OF PRODUCTION

In Room 314, Agricultural Hall

Chairman and discussion leader: C. V. Gregory, Chicago, Ill., editor, Prairie Farmer.

The Cooperative Approach to Production Control—Mordecai Ezekiel, Washington, D. C., economic adviser to the secretary, Agricultural Adjustment Administration.

Discussion.

The Need of Strong Co-operatives in the Control of Output—Paul S. Armstrong, Los Angeles, Calif., general manager, California Fruit Growers' Exchange.

Discussion.

The Advantages of Preserving Individual Initiative Among Farmers—B. H. Hibbard, Madison, Wis., professor of agricultural economics, University of Wisconsin.

Discussion.

Monday Afternoon, July 9

1:30 to 4:00 P. M.

CONFERENCE ON CODES AND AGREEMENTS

In Auditorium, Agricultural Hall

Chairman and discussion leader: Charles Dineen, Milwaukee, Wis., secretary, Milwaukee Co-operative Milk Producers.

Dairy Marketing Agreements—

(a) Jerome Franke, Washington, D. C., general counsel, Agricultural Adjustment Administration.

(b) Reuben Hall, Boston, Mass., counsel, New England Milk Producers' Association and National Wool Marketing Corporation.

Discussion.

Milk Price Plans—R. K. Froker, Washington, D. C., senior expert economist, Dairy Section, Agricultural Adjustment Administration.

Discussion.

Monday Evening, July 9

8:00 P. M.

GENERAL SESSION

In Great Hall, Memorial Union Building

Presiding Officer: Herman Ihde, Neenah, Wis., president, Wisconsin Council of Agriculture.

Welcome: Chris L. Christensen, Madison, Wis., dean, College of Agriculture, University of Wisconsin.

Response: Charles W. Holman, Washington, D. C., secretary, The American Institute of Co-operation, and secretary,

The National Co-operative Milk Producers' Federation.

Address: Glenn Frank, Madison, Wis., president, University of Wisconsin.

Refreshments and dancing.

General Session

In Auditorium, Agricultural Hall

Tuesday Morning, July 10

A RECONSIDERATION OF FINANCING METHODS FOR COOPERATIVES

Chairman and discussion leader: C. O. Moser, New Orleans, Louisiana, vice-president, American Cotton Cooperative Association.

9:30 A. M. Experiences in Refinancing Cooperatives—E. J. Tracy, Cincinnati, Ohio, counsel, Cooperative Pure Milk Association of Cincinnati and the Miami Valley Cooperative Milk Producers' Association.

10:00 A. M. Discussion.

10:30 A. M. The Principles Underlying the Operations of the Federal Banks for Cooperatives—Francis W. Peck, Washington, D. C., cooperative bank commissioner, Farm Credit Administration.

11:00 A. M. Discussion.

Tuesday Afternoon, July 10

1:30 to 4:00 P. M.

CONFERENCE ON FINANCING FIXED ASSETS AND OPERATING CAPITAL

In Room 206, Agricultural Hall

Chairman and discussion leader: Fred W. Huntzicker, Plymouth, Wis., president, National Cheese Producers' Federation.

Capital Structure, Common Stock, Non-Stock, Certificates of Indebtedness, Preferred Stock, Reserves and Bonds—E. A. Stokdyk, Berkeley, Calif., Berkeley Bank for Cooperatives.

Discussion.

Financing and Budgeting Operating Capital—J. E. Wells, Washington, D. C., deputy cooperative bank commissioner, Farm Credit Administration.

Discussion.

4:00 P. M. Picnic for Visiting Women at "Little Norway."

Tuesday Afternoon, July 10

1:30 to 4:00 P. M.

CONFERENCE ON PRODUCTION CREDIT

In Room 314, Agricultural Hall

Chairman and discussion leader: K. L. Hatch, Madison, Wis., director of extension, College of Agriculture, University of Wisconsin.

Short-Time Credit Needs of the Farmer—E. C. Johnson, St. Paul, Minn., vice-president, Production Credit Corporation of St. Paul.

Discussion.

Services of the Federal Production Credit Corporation—William F. Renk, Madison, Wis., special representative, Production Credit Corporation.

Discussion.

Production Credit Services of Private Banks—John D. Jones, Jr., Milwaukee, Wis., director, agricultural division, Wisconsin Bankshares Corporation.

Discussion.

4:00 P. M. Picnic for Visiting Women at "Little Norway."

Wednesday Morning, July 11

General Session

COOPERATION IN THE DAIRY AND LIVESTOCK INDUSTRIES

Chairman and discussion leader: N. P. Hull, Lansing, Mich., president, National Cooperative Milk Producers' Federation, and president, Michigan Milk Producers' Association.

9:30 A. M. The Status of Cooperative Marketing of Livestock—J. D. Harper, Chicago, Ill., editor-manager, National Livestock Publishing Association.

10:00 A. M. Discussion.

10:15 A. M. Joint Selling Arrangements for Merchandising Dairy Products—A. H. Lauterbach, Washington, D. C., chief, dairy section, Agricultural Adjustment Administration.

10:45 A. M. Discussion.

11:00 A. M. Some Fundamentals in Marketing Dairy Products—John Brandt, Litchfield, Minn., president, Land O' Lakes Creameries, Inc.

11:30 A. M. Discussion.

Wednesday Noon, July 11

11:30 A. M. to 12:30 P. M.

Central Standard Time

From Station WIBA, Madison, Wis., over National Broadcasting Company hook-up

during the National Farm and Home Hour. This broadcast will be available through approximately 46 stations.

Music for this program will be furnished through the courtesy of the University of Wisconsin School of Music.

The speakers will be Chris L. Christensen, dean, College of Agriculture, University of Wisconsin, Madison; Dan A. Wallace, directing editor, St. Paul Farmer and The Farmer's Wife; and Charles W. Holman, secretary of the Institute.

The broadcast will be under the personal direction of Frank E. Mullen, agricultural director of the National Broadcasting Company.

Wednesday Afternoon, July 11

1:30 to 4:00 P. M.

CONFERENCE ON "SHOULD MILK BE SOLD UNDER PUBLIC UTILITY REGULATIONS?"

In Auditorium, Agricultural Hall

Chairman and discussion leader: William S. Moscrip, Lake Elmo, Minn., president, Twin City Milk Producers' Association.

Our Experience in Marketing Milk Under Public Utility Regulations—F. K. Schneider, Winnipeg, Manitoba, Canada, secretary-treasurer, Winnipeg District Milk Producers' Cooperative Association, Inc.

Discussion.

Organization of Milksheds and the Probable Effect of Public Utility Regulations on Cooperative Bargaining Association Practices—Harvey E. Wood, Chicago, Ill., counsel, Pure Milk Association.

Discussion.

Wednesday Afternoon, July 11

1:30 to 4:00 P. M.

CONFERENCE ON LIVESTOCK MARKETING PROBLEMS

In Room 206, Agricultural Hall

Chairman and discussion leader: H. Wieland, Beloit, Wis., secretary-treasurer, Chicago Producers' Commission Association.

How a Terminal Livestock Sales Agency Can Serve Local Associations in Selling Direct to Packers—D. L. Swanson, Chicago, Ill., manager, Chicago Producers' Commission Association.

Discussion.

Selling Livestock Direct to Packers Through Concentration Points—C. G. Randell, Washington, D. C., in charge livestock and wool, Farm Credit Administration.

Discussion.

Wednesday Afternoon, July 11

1:30 to 4:00 P. M.

CONFERENCE ON PROBLEMS OF CO-OPERATIVES OPERATING UNDER STATE CONTROL BOARDS

In Room 314, Agricultural Hall

Chairman and discussion leader: L. A. Chapin, North Bangor, N. Y., member of executive committee, Dairymen's League Cooperative Association, Inc.

(a) H. B. Steele, Pittsburgh, Pennsylvania, secretary, Dairymen's Cooperative Sales Association.

Discussion.

(b) Leland Spencer, Ithaca, New York, professor of marketing, New York State College of Agriculture.

Discussion.

(c) R. M. Orchard, Madison, Wis., counsel, State of Wisconsin, Department of Agriculture and Markets.

Discussion.

4:00 P. M. Tour of City and Lakes.

Wednesday Afternoon, July 11

1:30 to 4:00 P. M.

CONFERENCE ON COOPERATIVE WOOL MARKETING

In Room 300, Agricultural Hall

Chairman and discussion leader: Gavin W. McKerrow, Milwaukee, Wis., director, Wisconsin Cooperative Wool Growers' Association.

Local and Regional Wool Marketing Problems—R. A. Ward, Portland, Ore., general manager, Pacific Wool Growers.

Discussion.

Sales Policies of National Wool Marketing Corporation—H. B. Embach, Boston, Mass., National Wool Marketing Corporation.

Discussion.

4:00 P. M. Tour of City and Lakes.

(Continued on next page)

Wednesday Evening, July 11
8:00 P. M.

General Session

In Great Hall, Memorial Union Building
FOREIGN MARKETS FOR AGRICULTURAL PRODUCTS

Presiding officer: Glenn Frank, Madison, Wis., president, University of Wisconsin.

The Place of the Foreign Market in the Agricultural Economy of the United States—Asher Hobson, Madison, Wis., professor of agricultural economics, University of Wisconsin.

The Reopening of Our Foreign Markets for Agricultural Products—Henry A. Wallace, Washington, D. C., secretary of agriculture.

Thursday Morning, July 12
General Session

In Auditorium, Agricultural Hall
COOPERATIVE PURCHASES

Chairman and discussion leader: C. G. Huppert, Madison, Wis., secretary, Wisconsin Farm Bureau Federation.

9:30 A. M. The Economics of Cooperative Buying Services—I. H. Hull, Indianapolis, Ind., general manager, Indiana Farm Bureau Cooperative Association.

10:00 A. M. Discussion.
10:15 A. M. Farmers' Large-Scale Buying Enterprises—Quentin Reynolds, Springfield, Mass., general manager, Eastern States Farmers' Exchange.

10:45 A. M. Discussion.
11:00 A. M. Consumer Attitudes—Frederic C. Howe, Washington, D. C., consumers' counsel, Agricultural Adjustment Administration.

11:30 A. M. Discussion.

Thursday Afternoon, July 12
1:30 to 3:30 P. M.

CONFERENCE ON MANAGEMENT
PROBLEMS OF PURCHASING
ASSOCIATIONS

In Room 206, Agricultural Hall

Chairman and discussion leader: W. L. Witte, Madison, Wis., chief, division of cooperative marketing, State Department of Agriculture and Markets.

Cooperative Gas and Oil Associations—Joseph Gilbert, Minneapolis, Minn., Midland Cooperative Oil Association.

Discussion.
Mutual Fire Insurance Companies—V. N. Valgren, Washington, D. C., senior agricultural economist, Bureau of Agricultural Economics, U. S. Department of Agriculture.

Discussion.
3:30 P. M. Tour to and Supper at the Dells.

Thursday Afternoon, July 12
1:30 to 3:30 P. M.

CONFERENCE ON COOPERATIVE
MARKETING OF TOBACCO

In Room 314, Agricultural Hall

Chairman and discussion leader: L. G. Foster, Louisville, Ky., secretary, Louisville Bank for Cooperatives.

What Future for Tobacco Cooperatives?—H. Bruce Price, Lexington, Ky., head, Department of Markets and Rural Finance, University of Kentucky.

Discussion.
Factors Affecting Market Demand for Cigar Leaf Tobacco—George Whitefield, Madison, Wis., The Lorillard Company.

Discussion.
Membership Relations and Their Influence Upon Cooperatives—Lars Landness, Windsor, Wisconsin, director, Northern Wisconsin Cooperative Tobacco Pool.

Discussion.
3:30 P. M. Tour to and Supper at the Dells.

Friday Morning, July 13
General Session

In Auditorium, Agricultural Hall
THE PLACE OF THE COOPERATIVE IN
LONG-TIME AGRICULTURAL PLANNING

Chairman and discussion leader: John D. Miller, Susquehanna, Pa., president, National Cooperative Council, and vice-president and general counsel, Dairymen's League Cooperative Association, Inc.

9:30 A. M. Agriculture's Need for Organization—Charles C. Teague, Santa Paula, Calif., president, California Fruit Growers' Exchange, and president, California Walnut Growers' Association.

10:00 A. M. Discussion.
10:15 A. M. The Farmer, the Cooperative and the Government—E. G. Nourse, Washington, D. C., director, Institute of Economics, Brookings Institution.

10:45 A. M. Discussion.
11:00 A. M. Why Cooperatives Succeed, Why They Fail—Theodore Macklin, Sacramento, Calif., director of markets, State of California.

11:30 A. M. Discussion.

Friday Afternoon, July 13
1:30 to 4:00 P. M.

CONFERENCE ON A COMPARISON OF
AGRICULTURAL AND INDUSTRIAL
COOPERATIVE PRACTICES

In Room 206, Agricultural Hall

Chairman and discussion leader: Charles L. Hill, Madison, Wis., chairman, State Department of Agriculture and Markets.

(a) O. B. Jesness, St. Paul, Minn., chief, Division of Agricultural Economics, University of Minnesota.

Discussion.
(b) John Van Deventer, New York, N. Y., editor, The Iron Age.

Discussion.

Friday Afternoon, July 13
1:30 to 4:00 P. M.

CONFERENCE ON THE "AGING" AND
"RIPENING" STAGES OF
COOPERATIVES

In Room 314, Agricultural Hall

Chairman and discussion leader: Charles C. Teague, Santa Paula, Calif., president, California Fruit Growers' Exchange, and president, California Walnut Growers' Association.

(a) H. F. Meyer, Minneapolis, Minn., director of sales, Land O' Lakes Creameries, Inc.

Discussion.
(b) N. K. Carnes, South St. Paul, Minn., general manager, Central Cooperative Association.

Discussion.
(c) Victor Goldsworthy, Wisconsin Rapids, Wis., manager, Wisconsin Cranberry Sales Company.

Discussion.

Friday Evening, July 13
6:00 P. M.:

UNDER AUSPICES OF WISCONSIN
COUNCIL OF AGRICULTURE
In Memorial Union Building

Presiding officer: Herman Ihde, Neenah, Wis., president, Wisconsin Council of Agriculture.

Banquet: Toastmaster, B. J. Gehrman, Mellen, Wis., president, Society of Equity. The Council's Aid to Cooperation—Herman Ihde, Neenah, Wis., president, Wisconsin Council of Agriculture.

Address—(Speaker and title to be announced).

Saturday Morning, July 14

UNDER AUSPICES OF WISCONSIN
COUNCIL OF AGRICULTURE

In Auditorium, Agricultural Hall

Chairman: Jens Jensen, Luck, Wis., director, Land O' Lakes Creameries, Inc.

10:00 A. M. The Market Relationship of Butter, Milk and Cheese—Max Leopold, Arpin, Wis., director, Wisconsin Farm Bureau Federation.

11:00 A. M. Cooperation and Recovery—L. J. Taber, Columbus, Ohio, master, National Grange Patrons of Husbandry.

Saturday Afternoon, July 14
1:15 to 4:00 P. M.

UNDER AUSPICES OF WISCONSIN
COUNCIL OF AGRICULTURE

In Auditorium, Agricultural Hall

Chairman: William H. Hutter, Spring Green, Wis., vice-president, National Cheese Producers' Federation.

1:15 P. M. Highlights of the Institute Week From the Standpoint of Wisconsin Cooperatives—Chris L. Christensen, Madison, Wis., dean, College of Agriculture, University of Wisconsin.

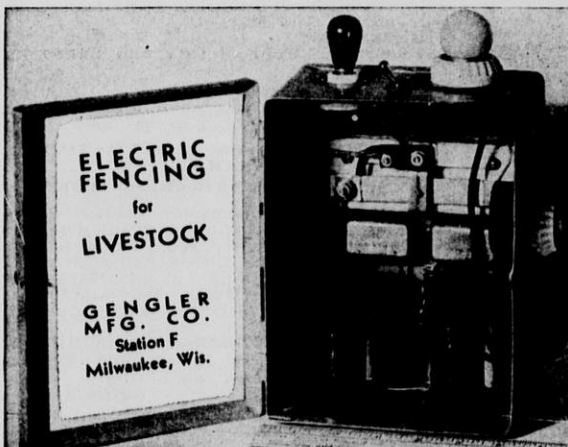
2:00 P. M. Annual Meeting of the Wisconsin Council of Agriculture.
Reports.
Election of Officers and Directors.

Announcement

Because of lack of space the article referred to by Mr. Knoll on variations in test is omitted. This article will appear in next month's issue.

MODERN ELECTRIC FENCING

Saves Money, Time and Labor



Electric Fencing provides the cheapest and most efficient type of fence for small as well as large farms. The fence is readily movable: no gates are required. Fence line weeds are eliminated and cattle can easily be moved from one section of a pasture to another. The Gengler Electric Livestock Fencer soon pays for itself in the savings it makes. Write for complete information.

E. J. GENGLER MFG. CO.

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STATION F

Milwaukee, Wis.

DAIRYMEN'S LEAGUE HOLDS ANNUAL MEETING

Initial exposure of the part played by Communism in milk strikes of 1933 was made by President Fred H. Sexauer before the annual meeting of the Dairymen's League Co-operative Association, Inc., in Syracuse, June 21.

Communists, working under the indirect leadership of Communistic Russia, played an important part in instigating and leading up to the violence stage, the strikes of last year, declared President Sexauer.

Communist Efforts Stopped by League

Exempting from all blame for being Communistic, the local leaders of the strike, as well as Labor Union leaders in general, Mr. Sexauer proclaimed Communists the starters of the violence that swept parts of the New York milk shed. He revealed how bands of rowdies from the cities and other Communist leaders or followers invaded the rural regions and urged farm folks to acts of violence. These leaders, he revealed, also disappeared just before actual acts of violence were committed and left the farmers to bear the blame.

The League president devoted a good part of his address which frequently brought forth enthusiastic applause from the great audience of more than 3,000 league people, to the efforts of Communists among farmers in league territory.

Referring to the milk strikes of last summer, he said: "This milk strike was not alone a threat against the Dairymen's League Co-operative Association. This strike was against the ideals of our government and the ideals of our people, a threat against Democracy itself. The association was the keystone, the vital spot. To the people of the United States it may have seemed a small matter, but it was not small to you who were in the thick of it.

"It would have been a calamity for the rest of us had it not been for the heroism, sacrifice and dogged determination that was evidenced by those of you who were fighting for the ideals of your association, for the markets of your association, for the ideals of democratic government itself.

"It was on the rock of the Dairymen's League that the tidal wave of Communism in this territory broke. Had the Dairymen's League wavered for one instant in its determination or had its membership in these various localities for one moment sub-

mitted to the demands of this communistic directed movement, there would not have been a milk plant in the whole milk shed that would have been open and the leadership in this territory would have been wrested from the forces of law and order and turned to the leadership of Communism."

Mr. Sexauer made it very clear that he did not wish to infer that farmers or labor were in any sense knowingly taking the part of Communists in the wave of violence that swept over parts of the milk shed last year but that they were unwittingly the victims of shrewd trained Communistic leaders who disappear at the critical moment and leave innocent farmers to bear the blame.

The League president paid high tribute not only to the loyalty and steadfastness of League members during this trying period but also to the valiant service performed by state troopers in protecting property, and to dealers, business men and others in communities who supported the efforts on the side of law and order.

The Milwaukee Dairy Council advertising is attracting as much attention outside of Milwaukee as at home. Many magazines have published articles telling of the work being done by the Milwaukee Dairy Council. In these magazine articles some of the Dairy Council advertisements are reproduced. These articles are bringing inquiries from many parts of the United States and Canada. One inquiry came from Hong Kong, China. A large American dairy co-operative in Hong Kong purchased a set of the Milwaukee Dairy Council advertisements. That shows how far away Milwaukee's milk reputation has spread, and how highly regarded the Milwaukee Dairy Council's milk advertising is. The Health Department of Nova Scotia requested Milwaukee Dairy Council advertising, as did also a farmers' co-operative in Montreal, and another in Toronto. A dairy in Waco, Texas, purchased part of our Council's advertising. Another New York State dairy co-operative, with executive offices in New York City, purchased a group of the Council's advertisements. And now two others, a large dairy association in Rochester, New York, and a farmers' co-operative in Roanoke, Virginia, have Milwaukee's Dairy Council's full advertising campaign in their hands, under consideration to purchase and use. And so it goes — from New York to California,

Canada to the Gulf of Mexico, letters have been received showing interest in milk advertising as it is being done in Milwaukee, with requests for copies of the advertisements and in some instances purchases made of Milwaukee's advertising material. The funds procured from such sales of advertising are placed in the Milwaukee Dairy Council's advertising treasury, toward continuing the milk advertising in Milwaukee. Not only is there this great continent-wide interest in Milwaukee's milk advertising, but in practically all letters received the comment is made that Milwaukee's milk advertising is the best they have ever seen, best in attractiveness and effect and milk selling value. It should make us all feel well encouraged by this great away-from-home attention and interest, and make us feel more certain than ever that our advertising is of the right kind. More than that, however, is the evidence that milk advertising is becoming nation wide, co-operatives in all parts of the country beginning to do what the Milwaukee Dairy Council has been doing, advertising milk and thus increase milk consumption and consequently increase fluid milk sales. That shows too that we are on the right track, by advertising.

PREPARE FOR WISCONSIN MILKLAND QUEEN

Milk Queen Week and the contests for the election of candidates for the queen of dairyland at the Wisconsin State Fair are meeting with tremendous approval and enthusiasm, according to a report from Wilbur Carlson of the department of agriculture and markets dairy promotion division.

Activity has been started in Milwaukee, Sheboygan, and Wausau for the election of candidates to represent these communities at the dairy festival of the Wisconsin State Fair. Committees have been appointed in each locality to set up plans for the queen contest which will be held from August 13 to 18.

Between 30 and 40 cities in the state are expected to enroll in the campaign during the next few weeks. Each of these cities will elect candidates for the queen of dairyland. Ballots will be distributed with bottled milk delivered in the various communities during the contest.

The queen will reign at the dairy festival and will take the champion butter and cheese from the state fair to President and Mrs. Roosevelt at Washington.

TWO NEW YORK LAWS DESIGNED TO REDUCE MILK SURPLUS IN STATE

"Miracles cannot be expected from the campaign within the narrow limits prescribed, but we earnestly believe it will not be too difficult to reduce surplus considerably in a year through increased consumption," declared Governor Herbert Lehman, June 2, in discussing New York State's new \$500,000 advertising campaign to sell the public on the value of milk in the daily diet and thus reduce the milk surplus in the state. Money for the campaign was voted by the New York legislature in a bill signed by Governor Lehman May 24.

Further help from the legislature to cut down the surplus is available through another law, the Fearon bill, appropriating \$1,500,000 to the temporary emergency relief administration with which to supply needy children with fresh milk. The bill was signed by the governor May 23.

Action against the sale of milk in jugs from farms is being taken in Ohio by the department of foods and dairies. Many milk dealers in Ohio, inspectors report, are also guilty of selling loose milk by pouring it into containers brought to the plants or stations by purchasers.

CHIPPEWA COUNTY TO ADVERTISE DAIRY PRODUCTS

Chippewa County, Wisconsin, will soon be advertising Wisconsin cheese, butter and other dairy products on farm buildings and silos if plans made at Madison by a group of short-course alumni of the Wisconsin College of Agriculture are carried out.

"Advertise our own products to every traveler on the road," was the opinion voiced by the alumni, according to George Briggs, associate director of the short course who attended the first meeting at Chippewa Falls. Other meetings will be held at Fond du Lac, Manitowoc, Darlington, La Crosse, Alma, St. Croix Falls, and Waupaca.

Signs to be painted on buildings and silos will be copies of the national butter poster, "Butter Makes Good Food Taste Better," and the "Cheese at Any Time," poster being printed by the department of agriculture and markets. Size of the signs will be 11 by 14 feet so that they will be readily visible for long distances.

Painting of the signs will be accomplished by the use of pounce pat-

terns, or stencils held against the surface to be used while powdered charcoal or chalk is pounded through the patterns. In this way, an exact duplicate of the posters can be made. The pounce patterns will be furnished by the department of agriculture and markets to various groups of short course alumni in different communities which become interested in advertising dairy products.

MARKETING OF SURPLUS MILK TO BE STUDIED BY CO-OPERATIVE DIVISION

Appointment of Dr. Leland Spencer, professor of marketing at Cornell University, to make a special study of the problem of marketing surplus milk as it affects farmer co-operatives was announced by the Farm Credit Administration today. The work will be carried out under the direction of the co-operative division, and will include other features of dairy marketing.

The handling of surplus milk is one of the complex problems confronting dairymen at present, it is said, and there is a keen interest among co-operative organizations for a careful analysis of all the factors concerned.

Dr. Spencer's study is designed also to supplement a survey made last year by the co-operative division of milk marketing in the northeastern states. While his work will not be confined entirely to that area, the information he develops is expected to make an important addition to the research already done there.

Dr. Spencer has done extensive research and teaching in the marketing of dairy products. He conducted special investigations for the tariff commission, and has made a number of surveys of milk marketing in New York.

It would be unwise for people in the milk industry to allow themselves to be influenced by present conditions to abandon the long range view. The drought conditions are obviously temporary. The need of expanding markets for dairy products will remain. It would be unfortunate indeed if the industry should allow itself, under the stress of present temporary conditions, to give up or grow lukewarm towards plans for increasing milk consumption. Any program for inducing people to modify their habits of eating must of necessity be a long range program as it applies to one of the most profoundly ingrained practices and requires continued preaching.

—Milk Plant Monthly.

WHY NOT TRY FOR STATE FAIR PRIZES WITH YOUR FAVORITE DAIRY RECIPES?

Do you have a recipe that is always popular with your family and friends?

If you make it with butter or cheese, it might win one of the 184 fine prizes offered in the big Butter and Cheese Food Contests at the 1934 Wisconsin State Fair.

Perhaps you have not thought that those cheese rolls or butter cakes which always have a "ready market" with your family and friends ought to be prize winners, but enter them in the Butter and Cheese Food Contests being sponsored by the Wisconsin State Fair in co-operation with the state Dairy Industry Committee and see if they won't carry off honors.

Remember, 184 cash prizes ranging from \$1 to \$10 are being offered for ten different classes of products made with butter or with hard cheese. No cottage or soft cheese are being used in these exhibits.

The ten classes which any cook, chef, or housewife in the state may enter include five butter classes — butter breads, butter rolls or biscuits, butter cakes, butter cookies and butter candies. The five cheese classes are: Cheese breads, cheese rolls or biscuits, cheese sandwiches, cheese desserts, and a cheese plate which is to be an attractively arranged dessert cheese plate including at least five varieties of hard cheese ready for individual serving and to be used for buffet suppers, dinners or luncheon desserts.

Each of the ten classes may be entered by the same exhibitor, but only one exhibit in each class will be permitted. Twenty prizes are being offered in each of the first nine classes and four in the last class. In nine of the classes the prizes are \$10 for first; \$7 for second, \$5 for third; \$3 for fourth and then \$1 each for the next sixteen prize winners. For the tenth class—the cheese plate—the prize will be \$8 and a medal for first, \$7 for second, \$5 for third, and \$3 for fourth. So in all there will be nine prizes of \$10 each, one of \$8, ten of \$7 each, ten of \$5 each, ten of \$3, and 144 of \$1 each. That makes 184 chances of winning a prize.

The exhibit will be held in the Dairy Building at the State Fair grounds, West Allis, from August 25 to 31.

"How would you like to try parachuting?"

"I'd jump at the opportunity."

There are many wild stories around the milk shed at the present time in regard to the fact that dealers are taking on milk in large volume. The story has been enlarged so that we are constantly being pressed by farmers anxious to break into this market, for the right to ship.

The stories are in the main just some more street gossip. A few farms that rightfully should have a market have been taken in but most dairies have lost more shippers than they have taken on. When the market needs the milk it will be time enough to take it on but as long as the present shippers are overburdened with surplus no new shippers will be considered.

C. W. FLETCHER.

A group of farmers who believed that the dealers they were shipping to were not proper outlets combined and started a dairy of their own. They had been saying that there was no "surplus," that the consumer was perfectly willing to pay the price, that it was just a matter of starting their own plant and all their troubles would be over.

Last fall they started this plant and up-to-date they have been one of the worst price-cutters in this market. Not satisfied with that they went into the Waukesha market and there not only undersold but in some cases gave away milk. They solicited the outdoor relief milk of that market and got some of it on the plea of being "union" although we believe this sort of unionism is a disgrace to the honest name of union.

This milk came mainly from farms in Washington and Ozaukee counties, was bottled in Milwaukee and given away in Waukesha to smash the market for the Waukesha farmers. If the farmers supplying this company were receiving good pay for their products it would not be so bad but on the statement of the auditor for the Department of Agriculture and Markets and on the admission of some of the farmers themselves, they received no pay at all for their products.

I am wondering whether this is their much wanted way of receiving "cost of production."

Peculiar things develop in the milk business. Many farmers are buying stock in co-operative ventures that start up as dairies within this market. Those farmers of course are interested in the financial success of their own company and solicit business for it. At the same time

they continue shipping to their old outlets so their own company may not be burdened with surplus. But when their company needs milk they leave, proving they are not dependable shippers.

It seems to me that the companies carrying competitors' milk are really carrying another company's share of the surplus and thereby penalizing their own farmers and should request the competing shippers to go to the company they are financially interested in. Will some of our members write us giving their views on this peculiar angle of marketing?

C. W. FLETCHER.

NEW SUPPORTERS

(Continued from page 1)

Edwin Heckendorf, Jackson
Mrs. Frank Oswald, Richfield
Ed. Quade, R. 4, West Bend
Arnold Renard, R. 4, West Bend
Thomas H. Field, R. 1, Box 11, Jackson
Jake Bellman, R. 1, Germantown
Roland Wagenknecht, R. 1, Germantown
John Lang, R. 1, Box 378, Hales Corners

JULY PRICE

(Continued from page 1)

butter and cheese prices had not advanced as much as anticipated, a higher price for fluid milk would get the city market all out of line and would be an inducement for more farmers to seek a city market.

He also said that the large condenseries were advertising vitamin D milk widely and at no increase in price over the present price of six cents per can, a can being equivalent to a quart of milk.

Many farmers feel that an advance in price is necessary in order to encourage production during the summer months.

Others say that since the drought is broken the prospects for pasture and second crop hay is considerably better.

VARIATIONS IN TESTS

We hope you will take the opportunity of thoroughly reading and digesting the article to appear in next month's issue relative to variations in tests.

It covers the subject very thoroughly in as condensed a form as you can expect in such a limited space. This article explains the various causes and covers practically every one of importance, expressing views that we have always agreed with in our contentions on what causes these puzzling variations from day to day.

In later issues we are going to show you how some of your herds run from day to day, with some amount of discussion on the subject.

ROY P. KNOLL, Chief,
Laboratory Division.

THE BIGGEST CHEESE

A one-ton cheese, the biggest ever made, will be displayed at the 1934 Wisconsin State Fair. It will then be stored one year and distributed to 1935 fair visitors at the dairy lunch. Ten tons of milk will be required.

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price

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

RITE-WAY PRODUCTS CO.,
Dept. C, 4009 N. Tripp Avenue, Chicago

YOUR DEPOSITS ARE INSURED!!

as provided in the Banking Act of 1933

BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

OTHER MARKETS

The Iowa Dairy Marketing News reports that sixty per cent of the milk received on the Des Moines market was manufactured and forty per cent used as fluid milk. The composite price was \$1.27 per hundred delivered in the city for the month of May.

Chicago Pure Milk quotes a composite price of \$1.43 for the same month.

Champaign, Illinois, reports composite price of \$1.30 for May.

"Yes, it is really remarkable," observed mother at the head of the table. "Clifford seems to eat twice as much chicken when we have visitors."

"Indeed!" exclaimed the lady visitor. "And, pray, why is that, Clifford?"

"'Cause that's the only time we have it!" replied the truthful lad.

Fond parent (putting creamed peas on child's plate): "But, I can't understand it. You liked the buttered peas well enough yesterday."

Tiny tot: "Yes, but you know I don't like things starched!"

LETTER TO ACCOMPANY VOTES IN POPULARITY CONTEST

Candidate to Send in her Name and
Address and Name and Address
of her Parents or Employer

I,,
state that I am years of age,
single, and living on the farm with
my parents or employer

..... at,
I am a regular drinker of milk and
would like to be a candidate in your
popularity contest.

BALLOT

My choice for the most popular
girl at the fifth annual picnic of the
Milwaukee Co-operative Milk Pro-
ducers is

(Signed)

Name

Address

SAMPLE BALLOT

My choice for the most popular
girl at the fifth annual picnic of the
Milwaukee Co-operative Milk Pro-
ducers is Mary Smith.

Signed: John Jones,
R. 2, Eagle River, Wis.

TAKE OUT THAT "AD"

Ernest Wollenzein, Waukesha, Wisconsin, advertised 100 tons of hay for sale in the April issue of this paper. He sold the hay to Max Leopold of Arpin, Wisconsin, who gets our paper.

By mistake the ad was run in the May issue and because Mr. Wollenzein was besieged with buyers he sent a hurry call to discontinue the ad.

FORT SMITH, ARK., FIRST MUNICIPALITY TO REGU- LATE MILK PRICES

Fort Smith, Ark., set a precedent in state municipal legislation when it became the first city, effective May 15, to adopt an ordinance establishing minimum prices for milk sold in the city "for the protection and preservation of public health." A mass meeting of dairymen and distributors had previously urged the board of health to adopt a resolution asking the city commission to pass such an ordinance to stabilize milk prices in the city.

FIVE CORNERS CREAMERY TO BE RE-BUILT

The Five Corners Creamery, Cedarburg, Wisconsin, will build a new modern plant to replace the one recently destroyed by fire. The new creamery will be built on the same site as the old, according to O. A. Miller, operator. The creamery, despite the fact that it lies within the Milwaukee milk shed, has prospered.

ALWAYS A NIGHT OWL

The young bride was asked what she thought of married life.

"Oh, there's not much difference," she replied. "I used to wait up half the night for George to go, but now I wait up half the night for him to come home."—Answers.

Wisconsin cheesemakers have organized to advertise and promote sales of Wisconsin cheese. It is a big job, but a start has to be made and we wish them a big measure of success. The biggest part of the job is raising the money. Spending it will be easy.—National Butter and Cheese Journal.

LAST STRAW

Maid: "I left my last place because I was told to do something I didn't like."

Prospective Mistress: "Really! What was that?"

Maid: "Look for another job." — Boston Transcript.

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Cottage Cheese Soup (Serves four)

- ¼ cup butter
- 4 tablespoons flour
- 4 cups milk
- 1 teaspoon salt
- paprika
- 2 teaspoons finely chopped onions
- 2 cups cottage cheese

Melt the butter, remove from double boiler and add flour. Stir the mixture until it is smooth, add the milk and return it to the double boiler. Cook three or four minutes, stirring constantly. Add the seasoning and the cottage cheese; beat vigorously a minute and serve hot.

* * *

Scalloped Liver and Potatoes (Serves four)

- 1 lb. liver, sliced thin
- 1 quart thinly sliced potatoes
- 1 small onion, minced
- 1 ½ cups milk
- salt and pepper
- flour
- 2 tablespoons bacon fat

Salt and flour the liver and brown lightly in the bacon fat. Place a layer of the raw potatoes in a greased baking dish, sprinkle with salt and pepper, add some of the liver and onion, and continue until all are used. The top layer should be of potatoes. Pour on the milk, cover, and bake for one hour in a moderate oven (350 degrees F.) or until the potatoes are tender. At the last, remove the cover and allow the potatoes to brown on top.

* * *

Delicate Rice Pudding (Serves six)

- 1 quart milk
- 3 eggs
- ½ cup rice
- ½ cup raisins
- 2 tablespoons butter
- ½ cup sugar
- ½ teaspoon salt
- a few gratings nutmeg

Cook milk, raisins and rice very slowly in a double boiler about 1½ hours. Beat the yolks of the eggs with the sugar, stir it into the rice, add the butter, pour into a pudding dish, spread with whites, which have been stiffly beaten with two tablespoons of sugar, over the top. Place in a very slow oven long enough to brown the meringue.

Large light-weight wooden blocks are among the best toys for the young child since they give him a chance to build things and are suited to the development of his muscles.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

August 1934

Number 5

Fluid Price for August Not Settled

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN

The Largest Family is Winner at the Picnic

A thirteen pound cured longhorn cheese donated by the National Cheese Producers' Federation will be given to the largest family present at the Picnic on August 23rd.

The Milwaukee Co-operative Milk Producers will donate one brick cheese to the second largest family.

In order to compete, the parents and children must be present and the names and ages of the children must be listed. The contestants to appear on the platform.

Other Prizes

Prizes will be given to the tallest lady, fattest man, handsomest man, and for the lady with the pleasing smile.

Picnic Prize Notes

Feed Supplies Inc., warehouses at Saukville, Germantown, West Allis and North Milwaukee, have donated 2-100-pound bags Square Deal egg mash, 2-100-pound bags Square Deal scratch, 2-50-pound bags Square Deal calf meal.

J. R. Williams, genial De Laval agent, has promised to deliver in person one large gallon can of De Laval separator oil to the fortunate winner of a gate prize. Mr. Williams is such a good salesman that he can make an ordinary gallon look like an extraordinary one.

Hydro-Vac Products Company, manufacturers of milk cooling devices, have donated one Hydro-Vac milk cooler.

(Continued on page 3)

27 New Supporters to the Milwaukee Co-op Producers

- Walter Longley, Dousman, R. 2.
- Ernst Vetense, Palmyra.
- W. Schick, Pewaukee.
- Burmeister Bros., Waukesha.
- Mrs. Louise Gruenwald, Wauwatosa R. 7, Box 218.
- Zuhlke Bros., Dousman, R. 1.
- Ed. Perkins, Genesee Depot.
- Henry A. Johnson, Waukesha, R. 1, Box 29.
- Albert T. Theine, Wauwatosa, R. 7.
- Chas. A. Solveson, Oconomowoc, R. 2.
- George E. Solveson, Oconomowoc, R. 2.
- Edwin Duve, Mukwonago, R. 3.
- Levi Baker, Eagle, R. 2.
- Alfred Schmitt, Richfield.
- Henry Renard, West Bend, R. 4.
- Ross Hepp, Wauwatosa, R. 7, Box 171.
- Mrs. A. Gunderson, Waterford, R. 1.
- John L. Williams, Waukesha, R. 1, Box 102.
- J. W. Price, Waukesha, R. 1.
- Wm. C. Hamann, Eagle, R. 2.
- Wm. Schulz, Wauwatosa, R. 7.
- Mrs. Emma Lidicker, Eagle, R. 1.
- A. J. Staatz, Germantown.
- Frank J. Patzen, Richfield.
- Mrs. Mary Schmitt, Pewaukee, R. 2.
- Elmer J. Lawton, Wauwatosa, R. 7.
- Ray Roswell, Oconomowoc, R. 2.

Two dollars and thirty cents per hundred pounds was the price asked by the board of directors for August fluid milk at the price conference held at this office on July 26.

The distributors did not argue against that price but stated that because the labor union was making demands for higher wages, the best thing to do was to refer the price setting to the department of agriculture and markets.

The board of directors thought that a conference ought to be held with the distributors, directors and representatives of the department of agriculture and markets present. Adjournment to Thursday, August 2, was then agreed on.

Commissioner Schultheiss and Mr. Heisman, auditor of the department of agriculture and markets, was present on August 2. The commissioner listened to the arguments of the board of directors in favor of the \$2.30 for August fluid milk. The dealers said that the farmers were entitled to a raise in price and that a raise of one cent per quart was probably all that the consumer would stand for without reducing purchases.

The dealers intimated that if the producers got all of the one cent per quart raise and union labor was granted an increase in wages, the retail price would go to eleven cents and a material loss in sales would result. The low price of canned milk was mentioned and the advertising campaign put on by the big condensers.

The directors maintained that the producers should have first consideration as their milk checks were far

(Continued on page 8)

Gridley Prices

	Pct.	Price
Fluid sales	41.85	\$1.85
Manufactured	39.23	.94
Outdoor relief	6.73	1.62
Cream sales	12.19	1.19
Average price		1.40

Luick Prices

	Pct.	Price
Fluid sales	35.53	\$1.85
Manufactured	48.88	.94
Outdoor relief	6.73	1.62
Cream sales	8.86	1.19
Average price		1.34

Layton Prices

	Pct.	Price
Fluid sales	44.91	\$1.85
Manufactured	38.77	.94
Outdoor relief	9.21	1.62
Cream sales	7.11	1.19
Average price		1.43

Sunshine Prices

	Pct.	Price
Fluid sales	42.14	\$1.85
Manufactured	34.86	.94
Outdoor relief	1.20	1.62
Cream sales	21.80	1.19
Average Price		1.40

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 7 AUGUST, 1934 Number 5

BOARD OF DIRECTORS

- EDWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 636, Milwaukee.
- GEO. W. DROUGHT, *Vice-President*, Route 13, Caledonia.
- WM. KERLER, *Treasurer*, R. 5, West Allis.
- C. F. DINEEN, *Secretary*, Cedarburg.
- A. C. KIEKHAEFER, R. 2, Thiensville.
- JOHN WICK, R. 2, Menomonee Falls.
- FRED KLUSSENDORF, Waukesha, R. 7.
- ED. SCHMIDT, R. 1, Box 58, Brookfield.
- CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.
- PAUL BARTELT, Jackson.
- AMBROSE WIEDMEYER, JR., Richfield.
- CHESTER FLETCHER, R. 3, Waukesha.

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

Subscription.....\$1.00 Per Year

AMERICAN INSTITUTE OF CO-OPERATION

In this issue we print releases of talks given at the American Institute of Co-operation. The Institute held its annual meeting in Madison, Wis., on July 9 to 14, on the invitation of the Wisconsin Council of Agriculture, the University of Wisconsin and the Department of Agriculture and Markets. As stated in the release issue from the office of Charles W. Holman, secretary, the Institute was well attended by people interested in the co-operative movement.

THE FARMER AND THE CITY WORKER

Union labor is demanding an increase in wages for all milk drivers and milk plant workers in this market.

We are not opposed to union labor, in fact being an organization for collective bargaining and the protection of our members' rights, we could not deny the privilege to others.

We do believe, however, that until the farmer's milk check is at least as large as the milk plant worker's check, any increase in the resale price should go to the producers of milk.

The average monthly check received by producers of milk for this market is about eighty dollars, after cartage deductions have been made.

Information which we believe is quite reliable indicates that the old established distributors pay an av-

erage wage considerably higher than the amount received by the farmer. The worker has no investment while the farmer must invest a sum running into thousands of dollars.

The hours of employment are all in favor of the plant employees. No farmer could get by with an eight-hour day and a six-day week.

Yes, the city workers' and the farmers' problems are identical, like 'ell.

EFFICIENCY IN MILK DISTRIBUTION

The Pure Milk Association's publication, "Pure Milk," of Chicago, has this to say in an editorial in the August issue:

"Regulation, either by state or federal administrator, limiting the number of wagons so that distributors could consolidate routes in order to bring these loads to a profitable level is one solution to the situation. If no new routes were allowed to start, the chiseler would pass out of the picture in a short time, distribution would become efficient and able to meet all competition of any kind, farmers' price would be protected, and the industry would be in excellent condition."

READ JOE RYAN'S ARTICLE IN THIS ISSUE

With the permission of Joseph E. Ryan and the "Country Gentleman," we are publishing an article on advertising milk which appears in the August issue of the "Country Gentleman."

Mr. Ryan in this story tells about the advertising efforts of the Milwaukee Dairy Council in a very entertaining and convincing manner.

THE STATE FAIR

The Wisconsin State Fair held this year, week of Aug. 25 to 31, inclusive, promises to be a very good one.

Our organization will have space in the dairy building and producers are invited to stop in and talk things over.

EMERGENCY TOLERANCE ALLOWED FOR SEPTEMBER

The board of directors decided that the emergency tolerance of twenty-five per cent (25%) over base amount that was allowed for July and August will also be allowed in September of this year.

Please note that this added amount that may be shipped at the average or composite price is not an

WHEN WILL THEY LEARN?

Another group of farmers have acquired a milk distributing business, this time by force of circumstances rather than by choice.

Mr. Pommerening, sometime Society of Equity leader, lawyer, accountant, formed a consumers' association in this city a while ago. The consumers were sold stock with the promise that they would get milk at a lower price. The drivers were to get paid so much per quart sold and collected for, and the pasteurization and bottling was to be done by another distributor.

The farmer was promised a high price for his milk and got it—for a short while. After the farmers were convinced that everything was on the up and up, they were asked to pay in \$20.00 per cow and presumably were to get stock in the concern. Some evidently paid in cash, others had deductions made from their checks, and it is whispered that a few wise ones did not kick in at all.

Later on, a building was leased and the milk was processed and delivered from that plant. About that time the farmers were asked to wait for their checks, according to reports, and the management told the farmers that the financial load was too heavy and would the farmers please bring in some money and take over the lease and machinery. The management would continue to buy their milk just as before.

The farmers were pleased to oblige.

The drivers were finding the job of keeping up their trucks and living on the very low wages paid them pretty hard, and so went out on strike, taking their trucks and a good share of their business with them to another company. This action forced the management to buy some trucks of its own.

Reports have it that there was no money left to pay farmers for the June milk and there was talk of action by the state department of agriculture and markets. Bankruptcy was hinted at. The farmers faced loss of a market and, in the hope of providing a market, bought the consumers' association and accounts receivable. Some headache, but experience is the most thorough teacher and the tuition is so high that the lesson ought to stay long in the memory of the pupils.

increase in base, but is only an emergency measure effective for the time specified.

Board of Directors.

Farmers Fight to Raise Milk Prices

At the present time the farmers in the Milwaukee milk shed are in one of the biggest fights in their history, to advance the price of milk. A very peculiar struggle to say the least, and one that has a background involving the A. A. A., the N. R. A., the racketeering leader and the spellbinder, who promised the farmer more than can be had.

The N. R. A. increased farmers' operating costs as it did that of all industry. The A. A. A. in the dairy industry at least, increased operating costs without increasing income to the dairy farmer, and now the racketeering labor leader is demanding wages for labor, all out of proportion to the income of the farmer who had been told by the spellbinder that labor would be glad to cooperate with the farmers.

The simple result in this market is this: Our milk checks F. O. B. the farm, average about eighty dollars per farm, from which we must pay most all of our operating expenses, furnish an investment of about \$15,000 per farm to create this income and furnish a living for our families. The milk driver in this city who is working for any responsible firm is now averaging a wage of better than \$130.00 per month. From this he furnishes his wearing apparel only and keeps his family.

We know that with a retail price of nine cents per quart, we are now getting according to present conditions, all of the consumer's dollar possible to get, and we believe we are justified in saying that if milk is to be advanced to the 10 cent level to the consumer, labor is not entitled to any of this increase until our income is on a par with what labor now gets.

We know there are dairies in this market who pose as union dairies and who get most of their business on that appeal. If these companies were paying Union wages to their men and also paying their farmers according to the Milwaukee milk order we would not have any sound argument against the new wage scale. But the records of the Department of Agriculture and Markets prove that not only are they not being paid according to the price for the Milwaukee Milk Market but in many cases are not being paid at all. If that is the way in which labor is to co-operate with the farmer, take all the money and the farmers get none, then they must admit all this talk about labor and

the farmers co-operating is plain "bunk" and that in reality they intend to take by force if necessary what honestly belongs to the farmer.

We believe labor should organize for its own protection and fight for its fair rights, but if labor and its leaders are honest they will recognize our rights.

C. W. FLETCHER.

While a great many of our members avail themselves of our herd testing services, we believe it would be to the shippers' advantage if more would do so.

If any farmer, wishing to have each cow tested individually, will tell the hauler how many bottles he needs, the hauler will notify our man taking daily samples at the plant and bottles will be forwarded to him, with full instructions on how to take the samples. Upon being returned to us by the hauler, the milk will be tested and a letter sent to the shipper showing what each cow tested.

The advantage is that if it becomes necessary to cull the herd, you can do so intelligently. Also, the milk you may use for calf feed, may be used from your low testing cows, sending in the milk from the higher testing cows and increasing your average price. Of course, there is no additional charge for these services.

C. W. FLETCHER.

PICNIC PRIZE NOTES

(Continued from page 1)

J. B. Ford Sales Company donates 1 case (24) 2-pound packages of Wyandotte Cleaner and 1-5-pound can Wyandotte steri-chlor, both useful articles on any dairy farm.

Andis Clipper Company have sent us an electric Andis animal clipper. The Andis people have given one of their machines for the last four years and the fortunate winners have appreciated winning this good prize.

Geuder-Paeschke & Frey Company, manufacturers of Cream City Enamelware, have given us three very fine prizes.

Walsh Harness Company donates one of their best adjustable horse collars.

Wm. Steinmeyer Company has donated 1-25-pound sack flour.

The Olsen Publishing Company has donated five prizes, each consisting of one hundred letterheads and envelopes with name and address of the winner to be printed thereon.

Adam Gettelman Brewing Company offers two cases of beer.

Chas. A. Krause Milling Company, manufacturers of and dealers in dairy and poultry feeds, offer calf meal, egg mash, scratch grains, dairy ration as prizes.

Waukesha County Farm Bureau donated a five-pound pail of cup grease.

Killian Weber, Waukesha, offers one case of Weber's Old Fashioned Brew.

Sears, Roebuck Stores have donated five purchase vouchers worth \$2.00 each.

Mr. Wherry, manager of Follansbee Brothers, has donated one eight-gallon milk can.

E. J. Gengler Manufacturing Co., Sta. F, Milwaukee, Wis., has donated \$20.00 credit on two separate fencing units. These are quite valuable prizes.

Maas Implement Co., Waterford, has donated one two-horse evener.

E. R. Hicks, Waterford, has donated a one-year's subscription to the "Waterford Post."

Schealie Hardware, Waterford, has donated 300 strainer pads.

Auterman Grocery, Waterford, has donated coffee.

Gezelschap & Sons have donated four porcelain kitchen clocks.

The following firms have promised prizes: Horn Bros., Muskego; Valley View Oil Co., Waukesha; J. E. Elger, Prospect; Mealy Furniture Store, Waterford; Steinke Hardware Co., Waterford.

POPULARITY CONTEST

In the July issue of this paper mention was made of a popularity contest. The girl who brings the most votes (ballot in this issue as well as in July issue) to the picnic will receive prizes in cash and merchandise and will be crowned as the most popular girl.

The girl having the highest number of votes may have her choice of an electric roaster, donated by the Milwaukee Electric Railway and Light Co.; permanent wave, donated by the Justrite Beauty Shop, 2429 W. North Ave., Milwaukee, Wis.; or a \$10.00 savings account donated by the Waukesha National Bank, Waukesha, Wis., plus a merchandise voucher. The girls having the second, third, fourth, and fifth highest number of votes will receive valuable prizes.

Come on, girls, gather in the votes.

Every farmer who gets this paper will have ten votes for each ballot.

The "boy friend" should help to collect the votes.

POPULARITY CONTEST PRIZE DONORS

Badger State Bank, Fond du Lac and North Aves., Milwaukee, Wis.—\$5.00 savings account.

Red Robin Hosiery Shop, 425 W. Wisconsin Ave., Milwaukee, Wis.—\$2.00 purchase voucher.

Justrite Beauty Shop, 2429 W. North Ave., Milwaukee, Wis.—Permanent wave.

Famous Beauty Shop, 331 W. North Ave., Milwaukee, Wis.—Permanent wave.

Waukesha National Bank, Waukesha, Wis.—\$10.00 savings account.

The Milwaukee Electric Co., 231 W. Michigan St., Milwaukee, Wis.—1 electric roaster.

First Wisconsin National Bank—\$3.00 cash.

DON GEYER CHIEF SPEAKER AT PICNIC

Don Geyer, secretary-manager of the Pure Milk Association of Chicago, will be the chief speaker at our Annual Picnic on August 23.

Mr. Geyer, one of the most colorful characters in the co-operative movement, is a fluent speaker and his talk will be of great interest to milk producers.

WAUKESHA COUNTY HOLSTEIN PICNIC

The Waukesha County Holstein Breeders will picnic at the Pabst Farm, Oconomowoc, on August 14.

The Waukesha County Calf Club round-up will be held in connection with the picnic and a splendid exhibition of calves is promised. The federal emergency plan for combating Bangs disease will be discussed by a speaker to be named later.

All dairy farmers are invited to attend.

Why Do Milk Tests Vary?

Factors That May Be Controlled By Man

Generally speaking, cows that freshen in a rather fleshy, vigorous condition will test richer throughout their lactation period than cows that freshen in a poor, run-down condition. In some rare instances cows that have been especially prepared by careful feeding for the purpose of making large short-time butterfat records will produce milk that is extremely high in butterfat for a short period immediately after calving. These unusual percentages often decline instead of increase with the advance of lactation.

Experiments show that cows test higher when subjected to comfortable conditions. For this reason, as a rule, they test higher in cool weather, especially when the weather conditions remain fairly constant. When it is hot and insects are pesky, cows decrease in their percentage of butterfat unless protected against these pests. Wide variations in test may also be expected with any sudden change in temperature and general weather conditions.

Any sudden or decided change in the methods of feeding will also influence the butterfat content of a cow's milk for a short time.

Excitement caused by cruel treatment and abuse will tend to raise or lower the test.

A change of milkers or methods of milking will very often have an adverse effect upon the amount and quality of milk produced by the cow. Especially is this true with cows that are nervous and excitable.

The length of time between milk-

ings will also have some effect upon the per cent of fat. When the cows are milked in periods of equal length there will be only a slight variation in tests. When there is a long period and then a short period between milkings, there will usually be a large quantity of milk obtained at the end of the longer period, which milk will test low. At the end of the shorter period, a smaller quantity of milk will be obtained with a correspondingly higher per cent of butterfat. For this reason, cows that are on official test for the purpose of making large butterfat records are milked three or four times per day.

Cows properly fed and in healthful condition, supplied with plenty of fresh air, light and sunshine, surrounded with comfortable conditions, protected against intense heat, intense cold, insects and other pests that worry and excite them should test normally if they are milked carefully and thoroughly each time. Even under these conditions the tests will vary.

Factors Beyond the Control of Man

It is the experience of practical dairymen and breeders that young heifers producing only a small flow of milk will test higher during their first lactation period than they will later in life. This is an exception, however, and as a general thing the average test for mature cows over a period of years is higher than for heifers.

The fore-milk—the first milk that is drawn at each milking—is very low in butterfat. The middle-milk will usually contain two to three times the amount of butterfat that the fore-milk did, and the last part of the milking or strippings will be

NOW is the time to install

Modern Electric FENCING

Electric Fencing provides the cheapest and most efficient type of fence for any size farm. Only one barbed wire instead of four or five. Eliminates expense of gates. Saves labor. Posts may be set 50 feet apart. Make this profitable investment TODAY.

SOLD ON 30 DAYS TRIAL... Use the unit for that period and if not satisfied (whether it fulfills claims or not) your money will be refunded.

E. J. GENGLER MFG. CO.

Phone Hilltop 9526-J-4

Station F

Milwaukee, Wis.



SUDAN GRASS

Sudan Grass and tall green corn safe behind one strand of wire

SOLD ON MONEY BACK GUARANTEE

very high in fat. From this it will be seen when, for any reason, the last part or all of the milk is not obtained from the cow, the general average for that milking will be materially lowered.

During a period of heat or estrum there is a wide variation in the per cent of fat, which depends upon the individual cows, as in some cases the test will go up and in others the reverse. The same is true in sickness or after injuries.

The cow is a creature of habit, and when she once becomes accustomed to a certain system of milking, feeding, housing, etc., any sudden change from the regular routine can be expected to have a decided effect upon her product.

Variation in Herd Milk

Under normal conditions, all things being considered, the butterfat contained in the milk of an entire herd will run fairly constant.

The addition of fresh cows to the herd will usually affect the test, especially when these cows are giving much above the average flow of milk or when their milk tests above or below the average of the herd.

When cows that are nearing the end of their lactation period are dried up or disposed of, some change in the test of the herd milk can be expected.

Sudden changes of weather conditions and temperature can be expected to influence the milk obtained from the entire herd.

Feed and care that would influence the individual cow can be expected to influence the entire herd.

Some cows, for unexplainable reasons, are very erratic, not only varying the milk flow but also the percentage test under conditions which make it difficult for the attendant to determine the reason.

If as much were known about cows as may be known some day, they could be fed and cared for in such a way that their tests would be at their maximum with fairly constant regularity.

MAYBE IT WAS

A patient in a hospital awoke after an operation and found the blinds of the room drawn.

"Why are those blinds down, doctor?" he asked.

"Well," said the physician, "there's a fire burning across the alley, and I didn't want you to wake up and think the operation had been a failure."

LOW TESTING HERDS

There has been a great number of low testing herds this spring and summer, more than usual. To those of you whose herds have been low in butterfat content, please let me remind you of our free herd testing service.

We will gladly test each of your individual cows at any time, and as often as you want this service, free of charge. Simply drop us a card, call in person, or have your hauler get in touch with us. All we need to know is how many bottles you need, we then prepare a box for you which includes everything necessary for the test from bottles to a complete list of instructions.

Avail yourself of this service.

ROY P. KNOLL, Chief,
Laboratory Division.

DAIRY DISTRIBUTORS FINED

Dairy Distributors, Inc., one of the newer dealers in this market, was recently taken into court for violating the state order on eight counts and fined eight hundred dollars and costs. According to the evidence, this concern got into the habit of not paying the producers for milk.

Until recently the bulk of Dairy Distributors milk came from the vicinity of Watertown. Some of the farmers got weary of producing milk without pay and quit shipping.

New milk has been taken in after a promise had been made to pay every two weeks. Rumor has it that the company, whose stock was held by five or six men, has now become a co-operative and is trying to get a federal loan to help finance its business.

COMPOSITE PRICE FOR JULY

Some companies paid a lower composite price for July than for June.

Allowance of tolerance placed some milk in the composite price class that would otherwise have been paid for at the manufactured price as excess milk.

The Luick Co. was the victim of a strike put on by the drivers' union. While only a few drivers quit work, the others were intimidated by the communistic element and dared not make deliveries.

The company is gradually getting back its business, but in the meantime the farmers shipping to that company will have more milk in the manufactured price class than if a strike had not interfered with deliveries.

DAIRY ADVERTISING

If widely scattered comments have any significance, we are approaching a time when milk—liquid and manufactured—is going to be advertised, and in a way never before extensively attempted. Milk, ice cream, butter and cheese have in the past had considerable publicity at the expense and to the profit of private concerns.

Here in Wisconsin, around the Milwaukee milk shed, we have for the past four years been trying another kind of milk advertising, a pioneer work in its line. We have been advertising milk as milk—not as any particular dairy's product, but all the milk produced under the inspection of the Milwaukee health department and bottled and sold by any of the forty-odd dairies in that city.

This advertising is presented under the name of the Milwaukee Dairy Council. It is financed by deducting one-half cent per hundred pounds of milk produced by each farmer in the district, and every retail dairy in Milwaukee is compelled by an order of the department of markets to add an equal amount—making a total of one cent per hundred for all milk entering Milwaukee, to be used as an advertising fund. Farmers are agreeable to the deduction and most dairies favor the plan. Others are obliged to step into line.

The mediums used are newspapers and billboards. Some farmers capable of telling the human side of the story of milk have written articles for Milwaukee papers telling the tale in their own direct way and have been paid for their work by the Dairy Council. Many million pounds of milk enter Milwaukee annually and a sizable advertising fund results; yet several individual breweries purchase more space in papers and on billboards—and time on the air in addition—than does the Milwaukee Dairy Council. We offer no argument against the breweries but make this reference only to show that, in proportion to the value and worth of the industry, the milk business as a unit still fails to shout its wares enough.

Yet the Milwaukee milk shed offers a noble example as a leader in untrademarked advertising of dairy products. We know of no other large city that has any such method, and yet if milk is ever to be called to the attention of the consumer in the way that it deserves it will have to be done through this or similar plans. Producers and distributors must unite to make the merits of all

milk known; and when that is done, each processor and distributor can bid for his particular share of the business on the ground of service and individual excellence.

There are indications that not merely metropolitan milk but even manufactured milk is on the way to such an advertising program. When that is accomplished there should be little milk surplus; for thinking men who realize that it was advertising which made smoking respectable for women, can clearly see that the milk-drinking habits of a nation could be changed almost beyond imagination by an equally active force. This is worth keeping in mind, even if the drought curtails for a time the milk supply.

As to results in Milwaukee, sales of milk and the net price paid the farmer have held up better than in almost any other city in America. By net price paid the farmer is meant farm receipts compared to the retail price in that city. The program would hardly have continued four years if the results had not been in that order. Untrade-marked dairy advertising received its start in Wisconsin. Watch it spread.—Joseph E. Ryan, in "Country Gentleman." (Mr. Ryan is a Wisconsin dairyman and special writer on farm topics.)

WALLACE WARNS AGAINST EMASCULATION OF A.A.A.

The "next big push" of the opposition to farmers' interests will be to repeal the Agricultural Adjustment Act or at least to emasculate it by removing the processing tax, predicted Secretary of Agriculture Henry A. Wallace in an address before the American Institute of Co-operation on "The Re-opening of Our Foreign Markets for Agricultural Products."

"The attack will be preceded by honeyed words of concern for the

farmer," said Secretary Wallace. "It will be made to appear that some minor operation on the act—the removal of the processing tax, for instance—would remove a depressing influence from the market for farm products. The opposition will call that, I say, a minor operation. Actually, it might be the death blow."

LOCK-STEP OR CO-OPS FARMERS' ONLY CHOICE

"The farmers of the United States must choose between a sweeping regimentation of agriculture from Washington and a sweeping reorganization of the total agricultural forces of the nation in co-operative units co-ordinated nationally so that they can think with expert leadership, speak with power, and act with authority. They cannot have both. The permanent adoption of regimentation means the prompt death of the co-operative movement. The imposed government of regimentation and the self-government of co-operation cannot exist together. One is the method of dictatorship; the other the method of democracy."

This was among the statements of Glenn Frank, president of the University of Wisconsin, in his address before the American Institute of Co-operation.

MILK MARKET HOPE LIES WITH CO-OPS

Despite the apparent unfriendliness of the Agricultural Adjustment Administration toward milk marketing co-operatives, the only hope of enforcing government agreements and the only chance of securing adequate returns for producers lies with these farmers' organizations, in the opinion of D. N. Geyer, manager of the Pure Milk Association of Chicago, at the American Institute of Co-operation held at the University of Wisconsin.

LAUNCH NEW FIGHT ON BANG'S DISEASE

Cattle owners who desire to take advantage of the federal emergency appropriation for combating Bang's disease may do so by complying with the provisions of new regulations issued by the U. S. Department of Agriculture and designated as B. A. I. Order 347. This order, signed by Secretary Wallace, on the recommendation of the administrator of the Agricultural Adjustment Act, will be administered by the bureau of animal industry. It became effective July 19 and provides for the elimination of and payment for cattle reacting to the agglutination test for Bang's disease or infectious abortion.

The first step in having a herd tested for Bang's disease is to fill out and sign an agreement which will be furnished by any federal veterinarian or state official who is co-operating in this campaign. In this agreement the owner agrees (1) to market for slaughter under state or federal supervision, all heifers over six months old, cows, or bulls that react to the agglutination test; (2) to confine additions to his herd, as far as possible, to virgin animals and to those from herds known to be free of Bang's disease; (3) to continue blood-testing the animals in his herd in accordance with the accredited Bang's disease herd plan of his state; and (4) to clean and disinfect his premises under supervision after the removal of reactors. Other provisions in the agreement prohibit the sale of his right or claim for payment on reacting cattle or the use of abortion vaccines on any of his herd during six months prior to testing.

The secretary of agriculture agrees that the herd shall be tested for Bang's disease under the direction of the bureau of animal industry without expense to the owner, except for necessary handling of the animals incident to collecting blood

THE GLORY OF WISCONSIN

A PAGEANT OF WISCONSIN DAIRY INDUSTRY

Seven Beautiful Episodes

- | | | | |
|-----------------------|---------------------|------------------------|----------------------------|
| 1. Pioneer Wisconsin. | 2. Statehood. | 3. Early Dairy Events. | 4. Parade of the Champions |
| 5. The Babcock Test. | 6. The Gay Nineties | 7. Modern Dairying | |

1200 People

In Spectacular Presentation

400 Cattle

FRIDAY, AUGUST 31st

at the

WISCONSIN STATE FAIR, AUGUST 25 to 31

samples, and also agrees to pay the owner for each animal eliminated from the herd. This payment is not to exceed \$20 for a grade female and \$50 for a registered purebred animal. The receipts from marketing for slaughter also belong to the owner. Participation in the campaign is entirely voluntary on the part of the herd owner.

Bang's disease, named after the eminent early Danish investigator of this malady, has caused serious losses to the livestock industry, particularly in dairy herds. The damage estimated at fully \$50,000,000 annually results from lowered production and from the death of animals. The disease occurs in practically every part of the United States and estimates indicate that about 15 per cent of the entire cattle population is affected with the disease. Stock owners have long sought relief from the malady and have taken unusual interest in the results of research work dealing with its detection and control.

FOREIGN BUTTER SUPPLIES HEAVY; PRICES LOWER

New Zealand, Australia, and other important butter exporting countries are looking for outlets for their surplus in markets other than Great Britain, and foreign competition for United States markets is now more threatening than a year ago, according to the bureau of agricultural economics, reporting currently on world dairy prospects.

Increasing quantities of butter have been converging on British markets during the last five years, and the bureau estimates that consumption of butter in Great Britain has increased over one pound per capita annually during this period. Prices were more attractive there than in the United States, but recently the drouth has reduced supplies in the United States and prices here are now above the world price.

The bureau has been informed that dairy interests in New Zealand and Australia are expressing growing concern over the future of their butter market in Great Britain and the need of developing alternative market outlets.

CLEAN MILK STOOLS

A barn was visited the other day and the first thing to catch the caller's eye was the milk stools. They all hung on pegs fastened to the walls and were clean and handy to get at.

AMERICAN INSTITUTE HOLDS ANNUAL MEETING

Focusing national attention on plans for immediate and long-time justice for agriculture, the tenth annual session of the American Institute of Co-operation was held at the University of Wisconsin last month with approximately 1,000 delegates in attendance from 34 states and Hawaii, four Canadian provinces, and the countries of Latvia and Sweden.

Sixty noted authorities on cooperative marketing and purchasing and agricultural economics gave carefully prepared addresses which formed the background for open forum discussions, while the varying viewpoints of several national figures on the relationship of the "New Deal" and agriculture provoked six days of lively debate.

Three dramatic highlights of the week were the addresses of President Glenn Frank of the University of Wisconsin, Secretary Wallace of the department of agriculture, and Charles C. Teague, former member of the federal farm board.

ADVERTISING MILK

As our readers know, a deduction of one-half cent per hundred pounds of milk is made each month to be used in advertising milk. The dealers also contributing a like amount. Mr. Joseph E. Ryan, Pewaukee, dairy farmer and a writer for national magazines, has agreed to speak on advertising milk at our picnic on August 23.

Joe Ryan understands dairy farming and dairy farmers, and he also knows that if the dairyman does not tell about the merits of his products the sales will diminish rather than increase, for many other producers of various foods and beverages are making strenuous efforts to get the consumer's food dollar.

It will be a treat to listen to Mr. Ryan's talk.

LETTER TO ACCOMPANY VOTES IN POPULARITY CONTEST

Candidate to Send in Her Name and Address and Name and Address of Her Parents or Employer

I,, state that I am years of age, single, and living on the farm with my parents or employer

..... at I am a regular drinker of milk and would like to be a candidate in your popularity contest.

BALLOT

My choice for the most popular girl at the fifth annual picnic of the Milwaukee Co-operative Milk Producers is

(Signed)

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.

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers At Nearly Half Price



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

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YOUR DEPOSITS ARE INSURED!!

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BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Cocoa Paste for Hot or Cold Cocoa

1 cup cocoa 2½ cups water
3 cups sugar ¼ teaspoon salt

Mix cocoa, sugar and salt together, add water and cook until the thickness of ordinary syrup. Be careful to stir while cooking so that mixture will not burn. When cool, pour into a fruit jar, seal and place in refrigerator.

To make cocoa drink, put two teaspoons of this syrup in a glass, fill the glass with whole milk and stir well.

Note: This mixture will keep for several weeks in the refrigerator. The recipe may be doubled, or made in even larger quantities.

* * *

Cheese Fondue

(Serves Four)

2 cups bread 1 teaspoon baking
2 cups milk powder
2 eggs 1 cup cheese
1 teaspoon salt

Cut the bread into small pieces, add milk, salt, yolks of eggs, and ground cheese. Stir well and let soak while you beat egg whites very stiff. Fold these into the mixture together with the baking powder. Set the dish in a pan of hot water and bake in a moderate oven until it sets. Serve in the dish in which it is baked.

* * *

Icebox Pudding

(Serves Four)

1 cup powdered sugar
4 tablespoons butter
4 eggs
1 lemon—rind and juice
1 tablespoon gelatine
¾ cup boiling water
1 dozen lady fingers
1 cup whipping cream

Cream the sugar and butter. Add the egg yolks by beating them into

the mixture. Combine the gelatine with the juice and grated rind of lemon. Let soak for five minutes and then add the boiling water. Add the gelatine mixture to the first mixture. Fold in the well beaten egg whites.

Line a pan with oiled paper. Then line the bottom and sides with the lady fingers cut in halves. Pour in one-half of the mixture, then add a second layer of lady fingers and the remainder of the mixture. Place in the icebox over night. Serve with whipped cream.

The oven will not rust so much if the door is left open for an hour after baking. This permits the moisture which has collected as steam to evaporate instead of settling on the metal.

Fruit is the best dessert to serve with a rich, heavy meal.

Keep the dirt bag of your vacuum cleaner empty. A dirty bag cuts down the efficiency of the machine.

If bacon is drained on a paper plate or a folded napkin before it is served, this dries and crisps the bacon and makes it less fattening to those who eat it.

Before remodeling an old garment, be sure the material is worth the time and labor to be spent on it.

FARM GROUPS SHOULD AID IN PRICE SETTING

Farmers' bargaining organizations have a definite role in the determining of milk prices even though government commissions may be given the power to set the price, it was stated today by R. M. Orchard, assistant attorney-general and counsel for the Wisconsin department of agriculture and markets, speaking before the American

Institute of Co-operation at the University of Wisconsin.

"While the law in Wisconsin permits the commissioners of the department of agriculture and markets to arbitrarily fix the price to be paid the producers, and the price at which milk is to be sold to consumers, the commissioners feel that the best results are obtained by permitting the producers and dealers to bargain on the price to be paid producers," Orchard said.

MILK PRICES

(Continued from page 1)

below that of the dairy employees.

Commissioner Schultheiss said that cheese and butter prices were low and that the difference between city milk price and condensery, creamery, and cheese factory price should not be too great in order to keep the market from becoming glutted with milk.

The commissioner said that he could make no decision until he and the other two commissioners could study the situation further. The directors pressed for an immediate decision but without result. The commissioner promised an early decision and the meeting adjourned.

BASE RULES

In order that the producers may keep in mind rules regarding base amounts, we are printing herewith copy of base rules which appeared in the March 1934 issue.

The board of directors have made the following rules for base amounts for the year 1935:

The amount of base milk that may be delivered in any month of 1935 shall be highest amount produced in any base period of the years 1931-32 or 33. That is to say, the producer may choose his base from any one of those years.

The base months were August, September, October and November in 1931 and July, August, September, October and November in 1932 and 1933.

No tolerance above base to be allowed.

In the opinion of the board, the producer should be given the choice of 1932, 1933 and 1934 base amounts for the year 1936.

Should conditions warrant, the board of directors may increase all bases by a certain percentage.

The board of directors reserves the right to change base rules on 30 days' notice.

BARLEY AND WHEAT WANTED

We buy barley and wheat for cash. Submit samples and get our prices before you sell.

HALES MILLING CO.

500 W. Oregon St.
2 Blocks west of Teweles Seed Co.

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MILWAUKEE MILK PRODUCER

MILWAUKEE CO-OPERATIVE MILK PRODUCERS For the Farmers"

Volume 7

September, 1934

Number 6

Price for Fluid Milk, September, \$2.30

The Fifth Annual Picnic

The members of this organization and their families gathered for the fifth big picnic at Kerler's Grove on August 23.

The former picnics were all good ones, but the fifth was better in many ways than any of the others.

The people came early and brought their lunch baskets, visited with their neighbors, and the spirit of good will and cheerfulness was evident everywhere.

John Wick's and Ambrose Wiedmeyer's Bingo Game did a rushing business. Messrs. Klussendorf, Drought and Schmidt entertained over a thousand youngsters and their parents at games and contests. Paul Bartelt, with the assistance of some of the other directors and some obliging volunteers, sold out the candy and ice cream stand.

Wm. Kerler proved that he could "draw one" with plenty of foam on it just like a professional.

Edward Hartung and Chester Fletcher had charge of the contests and prize drawings and did a good job of it. Charles Miller had charge of the prizes and nothing escaped his attention.

Arnold Kiekhaefer played in the band and helped Messrs. Hartung and Fletcher with the prize drawings.

The fat man, fat lady, short and tall lady, as well as the smiling lady

(Continued on page 3)

ABOUT YOUR ORGANIZATION

Two articles appear in this issue, each one having been printed in leaflet form and distributed at the state fair from our booth. One entitled, "The Place of the Co-operative Milk Producers in the Milwaukee Milk Market," is of particular interest to farmers. The other, under the heading "Why the Dairy Farmer Must Have a Fair Price for Milk," was written for the purpose of getting our case before the consumer.

Farmer Writes on Dairy Prices

Prospects of 10 cents a quart milk in Milwaukee seem ready to assume reality if expectations of producers and dealers regarding the department of markets imminent price setting are realized. The consumer with a job gives appreciative if reluctant consent, for he has heard of the high grain and feed prices, seen the barren pastures and wilted corn.

The dairy farmer, untouched as yet by the government's generosity toward his corn and hog growing neighbors, burdened with higher merchandise prices resultant from the N.R.A. and the various codes, has felt that the long delayed milk

(Continued on page 4)

As stated in our August issue the price of milk was not decided at that time. On August 14 the Department of Agriculture and Markets decided to set the fluid price for the last 16 days of the month at \$2.30, which was the price our Board of Directors had asked.

The resale price was advanced one cent on quarts and pints with no change in cream prices. The fluid milk price for the first 15 days remained at \$1.85 and therefore there will be six parts in the computation of August price. The fluid portion age at \$1.85 for the first 15 days, out-door relief at \$1.62 and fluid for the last 16 days of the month at \$2.30 and out-door relief at \$2.07, cream milk at \$1.41 and manufactured milk at \$1.06.

The price of milk for September was not settled at the conference held on August 27. The Board of Directors argued for \$2.30 for fluid milk but the dealers would not agree to that price, claiming that they could not come out. They also claimed that more milk would come in at the high price and cause a heavy surplus.

One dealer wanted to know whether or not all dealers were paying the ordered price and insisted that if the Department of Agriculture and Markets had power to fix a price it should enforce payment.

On August 28 Chairman Hill announced that there would be no change in prices for September.

Gridley Prices

	Pct.	Price
Fluid sales	21.22	\$1.85
Aug. 1-15		
Fluid sales	22.18	2.30
Aug. 16-31		
Outdoor relief . . .	3.24	1.62
Aug. 1-15		
Outdoor relief . . .	3.26	2.07
Aug. 16-31		
Cream sales	12.66	1.41
Manufactured . . .	37.44	1.06
Composite price . .	1.59	

Luick Prices

	Pct.	Price
Fluid sales	19.36	\$1.85
Aug. 1-15		
Fluid sales	20.37	2.30
Aug. 16-31		
Outdoor relief . . .	3.25	1.62
Aug. 1-15		
Outdoor relief . . .	3.46	2.07
Aug. 16-31		
Cream sales	10.15	1.41
Manufactured . . .	43.41	1.06
Composite price . .	1.55	

Layton Prices

	Pct.	Price
Fluid sales	23.425	\$1.85
Aug. 1-15		
Fluid sales	23.13	2.30
Aug. 16-31		
Outdoor relief . . .	4.465	1.62
Aug. 1-15		
Outdoor relief . . .	4.29	2.07
Aug. 16-31		
Cream sales	6.38	1.41
Manufactured . . .	38.31	1.06
Composite price . .	1.62	

Sunshine Prices

	Pct.	Price
Fluid sales	21.83	\$1.85
Aug. 1-15		
Fluid sales	22.62	2.30
Aug. 16-31		
Outdoor relief62	1.62
Aug. 1-15		
Outdoor relief66	2.07
Aug. 16-31		
Cream sales	23.52	1.41
Manufactured . . .	30.75	1.06
Composite Price . .	1.60	

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4452

MILWAUKEE, WIS.

Volume 7 SEPTEMBER, 1934 Number 6

BOARD OF DIRECTORS

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

Subscription.....\$1.00 Per Year

THE NEW MILK PRICE

Before the raise in milk prices went into effect considerable favorable publicity was given the farmer's position by the Milwaukee papers. The consumer was made aware of the need for higher prices for the farmer and as a result the one-cent per quart raise did not seriously affect sales.

Two good letters, one by Mrs. Howard Price and one by Delbert Kingston in the "From the People" column of The Milwaukee Journal, together with publicity from this office in all of the papers, helped our cause. Joe Ryan's article in the Journal which is printed in this issue was very timely.

An editorial in the Milwaukee Journal headed "Give the Farmer the Cent" is reprinted in this issue. There is food for thought for farmers as well as city consumers in that editorial. Read it.

An article in the Journal's "On Wisconsin" column after the new price was announced is reprinted. It also should be carefully read by the members of our organization.

The newspapers help mould public opinion and also influence the actions of some public officials. Rumors that a cut in the fluid milk price is being considered so that labor may get a higher wage continue to come from Madison. Another rumor that a much lower fluid milk price and a higher price for cream milk is favored by the Department of Agriculture and Markets is in circulation.

The reason given is that a lower fluid price and a higher price for cream milk would keep some new organizations, poorly financed and

with poor management, from going broke.

It is to be hoped that no one who holds a high state office will be guilty of advocating a silly scheme of that kind, which would reduce the net returns to all the farmers in order to keep some mismanaged group in business.

The well-managed, properly-financed companies are not making much complaint about the present prices, but they do complain and have a right to complain because some concerns violate the state order regarding the price to be paid and the time of payment without action being taken by the department.

GOVERNMENT LOANS

From all parts of the milk shed come stories about federal loans being promised to two so-called co-operative milk companies and that the money will be available to pay back milk checks very soon.

It is reported that farmers supplying milk to these companies are prevailed on to keep on shipping by promises that everything will be rosy very soon for Uncle Sam's, or in other words, the taxpayers' money, will be on hand to pay the accounts with.

In other cases, new milk is needed and the story that the buyer was poor pay having preceded him, the farmer is told about the loan that Santa Claus Uncle Sam is making.

On good authority we can say that no money has been promised to these concerns, although they are trying hard to get a loan.

No sound company need look far for milk and farmers are advised to inquire very carefully before agreeing to sell to anyone who must travel the roads to get milk.

One concern has covered the entire milk shed and promised to pay every two weeks without finding many who would consent to ship.

EMERGENCY TOLERANCE

The tolerance of 25 per cent over the base amount which was allowed as an emergency measure for July, August and September will not be allowed after September 30, 1934.

When the decision to allow the shipment of 25 per cent above base amount at the composite or average price was made a shortage of milk seemed in sight and it was thought wise to allow the shippers in the market to make more milk if they cared to, instead of taking on new producers.

No shortage developed and if producers continue to ship as they have the base amounts will be more than

Why the Dairy Farmer Must Have a Fair Price for Milk

A Leaflet Distributed at the State Fair

THE Milwaukee Co-operative Milk Producers is the co-operative organization of four thousand farmers who have dedicated their investment of \$60,000,000 in farm equipment and live stock along with the experience, education and labor of their entire families to the production of pure, clean milk for the people who live in the Milwaukee Metropolitan Area.

The farmer member of this organization is a gambler who takes great chances without hope of a large return. After acquiring a knowledge of his vocation, through experience and education, he makes a large investment in a farm, buildings, machinery and live stock.

The machinery, buildings and live stock are subject to the hazards of fire, and with little or no fire protection, heavy losses are often sustained. In fact so great is the risk that one of the largest and strongest fire insurance companies refuses to write farm fire insurance.

His cattle are also subject to many diseases and the loss runs high. He prepares his land for a crop and plants expensive seed. Unfavorable weather may prevent growth and make reseeded necessary. At any time during the growing season, wind, hail, frost, drouth or parasites may destroy the crops and a whole season's work will be wasted.

The member of this organization must know both the art and science of farming, and must also have business ability, for his problems of management are numerous. His crops may fail, disease may ravage his herds and fire destroy all of his property, but expenses must be met and taxes paid.

Another year he hopes to have good crops which may compensate him in part for his loss, and with courage equal to a soldier facing the enemies' guns, he keeps right on producing milk, the best food known to man. Day in and day out and no day off, not even Sunday,—cows must be fed and milked and the milk

(Continued on page 8)

enough to supply the demands. Had not labor troubles curtailed buying power, the picture might be different. If labor agitators keep on calling strikes the people will not have much money to buy milk or anything else and little hope of improvement in sales can be entertained.

THE FIFTH ANNUAL PICNIC

(Continued from page 1)

contests drew many contestants and interested the vast crowd.

The music was good, too bad that a dancing platform was not available.

Don Geyer was expected to make an address, but was detained in Washington, where he had gone to ask for a higher price for Chicago milk for September. Adolph Krahl, public relations man for Chicago Pure Milk Association, came in Geyer's place and gave a very good talk.

Jos. Ryan of Pewaukee talked on advertising in a very convincing manner.

PICNIC PRIZES

Many very valuable prizes were given away at the picnic. In recognition of the fine spirit which prompts business houses to donate prizes, it is suggested that the winners write to or call on the people who gave the prize and express thanks. Perhaps we can also give them some of our business.

The Andis Clipper Company, Racine, Wisconsin, for the fifth successive year gave one of their electric animal clippers as a picnic prize. If in need of an electric clipper buy an **Andis**. It's a good machine and our business should go to our friends.

List of Prize Winners

Walsh Harness Co., Adjustable Horse Collar—Esther Radschlag, Sta. F., R. 12, Milwaukee. Geuder-Paeschke & Frey, 1 Refrigerator Set—A. Lawonn, 2238 N. 12th St., Milwaukee. J. R. Williams, De Laval, 1 Gal. De Laval Sep. Oil—Geo. Bradee, Wauwatosa. Hydro-Vac Company, 1 Hydro-Vac—Fred Hoppe, West Allis, Route 4, Box 305. J. B. Ford Sales Co., Four two-pound Packages Wyandotte—Joe Kraemer, Pewaukee, R. 1. Andis Clipper Co., Andis Animal Clipper—Sylvia Piek, West Allis.

Geuder-Paeschke & Frey—1 Enamelled Ring Mold—Russel Reich, Oconomowoc. Olsen Publishing Co., 1 Set Letterheads and Envelopes—Henry Kurth, Jackson. Adam Gittleman Brewing Co., 1 Case Beer—Otto Melcher, Hales Corners. Chas. Krause Mill. Co., 25-pound Sack Amerikorn Calf Meal—Chas. Bensene, Caledonia. Chas. Krause Mill. Co., 50-pound Sack Kookoo Egg Mash—Grace Mahr, aledonia. Chas. Krause Mill. Co., 50-pound Sack Kookoo Scratch Grains, Mrs. Andrew Endres, Hartford, R. 2. Chas. Krause Mill. Co., 100-pound Sack of Amerikorn, 24 per cent Dairy Ration—James Connell, Genesee Depot. Chas. Krause Mill. Co., 100-pound Sack of Badger, 15 per cent Sweet Dairy Ration—Herman Tess, R. 1, Hales Corners.

J. B. Ford Sales Co., 1 five-pound Can Wyandotte Steri-chlor—Rud. Schrubbe,

Union Grove. Geuder-Paeschke & Frey, 1 Enamelled Batter Pitcher—John Giese, Hales Corners. Follansbee Bros. 1 Milk Can—A. E. Kurtze, Waukesha. Gezelschap & Sons, 1 Kitchen Clock—Ed. J. Bird, 1818 W. Rogers St., Milwaukee. Sears, Roebuck & Co., \$2.00 Merchandise Coupon—Edna Gierach, Thiensville. John Herda, 1 Gal. Thermo Jug—Emily Kressin, Rockfield. Horn Bros., 8 Pounds of Lard—Delbert Laedley, 121 Wabash Ave., Waukesha. The Waukesha Freeman—1 Year's Subscription—Herb. J. Schultz, Fredonia.

Sears, Roebuck & Co., \$2.00 Merchandise Coupon—Mrs. M. Seidel, Sta. D., R. 1, Milwaukee. Schealie Hardware, Waterford, 100 Strainer Pads—Martha Kieckhaefer, Thiensville. Parmetier & Adell Lumber Co., 1 Gal. White Paint—O. Meyer, Lake Beulah. E. J. Gengler Mfg. Co., \$20.00 Credit on Fencing Unit—Norma Baden, R. 2, Hales Corners. Cedarburg Box & Wood-Work Mfg. Co., 1 Roll Roofing Paper—Mrs. Paul Fritz, 3235 S. Pine St., Milwaukee. Laverne Shields, 1 Inner Tube—Lloyd Thomas, Waukesha.

Hill Clothing Co., 1 Pajama Suit—Wilbur Patzke, Caledonia. Feed Supplies, Inc., 100 Pounds Square Deal Scratch Feed—Richard Kurtz, Thiensville. Feed Supplies, Inc., 50 Pounds Square Deal Calf Meal—Mrs. Chas. Frank, Caledonia. Cedarburg News, 1 Year's Subscription—Wm. Ladwig, Colgate, R. 1. Wm. A. Connell, 1 Fly Sprayer—Theo. Schweitzer, R. 1, Hales Corners. Grasselli Chemical Co., 2 Five-Pound Bags of Arsenate of Lead—Geo. Shaughnessy, Hales Corners.

Grasselli Chemical Co., 1-Pound Can Floragrad—Stanley Voel, Wauwatosa. Maas Implement Co., 1 Two-Horse Ewener—Chas. Luedke, Hales Corners, R. 2. E. J. Gengler Mfg. Co., \$20.00 Credit on Fencing Unit—Otto Conrad, Cedarburg. Gezelschap & Sons, 1 Kitchen Clock—W. H. Schmid, Germantown. Sears, Roebuck & Co., \$2.00 Merchandise Coupon—Mrs. Art. Schwedler, R. 1, Burlington. Parmetier & Adell Lumber Co., 1 Garment Hanger—J. G. Snyder, Waukesha, R. 3. Park Theatre, 2 Admission Tickets—Mrs. John Giese, Hales Corners, R. 1.

Enterprise Dept. Store, 1 Relish Dish—John Piek, Hartford. Held Cash Store, 50-Pound Sack Flour—Henry Kneser, West Allis. Wm. Puetzer, 1 Four Tine Fork—Chas. Trupke, Grafton. Nies Brecht Co., 1 Dutch Oven—James Friday, Richfield. Rawleigh Co., 1 Qt. Vanilla—Hubo Woldt, Rockfield. J. C. Penny Co., 1 Blanket—Otto Bentz, Cedarburg.

Creamery Package Mfg. Co., 1 Hooded Milk Pail—Mrs. A. Tesch, Caledonia. Chas. A. Krause Milling Co., 25-Pound Sack of Amerikorn Calf Meal—Don Ladwig, Colgate. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Egg Mash—Geo. Kolbow, Sta. D, R. 2, Milwaukee. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Scratch Grains—Clarence Evert, Pewaukee.

Chas. A. Krause Milling Co., 100-Pound Sack of Amerikorn 24 per cent Dairy Ration—Fred Miller, Menomonee Falls. Chas. A. Krause Milling Co., 100-Pound Sack of Badger 16 per cent Sweet Dairy—Elroy Wendt, Hales Corners. Schealie Hardware, 100 Strainer Pads—C. W. Raddenbach, 1111 Beechwood Ave., Waukesha.

Auterman Grocery, Coffee—Mrs. Her-

man Moeller, Sta. F, R. 11, Milwaukee. Blatz Brewing Co., 1 Carton Beer—Mrs. H. J. Heup, Hales Corners.

Park Theatre, 2 Admission Tickets—Robert Halter, Sta. D, Route 2, Milwaukee. Grasselli Chemical Co., two 5-Pound Bags Arsenate of Lead—Robert Hartman, R. 7, Wauwatosa. E. R. Hicks, 1 Year's Subscription to Waterford Post—Doris Olson, R. 1, Hales Corners.

Gezelschap & Sons, 1 Kitchen Clock—Mildred Kons, Germantown. Sears, Roebuck & Co., \$2.00 Merchandise Coupon—Joe Hart, Hales Corners. Holz Hardware Co., 1 Gal. Thermo Jug—Roman Sucharski, R. 1, Hales Corners. Dr. Roberts Co., 15-Pound Pail Herd Tonic—Geo. Schilz, R. 2, Hales Corners. Wilbur Lumber Co., 1 Lawn Settee—Erich Dobberpuhl, Thiensville.

Holz Motor Co., 1 Super Flash Light—Ralph Radenbach, R. 7, Pewaukee. Creamery Package Mfg. Co., 1 Hooded Milk Pail—John Laimon, R. 2, Hales Corners. Kellogg Seed Co., 1 Bushel Winter Rye—Otto Gierach, Thiensville. Grasselli Chemical Co., Two 5-Pound Bags Arsenate of Lead—Mrs. Clark Davis, R. 2, Cedarburg.

Grasselli Chemical Co., Two 5-Pound Bags Arsenate of Lead—Mrs. M. Holler, Sta. D, R. 2, Milwaukee. J. E. Elger, 1 Watch—Florence Ketterhegen, Kansasville. Schealie Hardware Co., 100 Strainer Pads—Fred Hillman, R. 1, Jackson. Park Theatre, 2 Admission Tickets—Casey Post, Caledonia.

Menomonee Falls News, 1 Year's Subscription—Mrs. Val. Bast, Rockfield. Feed Supplies, Inc., 100 Pounds Square Deal Egg Mash—Howard Byrne, R. 4, West Allis. Feed Supplies, Inc., 100 Pounds Square Deal Scratch—Mrs. Anna Howard, R. 1, Mukwonago. Feed Supplies, Inc., 50 Pounds Square Deal Calf Meal—H. B. Woldt, Jackson.

J. B. Ford Sales Co., Four 2-Pound Packages Wyandotte—Geo. Anschuetz, Cedarburg. Olsen Publishing Co., 1 Set Letterheads and Envelopes—Joe Rusch, Rockfield. Chas. A. Krause Milling Co., 25-Pound Sack of Amerikorn Calf Meal—Martin King, Big Bend. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Egg Mash—Mrs. C. Post, Caledonia. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Scratch Grains—Walter Rindt, R. 3, Waukesha.

J. F. Bruss & Sons, 1 Glass Bowl—Ray Hamann, West Allis. Valley View Oil Co., Cigarette Lighter—Jack Schmidt, Milwaukee. Grasselli Chemical Co., Two 5-Pound Bags Arsenate of Lead—Leona Heidtke, R. 2, Cedarburg. Grasselli Chemical Co., 1-Pound Can of Floragrad—Henry Kieckhaefer, Thiensville. Creamery Package Mfg. Co., 1 Hooded Milk Pail—L. Kroening, R. 4, West Allis.

J. B. Ford Sales Co., Four 2-Pound Packages Wyandotte—Martin King, Big Bend. Olsen Publishing Co., 1 Set Letterheads and Envelopes—Elmer Raasch, Mukwonago. Chas. A. Krause Milling Co., 25-Pound Sack of Amerikorn Calf Meal—Wm. Duhnke, R. 4, Waukesha. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Egg Mash—Geo. Genski, R. 4, Waukesha. Chas. A. Krause Milling Co., 50-Pound Sack of Kookoo Scratch Grains—H. E. Hartz, 2250 S. 74th St., Milwaukee.

Olsen Publishing Co., 1 Set Letterheads and Envelopes—Frank Kornhoff,

(Continued on page 8)

FARMER WRITES ON DAIRY PRICES

(Continued from page 1)

price increase might justly be considered his and his alone.

Labor's Attitude Menacing

Yet the present unrest of labor against its wage scale looms forbiddingly toward the proposed 45 cents a hundred fluid milk increase (from \$1.85 to \$2.30) going from the farmer's purse. Employees of Milwaukee retail dairies are asking for more money at exactly the same moment that the price of milk is being raised, presumably for the benefit of the farmer. The latter standing on neutral ground so far as any other class of workers are concerned, dislikes the thought of any handler of his product taking the farmer's long wanted turn in the line of higher price benefits.

The farmer learns that in even the smaller dairies, properly managed and holding their own, contact men, wagon drivers and solicitors earn as a minimum \$110 a month for 26 eight-hour days and that the salaries and commissions of the more aggressive delivery men run as high as \$180.00 for the same period.

Labor is Better Off

He learns on the authority of reputable dealers, and not by any means the biggest of them, that the common labor of the retail dairy receives as a minimum 40 cents an hour for a 48-hour week, \$19.20 weekly as the lowest possible figure with overtime bringing the rate to as high as \$28 for the same period, more in many cases than he can pay his hired man for a month. He concludes with the owner of a small but well managed dairy that there is no

comparison between the present wages of retail dairy employees and the income of even a farm owner.

Codes notwithstanding, a number of dairies through mismanagement or otherwise, fail to pay the prescribed wage. Abominably low wages are reported in some of them. The dairy farmer wonders whether, if the code couldn't prevent evasion, the much higher rate demanded by the unions could be enforced and still permit these struggling concerns to stay in business.

In His Own Class

He feels that such employees are in his own class—they have jobs which pay little—but the jobs remain and occupy their time, while a greatly increased wage scale might result in only taking away these dairy employees' jobs and deprive the producer of most of his possible benefits from higher priced milk at the same time.

Based on provable facts strict enforcement of the present N.R.A. wage code would give all dairy employees a better financial return than the producer of the milk.—Jos. E. Ryan, Pewaukee, Wis., in the Milwaukee Journal.

(Editor's Note—This article written by Mr. Ryan was printed by the Journal while the Department of Agriculture and Markets was considering the demands made by the board of directors for a price of \$2.30 for fluid milk.

Meek voice over the telephone: "Doctor, this is Mr. Henpeck. My wife has just dislocated her jaw. If you're out this way next week or the week after, you might drop in and see her."

Mr. Fletcher Says

Our fight for an increased price has been successful, for the present at least.

However, let me point out that the present price will be hard to maintain due to the fact that manufactured values, while higher than for some time in the past, are not high enough to bring the manufactured price to a point where it compares favorably with the present fluid price.

Outside producers will be jealous of our price and will try to crash our market. If they are not able to get a market with responsible buyers they will try to establish new outlets. The members of this organization have co-operated in splendid fashion in the past and no doubt will continue to do so and as a result the market will remain fairly stable.

Your co-operation again maintained headquarters for members and their friends at the State Fair, and the Board of Directors view the results as very satisfactory. While no record was kept of the number of visitors, the booth was occupied by callers most of the time. Many producers had an opportunity to talk over marketing problems and the position of the co-operative was placed before the consumer so that he might more thoroughly understand some of the problems of the producers. Anything that will create friendly relations between the producer and the consumer promotes our ultimate aim—increased consumption of milk.

REDUCE FENCING COSTS

With hay a very short crop it will pay you well to get all the pasture and other feed that's available on your farm this fall. The Gengler Electric Fencer will make it possible to fence these fields quickly and inexpensively. Make this profitable investment today. *Here's what one user says:—*



CATTLE STAY PUT

The Electric Fence is worth a fortune on any farm for cattle.

Cost of fencing not as important as efficiency. Most valued advantage is that it trains cattle to stay put and keeps them contented. Completely "re-modeled" our herd.

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Respectfully,
D. C. BOSTWICK, R. No. 1, Box 922, Ardmore, Oklahoma.

E. J. GENGLER MFG. CO.

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Station F

Milwaukee, Wis.

On Wisconsin Higher Milk Price

The retail milk price in Milwaukee has been raised from 9 to 10 cents.

Most of Milwaukee's milk consumers are glad to pay this increased price for one reason: It is going to the farmer.

The farmer is entitled to it. He long has been standing on the sidelines, letting others scramble for better profits, prices, or wages.

The struggle of others toward better incomes has not been easy and not all have attained their ends. Labor wants still better wages, merchants want profits, others want better returns for their efforts. That is human.

But there comes a time when no one group should be expected to stand aside any longer. The farmer who has been producing milk, often at little profit and sometimes at an actual loss, has long been standing aside.

Most city folks are wholly willing to give him better prices insofar as they can. They are glad to pay fairly for his products insofar as they can earn the money to pay.

Certainly, they have their own problems. Their costs of living, even when they live frugally, are considerable. They are caught in all the complexities of charges, tolls and fees that city conditions always bring.

They must pay rent or taxes on the homes they live in, fees for water and light, charges for transportation, pennies or nickels or dimes or dollars for almost every move they make. That is inherent in city life.

Farmers do not always understand that. They sometimes measure small farm money incomes against city incomes and say: "Why, many rural people get along on half what the average city worker earns; why can't that worker pay high prices for his foodstuffs?"

The answer is that city living costs and farm living costs aren't comparable.

But that doesn't mean that the farmer should work without profit, that he should deliver his products to the city at unduly low prices, or that the city worker is entitled to a higher comparable income than the farmer.

It does mean that city folks should pay fairly, nor are they unwilling to. Insofar as they can they are glad to meet higher prices for milk or

GIVE THE FARMER THE CENT

Milk may go from nine to ten cents a quart in Milwaukee and Jos. E. Ryan, Pewaukee milk producer, explains that "the dairy farmer has felt that this long delayed milk price increase might justly be considered his, and his alone."

Never was a more just claim made upon distributors and consumers. If anybody is to get the benefit of an increased milk price, it should be the farmer, and the farmer alone. There will be cause for wide public disapproval if a milk price rise at this time goes into the coffers of the distributing companies; if it is used, at this time, to buttress profits, increase executive salaries, or bolster dividends. Nor will there be much less ground for indignation if it goes into additional wages for employees. It is the dairy farmer's turn to have a raise.

The dairyman has watched N.R.A. and its code adjusting wages of labor and attempting to stabilize income for invested capital. He has also seen the A.A.A. extend its aid to the commercial corn and hog grower, to the wheat farmer, to the cotton planter, in the South. Meanwhile, little has been done for the dairyman, despite his increasing costs. For the most, he has stood by, patiently producing with no or little profit.

Some among his numbers, grown impatient, have staged strikes, dumped milk, tried to induce improved conditions by impeding milk marketing. Those tactics have but hurt the Wisconsin milk producer and were not approved or joined in by the more thoughtful dairymen. He has been "taking the grief." Now all of the proposed raise should go to him. And the state department of markets should see that he is not euechered out of any part of it by a scramble between labor and distributing corporations to get a share of it.—Editorial from the Milwaukee Journal.

WHITEWASH IN TIME

Now is the time to contact the whitewash man if a custom whitewasher is employed. Later on when everyone wants to get the job done some one may have to wait. Turning the cows out in stormy weather in order to whitewash is hard on the cows and hard on a good cow man.

other necessities, provided the increase really goes to the farm.

They want the farmers to prosper and realize that farmers haven't had a fair break—Milwaukee Journal.

FOREIGN MARKETS HEDGED BY BARRIERS

Some nations are excited over the pressure of the population upon the food supply; while other nations are worried over the pressure of the food supply upon the population. Great Britain is subsidizing hog production—nearby Holland and Denmark are subsidizing hog reductions.

This was the manner in which Asher Hobson, head of agricultural economics at the University of Wisconsin, introduced the discussion upon the place of the foreign market in the agricultural economy of the United States before the American Institute of Co-operation at Madison.

"Last fall while we reduced wheat sowings by about 7,000,000 acres, England encouraged the production of wheat by her farmers, guaranteeing them about \$1.30 a bushel," declared Hobson. "While the South was plowing up 10,500,000 acres of cotton, Egypt increased her planting by 60 per cent over the year before.

"In some of its emergency activities, the government is accepting, if not actually hastening, a state of national isolation. The agricultural adjustment program and its half-brother, the N.R.A., are distinctly nationalistic in their tendencies," Hobson declared.

The world is now indulging in a nationalistic spree unequalled in perhaps a hundred years, he pointed out. So the United States is not alone in gearing domestic production to domestic requirements.

The United States has not turned its hand to the task of holding its own in the battle for foreign markets, believes Hobson. For example, he pointed to wheat quotations in Berlin, Paris and Milan where the price is a full dollar a bushel above the world price. These countries need our wheat and are paying exorbitant prices to encourage a domestic product grown under unfavorable conditions.

"In emphasizing the possibilities of the foreign market, I am quite aware that never in the history of this country have nations in peace times ever created so many barriers designed to limit, if not prohibit, entry of foreign goods. Sacrifices will have to be made," insists Hobson. "They will be no more severe, and the advantages immeasurably greater if our national policy be generously influenced by an international point of view."

The Place of the Milwaukee Co-operative Milk Producer in the Milwaukee Milk Shed

THE Milwaukee Co-operative Milk Producers, bargaining organization for the Milwaukee fluid milk market, has as its main aim and purpose the obtaining of a fair share of the consumer's dollar in each classification in which milk may be sold, such as fluid milk, cream or manufactured milk.

Each group of farmers at every dairy, whether large or small bind themselves in one large organization to make all dairies buy on the same price and plan, and sell alike so that there may be market stability.

In attaining its objective the Milwaukee Co-operative Milk Producers must take into consideration many factors such as:

- (a) Values of the basic commodities, butter and cheese;
- (b) Purchasing power of the consumer;
- (c) Relative values of fluid milk and condensed milk;
- (d) Quality of the product;
- (e) Quantity of milk offered in the market;
- (f) Feed and labor costs.

It must also endeavor to keep in line unscrupulous dealers, interested in their own selfish aims, from driving the price downward for their own temporary gains.

The Caldwell law, written and sponsored by the Milwaukee Co-operative Milk Producers, is a law framed to assist co-operating farmers to obtain better market stability by compelling the unfair buyer of milk to do what is fair as agreed to by the bargaining co-operative and the responsible buyers of milk.

The Caldwell law has been of value to fluid milk producers during the period while basic values have been so badly depressed. It has tended to keep retail prices stabilized and has eliminated much price cutting. Had the unfair buyers of milk been compelled to obey the letter of the law regarding payment to the farmer for milk delivered, the law would have been of much more value. Dissatisfaction with controlled markets is not due so much to defects in the Caldwell law as to lack of enforcement by the responsible parties.

Another duty of the Milwaukee Co-operative Milk Producers is supervision of weights and tests for its

members so they may be guaranteed fair treatment.

It must also see that each dealer files correct reports with the Department of Agriculture and Markets as regards fluid, cream and manufactured sales and prices paid in each classification as required by law.

The Milwaukee Co-operative Milk Producers, bargaining and service organization for the Milwaukee Milk Shed for the past eighteen years may well point with pride to the fact that while its milk shed is surrounded by producers of vast supplies of milk, it has in the main been able to return to the producers for this market more of the consumer's dollar than any similar organization in the United States.

All through the depression period sound thinking farmers have shown their faith in co-operative bargaining by joining this organization in increasing numbers, until today it has the greatest membership ever attained. Its strength lies in this large group of farmers backing co-operative bargaining.

The Milwaukee Co-operative Milk Producers Aim:

- (1) A fair share of the consumer's dollar;
- (2) A stable market;
- (3) The sale of all of its members' milk all of the time;
- (4) A high quality product;
- (5) Uniform production;
- (6) Fair weights and tests.

CAPITAL DEPLETION IS CO-OP NEMESIS

Hopping the hurdles toward financial success is no less easy for co-operative association than for any other business enterprise, it was illustrated by J. E. Wells, Jr., deputy co-operative bank commissioner of the Farm Credit Administration, in a technical conference on financing and budgeting at the American Institute of Co-operation, University of Wisconsin.

Figuratively lining ten little co-operatives up in a row, Wells ruthlessly exterminated all of them in exposing examples of bad business judgment and poor management such as might lead to disaster in actual cases.

All of the hypothetical organizations which the speaker cited died of lack of working capital, the lifeblood of any organization. But in each case

the adequate capital was wasted because of destructive competition, sudden cessation of demand, unprofitable expansion, or the payment of unearned dividends or interest.

"Increased and severe competition," said Wells, "has frequently caused co-operative marketing managers to operate an association on so-called expediences. Managers have frequently grasped at what seemed to be opportunities, rather than restrict their operations to sound going-concern principles. Such emergency operations have resulted frequently in speculation and thereby severe depletion of working capital, even to the extent of involving growers' equities."

Changes in public demand, he continued, may have the same effect, while the purchase of excessive plants by using cash assets with the hope of refinancing before the damage of a depleted working capital becomes apparent is simply another way in which an otherwise sound business may commit suicide.

"Finally, the payment of dividends and other proprietary-account items out of working capital has caused several co-operatives embarrassment during the past depression period."

MILK ORGANIZATION WILL MEET IN SYRACUSE

A review of the experiences of the dairy co-operative movement of the United States under the administration of New Deal legislation, problems of production control in relation to drouth relief, the status of woman in the dairy co-operative movement and problems involving future legislation will be features of the eighteenth annual convention of the National Co-operative Milk Producers Federation in Syracuse, N. Y., November 12, 13 and 14.

More than 2,000 local leaders of the dairy co-operative movement throughout the United States, including several hundred farm women, will be in attendance. Some of the conferences of the Federation will be in executive session, others will be open to the attendance of the public. Convention headquarters will be at the Onondaga Hotel.

The Federation is the oldest and largest farm commodity organization in the United States. It has 53 co-operative associations, drawing their milk supply from approximately 40 dairy states, and marketing the entire commercial dairy production of 360,000 farm families.

The officers of the Federation are: N. P. Hull, Lansing, Mich., presi-

dent; John Brandt, Litchfield, Minn., 1st vice-president; W. P. Davis, Boston, Mass., 2nd vice-president; Geo. W. Slocum, Milton, Pa., treasurer; and Charles W. Holman, Washington, D. C., secretary.

The directors of the Federation are: **Butter:** G. H. Benkendorf, Modesto, Calif.; John Brandt, Litchfield, Minn.; R. G. Kinsley, McGregor, Iowa. **Cheese:** Carl Haberlach, Tillamook, Ore.; F. W. Huntzicker, Greenwood, Wis. **Other Manufactured Products:** U. M. Dickey, Seattle, Wash.; W. S. Moscrip, Lake Elmo, Minn. **Fluid Milk and Cream:** W. P. Davis, Boston, Mass.; Harry Hartke, Covington, Ky.; G. W. Slocum, Milton, Pa. **Directors at Large:** H. D. Allebach, Philadelphia, Pa.; P. L. Betts, Chicago, Ill.; P. S. Brennehan, Jefferson, Ohio; C. F. Dineen, Milwaukee, Wis.; A. E. Engbretson, Astoria, Ore.; D. N. Geyer, Chicago, Ill.; C. R. George, Marion, Indiana; I. W. Heaps, Baltimore, Md.; N. P. Hull, Lansing, Mich.; J. B. Irwin, Richfield, Minn.; R. C. Mitchell, Southbury, Conn.; E. P. Mulligan, Kansas City, Mo.; Fred H. Sexauer, Auburn, N. Y.; J. R. Smart, Columbus, Ohio; E. W. Tiedeman, Belleville, Ill.; Frank Walker, Orange, Va., and Frank P. Willits, Ward, Pa.

AUGUST DAIRY REPORT

Milk production on the farms of crop correspondents showed a small increase on August 1, as compared to a year earlier. The number of cows per farm was slightly less than a year ago but the milk production per cow was reported at one per cent greater and the proportion of the cows being milked was 1.5 per cent more this August 1 than on the same date last year. The maintained milk production level as compared to last year can be attributed partially to an increase in the percentage of cows freshening during April, May and June of this year, to a seven per cent increase in the amount of grain and concentrates fed per cow, and to a larger proportion of the cows being milked on this August 1. Also improved pasture condition during recent weeks as compared to earlier in the season has been instrumental in maintaining the milk production per cow to about 20 per cent less than the usual seasonal decline from August 1 to July 1.

For the United States, while milk production per cow declined less than usual during July, production on August 1 was the lowest for the month shown in the 10-year record.

In many areas extremely poor pastures and shortages of feed and forage more than offset the effects of the increased proportion of the cows freshening in the spring months. In comparison with August 1 last year, the sharply lower production per cow in the states affected by this year's drouth was partially offset by increased production in the northeast and in some scattered states where prices or production conditions were more favorable. The number of milk cows on farms and the proportion being milked have also been reduced in these drouth states compared with a year ago. For the country as a whole milk cow numbers appear to have been barely equal to numbers on farms on August 1 last year. With milk production per cow averaging slightly more than three per cent below last year, total daily milk production on August 1 was apparently three to four per cent below production at that time a year ago.

SPECIAL CONTESTS

Largest Family, Joe. Piek, Hartford, R. 1—Aged Longhorn Cheese donated by the National Cheese Producers' Federation, Plymouth. Second Largest Family, Nic. Beres, New Berlin—Brick Cheese, donated by the Milwaukee Cooperative Milk Producers.

Thinnest Lady, Esther Hintz, West Allis, R. 4—\$3.00 Savings Account donated by Farmers' and Merchants' Bank, Menomonee Falls, Wis. Handsomest Man, Olaf Dukleth, Waterford—5-pound pail Cup Grease, Waukesha County Farm Bureau is the donor.

Shortest Lady, Mrs. Kretsch, Germantown—Kitchen Clock donated by Gezelschap & Sons, Milwaukee. Fat man, Mr. J. Huber, West Bend—Case of Weber's Old Fashioned Brew donated by Killian Weber, Waukesha, Wis. Fat Lady, Mrs. Wm. Rintleman, Thiensville—½ gal. Thermos Jug donated by the Boston Store, Milwaukee. Tall Lady, Mrs. Chas. Lueneburg, Brown Deer—Purse, donated by the Three Schuster Stores. Lady with Pleasing Smile, First Prize, Isabelle Kieckhaefer—\$2.00 Cash donated by

the First Wisconsin National Bank, Ninth Ward, Milwaukee, Wis. Lady with Pleasing Smile, Second Prize, Mrs. H. Neu—\$1.00 Cash donated by the First Wisconsin National Bank, Ninth Ward, Milwaukee, Wis.

Tall Man, Ray Ehlers, Sussex—Case of Beer donated by Adam Gettelman Brewing Company. Husband Calling, First Prize—Mrs. Philip Martin, Menomonee Falls, \$2.00 Merchandise Coupon donated by Sears, Roebuck & Co. Husband Calling, Second Prize, Mrs. Lester F. Tans, Waukesha, R. 3—50-pound sack Daniel Webster Flour donated by the Cedarburg Supply Co.

Men's Cow Calling Contest, First Prize, Paul Ramthun, Cedarburg—Cigarette Lighter donated by the Valley View Oil Co., Waukesha, Wis. Second Prize, Peter Flynn, Hales Corners—Dry Cleaner and Tire Repair donated by the Valley View Oil Company of Waukesha, Wis. For Largest Load of Passengers Brought by One Party, Mr. Butzke—Refreshments and cigars.

Popularity Contest Prize Winners

Clara Piek, Hartford, R. 1—First Prize, Electric Roaster donated by the Milwaukee Electric Company and \$2.00 Purchase Voucher donated by the Red Robin Hosiery Shop, 425 W. Wisconsin Avenue, Milwaukee.

Caroline Reuter, Germantown—Second prize, \$10.00 Savings Account donated by the Waukesha National Bank, Waukesha, Wis.

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.

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BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes:

Peanut Butter Cream Soup (Serves 4)

- 1 quart milk
- 4 tablespoons butter
- 4 tablespoons flour
- 1 teaspoon salt
- 1 teaspoon finely chopped onion
- 4 tablespoons peanut butter

Heat the milk in a double boiler. Add one-half cup of it slowly to the peanut butter, making it into a thin paste. Combine remainder of milk, butter and flour into a white sauce. Add the seasoning. Add peanut butter mixture slowly, stirring all of the time. Let cook 15 minutes.

This soup is made even more delicious by blending into it one-half cup of cottage cheese.

Caramel Pudding (Serves 4)

- 1 pint milk
- 3 tablespoons flour
- 3 tablespoons butter
- 1 cup brown sugar
- ½ teaspoon salt
- 1 teaspoon vanilla

Heat milk in a double boiler. Mix sugar, flour and salt. Add milk gradually to this mixture and return to the double boiler. Cook until thickened, stirring to prevent lumping. Add butter and flavor with vanilla. Turn into a pan to cool. This may also be used as a sauce over baked apples or Brown Betty.

Baked Cabbage au Gratin (Serves 6)

- 2 cups shredded cabbage
- 1 small onion, chopped finely
- 2 eggs
- 2 cups milk
- 1 teaspoon salt
- ½ teaspoon pepper
- 1 cup buttered bread crumbs
- ½ cup grated cheese

Put the cabbage and onion in a buttered baking dish. Beat the eggs slightly, and add seasoning and milk. Pour the milk mixture over the cabbage. Cover with the buttered bread crumbs and grated cheese mixed together. Bake ½ hour in a medium oven.

If the milk is heated in a double boiler and poured slowly over the beaten eggs, before it is combined with the cabbage, it will shorten the time of baking.

List of Prize Winners

(Continued from page 3)

Hales Corners. Geo. Schubert & Sons, 50 Pounds Binder Twine—A. E. Kurtz, R. 3, Waukesha. Herman Butzke, Kirchayn, Inner Tube—Daniel Bialzik, R. 4, West Allis.

J. L. Davies & Sons, 24-Pound Sack Flour—Elmer Acker, Hales Corners. Grasselli Chemical Co., 1-Pound Can of Floragrad—Merrill Kurtzhal, Colgate. Grasselli Chemical Co., Two 5-Pound Bags Arsenate of Lead—Harold Diekfuss, R. 1, Waukesha. J. B. Ford Sales Co., Four 2-pound Packages Wyandotte—Sarto Fleming, 4751 N. 35th St., Milwaukee.

Olsen Publishing Co., 1 Set Letter-heads and Envelopes—Delia Vining, Okauchee, Wis. J. L. Davies & Sons, 24-Pound Sack Flour—Ed. Feldhauer, Franksville. J. B. Ford Sales Co., Four 2-Pound Packages Wyandotte—Chas. Lutz, Sta. F, R. 10, Milwaukee.

Mitchell Mfg. Co., Fence Repair Tool—Mrs. Veronica Muehl, Union Grove. J. B. Ford Sales Co., Four 2-Pound Packages Wyandotte—Mildred Kneser, Hales Corners. Mealy Furniture Co., Book Rack and Stand—Alvin Schuett, R. 4, Oconomowoc. John Steinke Co., Milk Strainer—Mrs. E. Schultz, 1316 S. 29th St., Milwaukee.

Geo. Bosch, Milk Pail—Herman Moeller, Sta. F, R. 11, Milwaukee. Wm. Steinmeyer Co., 25-Pound Sack Flour—Mrs. T. Peterson, R. 5, West Allis. Farmers' Mutual Auto Ins. Co., Billfold—Howard Gilson, R. 1, Berlin. Farmers Mutual Auto Ins. Co., Billfold—Mrs. E. Lemke, Thiensville. Farmers' Mutual Auto Ins. Co., Billfold—Walter Hubrick, Hales Corners.

Karger Grain Co., 1 Pocketbook—Otto Eulert, Cedarburg. Karger Grain Co., 1 Pocketbook—Elmer Rausch, Mukwonago. Karger Grain Co., 1 Pocketbook—Wilbur Kurth, Jackson. Fashion Beauty Shop, 1 Permanent Wave—Dorothy Brian, Milwaukee. Justrite Beauty Shop, 1 Permanent Wave—Doris Gronemeyer, Germantown.

The daily papers made much of the fact that the girl who was selected milkland queen at the State Fair admitted that he had never milked a cow.

The reporters seem to think that most of the cows are milked by milk maids.

It's just possible that some of the newspaper men who write about dairying never milked a cow.

WHY THE DAIRY FARMER MUST HAVE FAIR PRICES

(Continued from page 2)

shipped to the market—fresh and pure for immediate use by the city people.

For three years the Milwaukee milk producer took a very low price for his product. Although his costs were high, he realized that the consumers' purchasing power was low. With rising feed costs due to drouth, rising costs of everything that he must buy due to the operation of codes and agreements and the higher wages demanded by labor, the dairy farmer is forced to charge more for his product or quit producing.

He does not ask an unreasonably high price, but only enough so that he may continue to operate his farm and furnish the people in the city with enough good wholesome milk to satisfy their needs.

No government aid, in the way of subsidies, benefit payment or any other gifts that would eventually be borne by all taxpayers has been asked for the members of the Milwaukee Co-operative Milk Producers for they believe that a better way is to produce a good product and sell it at a price that is fair to all concerned.

"BOOTLEG" CO-OPS HARM TO MOVEMENT

Bootlegging "co-ops" are the most harmful obstacles that true and efficient co-operatives have to contend with, O. Z. Remsberg, representing the Central Co-operative Association of South St. Paul, declared before the conference on the aging and ripening stages of co-operatives at the American Institute of Co-operation, University of Wisconsin.

"There are far too many co-operatives in the country which are unsound in their set-up and management," he insisted. "Without fixed standards of measuring service, financial stability, management and personnel, farmers are confused and for this reason the public, in general, hastily condemns all co-operative organizations. Because of the popularity of some successful co-operatives in certain districts, selfish groups frequently impose themselves upon agriculture by establishing bootleg co-ops."

NOTICE

The winner of the \$5.00 credit voucher donated by the Oliver Equipment Company, Waukesha, to the Milwaukee Co-operative Milk Producers' picnic, may have the voucher by calling or writing to this office. The card claiming the prize must be returned to this office.

BARLEY AND WHEAT WANTED

We buy barley and wheat for cash. Submit samples and get our prices before you sell.

HALES MILLING CO.

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2 Blocks west of Teweles Seed Co.

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MILWAUKEE MILK PRODUCER

Run by Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers'

Volume 7

October, 1934

Number 7

Price for Fluid Milk, October, \$2.30

WISCONSIN COUNCIL OF AGRICULTURE MEETS IN OCTOBER

The Wisconsin Council of Agriculture will hold its annual meeting at Oshkosh, Wis., on October 24.

John Brandt, president of Land O' Lakes Creameries, Inc., and one of the most dynamic speakers addressing farm organizations today and other prominent speakers will address the meeting on subjects that all farmers are interested in.

The Council, organized in 1929, is made up of the leading educational farm organizations of the state such as the Grange, Equity, Farm Bureau, Progressive Farmers, etc., and the cooperative sales organizations. The numerical strength is very close to seventy-five thousand farmers.

The program for the October meeting will be sent out in the near future.

46 New Supporters to the Milwaukee Co-op Producers

- Fred Kohlhardt, Hales Cornes, R. 1.
 Andrew J. Gall, Saukville.
 Arnold Beck, Grafton.
 A. Stoldt, Mukwonago, R. 2.
 Cornelius Friess, Hubertus, R. 1.
 Harold Gilson, Slinger, R. 1.
 Andrew Endres, Hartford, R. 2.
 Frank Opitz, Fredonia, R. 1.
 H. R. Hilgendorf, Menomonee Falls.
 Art. Fassbender, Slinger.
 Elroe Endres, Slinger.
 W. Moriarity, Germantown.
 William Guernndt, Slinger, R. 1.
 Christ Limbach, Germantown.
 Walter Friess, Hubertus.
 Thomas Sennott, Colgate, R. 1.
 Fred Kuenzi, Colgate, R. 1.
 Geo. Rogner, Colgate, R. 1.
 Dom Mayer, Port Washington, R. 1.
 Klepper Bros., Dousman, R. 1.
 Elmer Schlafer, Germantown, R. 1.
 Geo. H. Gibson, Nashotah.
 Charles F. Wegner, Port Washington, R. 2, Box 44.
 Walter H. Lewis, Lake Beulah.
 E. C. Buttles, Lake Beulah, R. 1.
 W. A. Hooper, Palmyra.
 Sam Hooper, Palmyra, R. 1.
 Orlin H. Smith, Waukesha, R. 2.
 James S. Beggs, Waukesha, R. 2.
 August Surwilo, Hales Cornes, R. 1, Box 368.
 Gregory Koeferl, Sta. D, Box 1111, Milwaukee.
 Ferdinand Block, So. Milwaukee, R. 1, Box 22.
 Ernest Dallman, So. Milwaukee, R. 1, Box 51.
 Ernst Boers, So. Milwaukee, R. 1, Box 50.

The distributors were unwilling to agree on a price for October fluid milk at the price conference held at this office on September 26. The reason given was the uncertainty about the wage scale that might be set by the mediation board.

That board had listened to the union leaders and the distributors arguments for more than a week's time and had not reported its decision.

The Department of Agriculture and Markets was notified that no price was agreed to and that the board wished the old price to remain in effect. Assurance was received from Chairman Charles Hill that there would be no change in fluid price for the present and that if a change was contemplated notice would be given to our board of directors.

The September average price shows a decided improvement due to the higher fluid price. Because of a lower butter market manufactured milk is five cents lower than in August and cream milk being based on manufactured milk price is also five cents per hundred lower.

DEPARTMENT HOLDS HEARING

The Department of Agriculture and Markets held a hearing on October 5th at the Republican Hotel in Milwaukee. The three commissioners were present and Assistant Attorney-General Orchard conducted the hearing.

The purpose of the hearing was to allow distributors to testify regarding their attitude on the state order in the market. All dealers were invited to testify if they so chose, and several were subpoenaed by the state. The latter are among those, that have been having trouble because of not paying the farmers for milk at the time specified. Each dealer said that he believed that the state order should remain in force. Some protested against the high price, saying that it would be impossible to op-

(Continued on page 8)

- Myron Datka, Hales Cornes, R. 1.
 Mrs. Lizzie R. Eddy, Waukesha, R. 4, Box 15.
 Mrs. Geo. Klein, Waukesha, R. 4, Box 17.
 Henry S. Waechter, Jackson, R. 1.
 George Chezik, Franksville, R. 2.
 Simon Meissner, Franksville, R. 2.
 Fred Funk, Caledonia.
 Geo. Urban, Caledonia.
 Ernest J. Funk, Caledonia.
 Arthur Giese, Hales Cornes, R. 1.
 Arthur Dittmar, So. Milwaukee, R. 1, Box 80.
 Edw. Vanselow, So. Milwaukee, R. 1, Box 80A.

SEPTEMBER PRICES

GRIDLEY DAIRY CO		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		GOLDEN RULE DAIRY	
	Pct. Price		Pct. Price		Pct. Price		Pct. Price		Pct. Price
Fluid Sales	43.80 \$2.30	Fluid Sales	41.36 \$2.30	Fluid Sales	42.52 \$2.30	Fluid Sales	44.54 \$2.30	Fluid Sales	48.73 \$2.30
Out. Relief	6.21 2.07	Out. Relief	6.67 2.07	Out. Relief	8.13 2.07	Out. Relief	1.31 2.07	Out. Relief	2.49 2.07
Cream Sales	13.01 1.36	Cream Sales	10.87 1.36	Cream Sales	7.36 1.36	Cream Sales	16.75 1.36	Cream Sales	23.87 1.36
Manufact'd	36.98 1.01	Manufact'd	41.10 1.01	Manufact'd	41.99 1.01	Manufact'd	37.40 1.01	Manufact'd	24.91 1.01
Comp. Price	1.68	Comp. Price	1.65	Comp. Price	1.66	Comp. Price	1.65	Comp. Price	1.75

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Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 7 OCTOBER, 1934 Number 7

BOARD OF DIRECTORS

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

Subscription.....\$1.00 Per Year

PRICE COMPARISONS

In this issue is printed a table showing quart price paid by consumers and the cost per quart of fluid milk in fourteen cities and a comparison made with Milwaukee. Producers who may believe that a greater share of the consumer's dollar goes to the farmer in other markets will do well to study this table.

Other tables and charts will appear in later issues.

Keep this copy, in fact, every copy is worth keeping for each contains information of value to every producer of milk.

As will be noted, the information given in the chart was taken from the United States Department of Agriculture reports.

Some producers may say, sure the fluid price is high enough but how about the price for the part not sold as fluid milk?

A good question. Milk that must be manufactured must be sold for the most part on a world market and at a world market price. We have too much of that kind of milk in our market. Can we fit production more closely to consumption? A hard job, for the average producer wants to market more rather than less milk. Increased sales would be the best solution.

Perhaps all of us could help increase fluid milk sales and get back some customers that changed to canned milk during the disturbances last year when outside agitators told the consumers that no fluid milk would be allowed to come into the city. Let's try anyway.

DISTRIBUTION OF MILK AS A PUBLIC UTILITY

Farmers will be interested in the talk about making milk distribution a public utility.

No doubt many city people will be for that sort of thing for they expect to buy milk cheaper. Perhaps they would, but at the expense of the farmer.

The city politician may cite the case of water distribution in Milwaukee. Not quite a parallel case however, for while the city owns the pumping stations, etc., the lake supplies the water.

If the politicians find that they can get milk from the farmers as they get water from the lake, for nothing, and taking only what is needed, the case would be simple. It's just possible that the farmer would want to get paid for the milk and he might not take kindly to being told we have too much milk now so you must keep part or all of yours at home. That would not work out so well for the farmer cannot keep the milk until next week or next month like the lake holds water.

The farmer near the city might not be able to hold his market either. The politician managing the city milk supply would naturally want cheap milk to please the voter. To get that he would go outside the milk shed—maybe up to Polk County—or some other outlying place where taxes are lower and land almost worthless.

The fact that the milk might not be so good need not bother the vote seeking politicians for as with the city water supply, chlorine could be added or the people would be told to boil the milk. Neither of the latter treatments would induce people to use enough milk but what of it? There would be no reason to increase sales for presumably the city would wish to sell at a low price and without profit.

The workers would be on civil service and with a guaranteed wage would not exert themselves to sell more milk. No driver would bother to induce the housewife to buy another quart of milk for he would have to carry that extra quart without extra pay.

MILK MONTH PROCLAIMED BY NEW YORK GOVERNOR

"With October set aside as 'Milk Month' and with a campaign of milk education which includes newspaper advertising, radio broadcasts

and other forms of publicity, New York state is leading the nation in a pioneering move to increase milk consumption and stabilize her greatest industry."

It's up to every producer of milk in the Milwaukee Milk Shed to make every month a milk month whenever he talks to his city friends. Every producer wants to get the fluid or top price for all of his milk. He can never hope to get that price unless the consumer buys all of the milk.

Each producer has some friends who could well afford to buy more milk for the sake of their families' health and it's the job of the producer to convince the consumer of that fact. Come on, let's sell more milk for our pocketbook's sake and for the health of our city friends.

THE BANG TEST

To test or not to test for Bangs disease is a subject discussed by many farmers just now. Some testing is being done in this milk shed but only a small percentage of the farmers have signed up according to our information. Perhaps when the rush of Fall work is over and the cattle stabled more farmers will sign up.

BASE PLANS

Read the notice on base rules for 1935 printed in this issue. Save the copy so that in cast of bad memory reference may be made. A similar notice will go out with the milk checks from most of the distributors.

The Board of Directors believes that this plan is very liberal inasmuch as the producer has the choice of three years. The average producer who is a real fluid market dairyman ought to have had one fair year in the past three years.

CHEESE PRICES VERY LOW

In spite of drouth conditions in many parts of the state, cheese production has been relatively high. The returns to farmers delivering to cheese factories are very low as a result.

A campaign to produce higher quality cheese, which ought to increase consumption, is in order. Following that a real sales effort to promote the use of cheese by farmers as well as city people would be well worth while.

Not much use to urge people to buy more cheese of the kind found in some stores for they won't come back the second time.

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AUGUST DAIRY REPORT

Milk production on the farms of Wisconsin crop reporters about September 1 was 15.12 pounds per cow in herd, an increase of more than 5 per cent from the same date a year ago and the highest production for that date since 1929. The increase in the number of milk cows per farm as compared to last year was reported to be somewhat more than 1.5 per cent. With more cows being milked than on the same date last year, the level of milk production as indicated by the production per farm about September 1 appears to be about 7 per cent above the production on the same date in 1933.

Grain and concentrate feeding as reported by dairy correspondents showed a decline on September 1 as compared to a year ago. Pasture condition on the whole was improved in only limited areas. The comparative abundance and early feeding of corn and emergency crops has helped to hold up milk production per cow as compared to a year ago. The decline in milk production per cow from August 1 to September 1 was 8.8 per cent this year as compared to 12.8 per cent last year, and the average of 14.1 per cent.

For the United States total milk production on September 1 was only about 1 per cent less than last year. The number of milk cows on farms has begun to decline but on September 1 crop correspondents were securing slightly more milk per cow than on the same date last year. These reports show a remarkably high level of production in the country as a whole considering the very poor pasturage available and the very low level of milk production per cow that was reported from states in the drouth area.

So far in 1934, the level of milk production as indicated by crop correspondents has been about 4 per cent below the 1933 production for the same period. The increase in milk production per cow on September 1, as mentioned above, is largely a result of increased and earlier feeding of green corn and some other home grown emergency feeds and is a response to some improvement in milk prices.—Wisconsin Crop and Livestock Reporter.

OTHER MARKETS

Twin City Milk Producer Bulletin reports that the Twin City Milk Producers' Association "sold just half of our milk to the distributors and the other half was manufactured." Members will hardly be-

lieve that instead of decreasing because of the drought we have more production by over two million pounds than we did last year." "There has been no shortage of milk in this territory, this being one of the few years in the history of the organization that it was not necessary at any time to buy outside milk."

Pure Milk: The Pure Milk Association of Chicago paper describes its new plan for payment of milk. "After many days of negotiations in Washington on the part of a committee representing the association, the new plan of payment for milk seems to be assured and will no doubt be effective for September milk. The plan is simply to pay each producer the Class I price for his share of the Class I market. The percentage of base that can be paid for at the Class I price will be the actual sales in Class I applied to the total bases in the market."

Dairymen's League News reports an August price of \$1.51 within the 201-210 milk zone, seven cents of that amount being in certificates of indebtedness.

Philadelphia reports that production is going up. The Inter-State Milk Producers Review in discussing this upward trend in production says: "Advances have already taken place in many of those markets and are expected in others. This appears to have stimulated production, temporarily at least. The effect of these advances on milk sales is uncertain at present. Unless industrial employment picks up and city purchasing power gains we cannot expect sales to absorb the probable increase in production resulting from such price advances."

In spite of this heavy production in eastern milk sheds some so-called farm leaders are telling Wisconsin farmers that there is a good market for cream in Philadelphia.

Dairymen's Price Reporter, Cleveland, Ohio: "Producers Without Market — A serious situation growing out of the availability of tank milk, presumably at lower than scheduled prices, is developing in this market. Today, Sam Simon of the Standard Dairy stated to the Milk Settlement committee that he had given notice to all of his producers, approximately 60 in number, that after September 1 he expects to purchase his entire supply of milk from tank sources. No market seems immediately available for these producers. Other dealers have released producers and are apparently replacing their milk from such tank

THE DAIRY SITUATION

Prices of dairy products rose sharply in August but during the first half of September a large part of the increase was cancelled. The decline in dairy production from the summer peak has been less than usual. During the early part of the summer, production was unusually low, but with widespread rains during recent weeks the outlook for production during the remainder of the pasture season has improved. With the smallest harvests of feed grains and hay in many years and low prices of butterfat in relation to feed grains, the outlook is for relatively light production during the winter months. Stocks of manufactured products are less than a year ago.

The corn crop is estimated to be 1,485,000,000 bushels (according to conditions September 1), only 59 per cent as great as the 1927-1931 average and the shortest crop in 40 years. The oats crop is the smallest in 52 years and the barley crop the smallest in 34 years. The hay crop (tame) is estimated at 50,700,000 tons or only 70 per cent as large as the average for the five years 1927 to 1931, and by far the smallest for the 15 years for which comparable record are available.

The combined crops of corn, oats, barley and grain sorghums are equivalent to about 55,000,000 tons of feed grains. This is 34 per cent less than last year and 46 per cent below average. The short crops of feed grains and hay indicate the probability of a considerable reduction in cattle numbers and many cattle will go through the winter on extremely short rations. It is these short supplies together with the low price of butterfat in relation to feed grains that will be important in affecting production during the feeding period. It seems quite probable that production of manufactured dairy products during the winter will be less than in the preceding winter.—United States Department of Agriculture.

supplies. If this milk is permitted to continue to sell in this market at prices that will enable dealers to discard their local producers so summarily, it is inevitable that the present price structure will collapse. Should so unfortunate a state of affairs occur, producers should remember those in the industry who have obstructed the successful working of the regulations through which the present prices have been established."

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WORLD DAIRY SITUATION PRESENTS MIXED PICTURE

Leading features of the world dairy situation are reduced production in the United States, continued decline of butter imports by Germany, opening of the new seasonal production year in New Zealand and Australia under favorable conditions, and record shipments to British markets, according to the Bureau of Agricultural Economics.

European butter prices, with the exception of colonial butter in London, have been better maintained during recent weeks than prices in the United States. Dairy production in this country will continue low, it is expected, at least until the next pasture season.

Butter production in Germany is estimated to have been about 15 per cent greater during the first six months of this year than last. Production in Australia has been running considerably larger since July 1 than in the corresponding period last year, and production in New Zealand, having passed the winter low point, is running above last year.

In the first seven months of this year, butter supplies reaching British markets established a new high record of 707,476,000 pounds.—U. S. Dept. of Agriculture.

Modern merchandising with a bang is illustrated by the milkman who, in making his morning rounds, found a note at the door of a customer who regularly took one quart and one pint of milk. It read: "My kitty just died, so I'll only need a quart daily." The next morning the enterprising milkman delivered a kitten to his customer's door.—Hoard's Dairyman.

WORLD DAIRY PROSPECTS

European butter prices with the important exception of colonial butter in London, have been better maintained during recent weeks than have domestic prices. As compared with New Zealand in London, however, the domestic decline has been much less steady.

The new seasonal year of dairy production is well begun in both New Zealand and Australia under conditions fully as favorable as a year ago. Supplies reaching British markets from those countries are now, however, at about their minimum for the year. The peak of supply from those and other Southern Hemisphere sources usually occurs in December or later.

Domestic dairy production continues less even than a year ago when drought conditions seriously affected output, stocks of butter are comparatively light, pasture conditions as of September 1 were still far below normal, and prospects are that domestic production may continue low at least until the next pasture season.

Butter supplies reaching British markets, on the other hand, continued during the first 7 months of this year the steady increase of recent years, amounting to the new record for that period of 707,476,000 pounds against 595,399,000 pounds last year and 557,341,000 pounds 2 years earlier. In July alone 108,132,000 pounds were imported.

Stocks of butter held in cold storage in Great Britain, which had reached the record volume of 105,572,000 pounds on August 4, showed the first reduction for the season on August 18 when they amounted to 104,009,000 pounds against 69,350,000 pounds on August 19, 1933, and 48,-

234,000 pounds on August 20, 1932.

European supplies which had been running well above those of a year ago until checked by drought in July are again recovering somewhat in comparison with the previous year but declining seasonally.

From Southern Hemisphere sources, shipments afloat, principally to the United Kingdom, amounted as of September 6 to 23,518,000 pounds against 21,375,000 pounds a year earlier.

Butter Importation Into Germany Continues to Decline

Imports of butter into Germany, which amounted during 1925-1929 to a yearly average of 249,016,000 pounds, have fallen off steadily from 220,946,000 pounds in 1931 to 153,262,000 pounds in 1932, and to 130,396,000 pounds in 1933. During the 7 months, January-July they continued to decline from 69,282,000 pounds last year to 56,985,000 pounds this year. Domestic production, which in Germany amounts to more than 1,000,000,000 pounds yearly, is officially estimated to have been about 15 per cent greater during the first 6 months of this year than last. Import control continues to be maintained so that the high domestic prices as quoted in the summary of international market prices given below cannot directly affect the quantities exported to that formerly great world market.

Denmark Produces Less Butter and More Cheese

The total production of butter in Denmark is now estimated officially to have declined from 414,400,000 pounds in 1932 to 406,000,000 pounds in 1933. Cheese production, on the

(Continued on page 7)

"Best Investment I Ever Made"

Mr. Roskopf of Germantown, Wis., an enthusiastic owner of the Gengler Electric Fencer, has the following to say regarding his experiences with the unit:



MADE THE OLD FENCE HOG TIGHT

I have one of the Gengler electric fencers since early last spring. I have nearly one mile of this fence with one barbed wire and must certainly say it was the best investment I ever made. I have 23 cows, 1 bull and 4 horses in this pasture day and night. The pasture is getting short, and with it being so dry, I never had any of them break out. Now I have 35 hogs on pasture, which I couldn't keep in with my woven wire; they started to go through. So I drove stakes in the ground and strung a barbed wire 6 inches from the ground inside the other fence and that ended the hog trouble. I wouldn't give my fencer up for \$75.00 if I couldn't get another one.

JOE J. ROSKOPF,

Germantown, Wis., R. 1.

E. J. GENGLER MFG. CO.

Phone Hilltop 9526-J-4

Station F

Milwaukee, Wis.

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GREEN FEEDS VITAL TO BREEDING HERDS

Premature, weak or dead calves are likely to result if breeding herds are carried for six months or more without some green hay or pasture. This has been the experience of cattlemen in the past and is also the result of deliberate experiments by dairy investigators of the U. S. Department of Agriculture.

To offset any lack of green feed during the summer drought the department urges farmers to take every advantage of fall pastures, especially the green feed available for grazing in fall-sown or volunteer grain crops. In some localities winter wheat farmers and livestockmen can help one another by making arrangements to graze the wheat fields this fall.

The specific deficiency due to a lack of green feeds in vitamin A. When a severe drought occurs, as during the past summer, the hot sun stops plant growth, turns the grass brown, and destroys the vitamin A content, which is closely associated with the green color. Cows from such pastures go into the winter without a reserve of the very necessary vitamin which green pastures supply.

Even cows which are fed grain or similar concentrates, as a supplement to roughages this winter, are likely to have reproductive difficulties if the roughages have lost most of their green color through long exposure to air, sunshine and other drought conditions, or even to alternate wetting and drying.

Vitamin A is ordinarily supplied by summer and fall pasture in quantity sufficient to carry non-milking cows through the winter, even on low-quality roughages. But for heavy-milking cows, the best quality of alfalfa hay or other green roughage is needed to prevent defective reproduction.

The need for green feed, or vitamin A, can ordinarily be supplied during the winter by good silage, or green hay, such as leafy alfalfa. Where these feeds cannot be obtained, or their quality is impaired, it may be feasible to supplement the ration with alfalfa-leaf meal, or other feeds rich in vitamin A, such as carrots or cod-liver oil.

DAIRY PRODUCTS PRICES LOSE LARGE PART OF AUGUST ADVANCE

Reacting to an improved production outlook the remainder of this pasture season, prices of dairy prod-

ucts the first half of September lost a large part of the August advance, according to this month's dairy situation report by the Bureau of Agricultural Economics.

Production was sharply curtailed in early summer, but the bureau finds that the decline from the summer peak has been less than usual. Relatively light production is in prospect this winter as the result of the smallest harvests of feed grains and hay in many years, and the low prices of butterfat in relation to feed grains. Stocks of manufactured dairy products are smaller than at this time last year.

The combined crops of corn, oats, barley and grain sorghums are estimated to be the equivalent of about 55,000,000 tons of feed grains, or 34 per cent less than last year, and 46 per cent below average. The short crops of feed grains and hay, indicate the probability of a considerable reduction in cattle numbers, and that many cattle will go through the winter on extremely short rations.

"It seems quite probable," says the bureau, "that production of manufactured dairy products during the winter will be less than in the preceding winter."

CORN-HOG PRODUCERS WILL HOLD MORE THAN 15,000 REFERENDUM MEETINGS

More than 15,000 community meetings, sponsored by the corn-hog production control associations, will be held throughout the country during the next two weeks in connection with the corn-hog program referendum.

Reports received today by the Agricultural Adjustment Administration show that more than a thousand of these local corn-hog producer meetings are scheduled for each of the nine leading corn and hog producing states. Iowa, the nation's ranking corn-hog state, will hold more than 1,500 community meetings. Estimates received for other states which lead in number of corn-hog contract signers are: Illinois, 1,400 local meetings; Nebraska, Missouri and Minnesota, 1,300 meetings each; Texas, 1,200; Kansas, 1,100; Indiana and South Dakota, 1,000 or more.

Opportunity for every farmer who is participating in the current corn-hog adjustment program to study the corn-hog situation and outlook, and vote on whether or not he favors an adjustment program dealing with corn and hogs in 1935, will be provided at these local meetings.

The meetings are being called by the corn-hog production control associations. These associations provide the machinery for the farmers themselves to take the referendum among the 1,110,000 signers of corn-hog contracts. There are 2,100 corn-hog associations, covering two-thirds of all the counties in the United States. Some corn-hog contracts are in effect in every state. The scope of the referendum therefore is almost almost nation-wide.

State extension and other officials in charge of the corn-hog program have been asked to complete their state referendum by October 12, and to get the returns in to the Washington offices of the adjustment administration as soon as possible after that date.

The questions which will be voted on in the referendum are:

1. Do you favor an adjustment program dealing with corn and hogs in 1935?
2. Do you favor a one-contract-per-farm adjustment program dealing with grains and live stock to become effective in 1936?

The referendum is to be primarily a vote of corn-hog contract signers, in order that the adjustment administration may be guided by the decision of the producers who have had the benefit of one year's experience in the 1934 corn-hog program.

Among the facts of the corn-hog situation which will be studied by farmers as they attend the referendum meetings and prepare to vote, will be the danger that both acreage and production of corn may be excessive in 1935, if there is no adjustment program in effect. With live stock numbers down, a corn crop no larger than the average of the past few years would mean excessive production and low feed prices. This would stimulate a substantial increase in live stock production, especially of hogs, which would be expected to result in much lower live stock prices along in 1936 or 1937.

All corn-hog producers, whether they signed 1934 contracts or not, will be eligible to participate in the 1935 program, if the farmers decide that they want such a program next year.

If the farmers vote for a program, the details of the 1935 plan will be worked out after the referendum, in discussions with representative farmers who have taken the lead in formulating and operating this year's corn-hog plan.

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SIX-YEAR AVERAGE—1929-1934

Comparisons Between Milwaukee and Fourteen Other Cities as to Cost of "Fluid" Milk per Quart, Retail Quart Selling Price and Apparent Operating Spread on Retail Quarts, for the Six-Year Period 1929-30-31-32-33 and First 7 Months of 1934

	Average Retail Quart Price	Average Cost Per Quart	Retail Quart Spread
Philadelphia	11.51	6.34	5.13
Pittsburgh	11.07	5.39	5.81
Cleveland	10.07	4.84	5.69
St. Louis	11.47	4.56	6.91
Detroit	11.21	4.67	6.53
Chicago	11.86	5.50	6.36
Louisville	11.35	4.66	6.68
Columbus	10.01	4.89	5.12
Cincinnati	12.09	4.75	7.34
Baltimore	12.23	6.77	5.48
Minneapolis	9.64	3.89	5.76
St. Paul	9.64	4.09	5.54
Kansas City	11.55	4.72	6.92
Indianapolis	10.22	3.79	6.43
Average (14 cities)	11.03	4.92	6.11
Milwaukee	9.73	5.11	4.62
Milwaukee compared with average (cents)	-1.30	+ .19	- 1.49
Milwaukee compared with average (per cent)	-11.78%	+ 3.87%	-24.4%

Summaries of data compiled from the monthly "Fluid Milk Market Reports" of the U. S. Dept. of Agriculture. The dealers' actual spread on "fluid" milk is much less than is shown here because of wholesale sales of bottled milk to stores, county relief sales, bulk milk sold to hotels and restaurants, etc.

CALL FOR BIDS ON BIG "RELIEF" BUTTER ORDER

Government Issues Specification On 6,000,000 Pounds for Fall Delivery

Offerings on a total of 6,000,000 pounds of butter for relief distribution have been called by the Federal Surplus Relief Corporation, delivery to be spread during October, November, and December. The orders are to be based on two contract schedules. Bids on the first million pound order will be opened October 1 with deliveries to be made over a five-week period beginning with the week ending October 20. On the five million pound schedule, bids will be opened October 9 with deliveries extending 5 to 8 weeks from the week ending October 27.

Either fresh or storage butter may be offered with the permissible quality score ranging from 90 to 92 inclusive. Deliveries in rolls or prints, packed in 30-pound fibre boxes to specifications, will be made at Chicago, New York, or San Francisco.

The government will pay average outside quotations week of delivery on the basis of grade specified in the case of fresh butter while flat price bids are required on storage butter. Quotations covering centralized butter are not to be used.

MORE BUTTER AND CHEESE, LESS ICE CREAM LAST YEAR

Increased production of butter, cheese, evaporated milk, and powdered milk, but decreased production of condensed milk and ice cream last year as compared with 1932 are reported by the Bureau of Agricultural Economics.

Production of creamery butter totaled 1,762,688,000 pounds compared with 1,694,132,000 pounds in 1932, of whole milk American cheese 408,631,000 pounds compared with 370,743,000 pounds in 1932, and of evaporated milk 1,716,700,000 pounds compared with 1,570,612,000 pounds in 1932. Production of domestic Swiss cheese jumped 60 per cent, from 25,533,000 pounds in 1932 to 40,287,000 pounds in 1933.

Ice cream production is reported at 148,913,000 gallons last year compared with 154,604,000 gallons in 1932.

PURE FOOD BUREAU CONDEMNS PITTSBURGH CREAM

Pure food and drug inspectors have been active in Pittsburgh in an effort to clean up questionable cream to be used in buttermaking. It is

reported that about 60,000 gallons of cream from other states were examined and about 4,800 gallons were condemned as unfit for human consumption. Ten inspectors of the department of agriculture food and drug administration left Pittsburgh by airplane for another city in their quality improvement drive.

The cream, to be used for making butter, was shipped to local creameries from Ohio, West Virginia, Virginia, Maryland and other states. The inspection group here also filed a libel against 3,000 pounds of butter shipped to Pittsburgh from Cincinnati.

NEW JERSEY TIGHTENS DAIRY AREA

New Jersey's milk supply will gradually be restricted to an area within approximately 40 miles of state borders by a program announced by the State Health Department.

A milk shed has been drawn to include portions of New York, Pennsylvania, Delaware and Maryland. In this area inspectors of the state department will require sanitary regulations that are now in force in New Jersey, the department said.

EAT MORE CHEESE
BRICK AND AMERICAN CHEESE AVAILABLE AT THIS OFFICE AT COST PRICE

Mr. Fletcher Says

There are certain questions that seem to come up quite often in my contact with our members. The answers to these questions have been given many times but there still seems to be confusion in the minds of many producers.

One question consistently asked is: Why do we have to pay for advertising? The answer is: That one-half cent per hundred pounds is deducted from all milk shipped to the Milwaukee market and the distributor contributes one-half cent per hundred for all milk he purchases. This money is paid to the Milwaukee Dairy Council, which is an organization managed by a committee of three from the board of directors of the Milwaukee Co-operative Milk Producers and three distributors. The money is used to promote the sale of milk. A nutrition worker teaches the need of milk in the diet to school children and to adults. Money is used in newspaper advertising on billboards, and very shortly a radio program will be put on. This advertising and promotion work is planned to increase the sale of milk for which the producer gets the top price.

Any advertising that may appear which carries a distributor's name is paid for by that particular distributor out of his own fund, no part of the deduction for advertising that is shown on the producer's statement can be used by the distributor for his own advertising.

If the consumers can be taught to buy all the milk they really need, much more of our milk would be sold at a higher price and that is the aim of the Milwaukee Dairy Council in spending your money in promotion work.

Two months ago we were faced by the worst drought conditions this milk shed ever knew.

Pastures were so dry that it seemed they never would revive and indications pointed to a drastic shortage of feed. Rain and favorable weather revived the grass and matured much late planted corn. Hay fields that produced only a short first and second crop in some cases, produced good third crops or in any event wonderful fall pasture.

This condition has enabled the farmers to save their winter feeds for the winter feeding, and while feed will be scarcer than usual, nature again proved that man can

never predict what crop conditions are going to be. Nature is in the final analysis, the determining factor in agriculture.

WORLD DAIRY PROSPECTS

(Continued from page 4)

other hand, was increased from 57,600,000 pounds to 68,800,000 pounds. The maximum butter output was reached in 1931 when 430,000,000 pounds were produced, while the 1933 cheese production is the largest on record. The total number of cows, 1,774,000 and the average number per "dairy" or creamery, 1,156, were both larger than last year, but the average milk yield per cow is estimated to have declined from 6,706 pounds to 6,574 pounds. Domestic consumption of butter was further increased in 1933 from 66,000,000 pounds to 75,000,000 pounds. Exports according to official reports actually amounted to 336,000,000 pounds but were still materially less than in 1932 when 348,000,000 pounds were exported.

The cost of milk production fell about 4 per cent between 1932 and 1933, but the average price obtained by farmers fell about 7.5 per cent, according to the 37th annual report from the Danish Dairy Statistics Office from which has been drawn the data for most of the above comparative statements. The total exportation of butter during the 7 months, January-July, has amounted this year to 203,534,000 pounds against 199,492,000 pounds last year.

A scheme for reducing butter production similar to that now in operation for reducing bacon production is to be considered by the Danish government according to a recent statement by the Danish Minister for Agriculture.

Australian butter production as indicated by gradings during the new seasonal year beginning July 1 to date has been considerably above

(Continued on page 8)

BASE RULES

The board of directors have made the following rules for base amounts for the year 1935:

The amount of base milk that may be delivered in any month during 1935 will be the highest amount produced in any base period of the years 1931-32 or 1933. That is to say, the producer may choose his base from any one of those years.

The base months were August, September, October and November in 1931, and July, August, September, October and November in 1932 and 1933.

No tolerance above base to be allowed.

Should conditions warrant, the board of directors may increase all bases by a certain percentage.

The board of directors reserves the right to change base rules on 30 days' notice.

BOARD OF DIRECTORS,
Milwaukee Co-operative Milk Producers.

WANT DEPARTMENT

RATE—3 CENTS PER WORD

Minimum Charge—\$1.00.

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

Bold Type—Double Regular Rates.

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

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price



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

RITE-WAY PRODUCTS CO.,

Dept. C, 4009 N. Tripp Avenue, Chicago

YOUR DEPOSITS ARE INSURED!!

as provided in the Banking Act of 1933

BADGER STATE BANK

Milwaukee's Largest Outlying Bank

W. Fond du Lac, W. North at N. 21st Street

EAT MORE CHEESE
BRICK AND AMERICAN CHEESE AVAILABLE AT THIS OFFICE AT COST PRICE

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes :

Potato Cheese Soup

(Serves Four)

3 medium sized potatoes	2 tablespoons flour
2 cups boiling water	1 teaspoon salt
2 to 3 cups milk	Pepper, cayenne
3 tablespoons butter	1 tablespoon parsley
½ small onion	1 cup American cheese, grated

Cook potatoes in boiling salted water until tender. Put through a strainer. Measure the liquid and add enough milk to make four cups. Scald. Melt the butter, add the finely chopped onion and simmer five minutes. Add the flour and seasonings and combine with the potato mixture. Cook three minutes and strain if desired. Add the cheese and beat until smooth. Add chopped parsley and serve very hot.

Lemon Pudding

(Serves Six)

1 quart milk	1 cup sugar
2 cups dried bread crumbs	1 tablespoon butter
4 eggs	1 large juicy lemon

Heat milk in double boiler, pour over crumbs, add butter, cover and let cool. Beat yolks of eggs, add sugar and lemon rind. Beat. Add milk mixture and bake 35 to 40 minutes. Beat egg whites, add four tablespoons sugar and juice of lemon. Spread over pudding and bake light brown. Sauce:

1 cup sugar	1 egg well beaten
1 teaspoon corn-starch	1 lemon
1 tablespoon butter	1 cup boiling water

Scalloped Parsnips

(Serves Six)

6 or 7 medium sized parsnips	1 cup rich milk or cream
3 tablespoons butter	¼ teaspoon salt
2 tablespoons flour	1 cup buttered bread crumbs

Scrub the parsnips clean, cook for 20 to 30 minutes, or until tender, in lightly salted boiling water, and drain. Scrape off the outer skin, split the parsnips lengthwise, and pull out the stringy cores. Place the parsnips in a shallow baking dish, and cover with a sauce made with the fat, flour and milk or cream and salt. Cover the top with the bread crumbs, bake in a moderate oven for about 20 minutes, or until the

parsnips are thoroughly heated, and the buttered crumbs are golden brown. Serve in the baking dish.

August price figures received too late to be printed in the September issue.

GEHL'S DAIRY

	Per Cent	Price
Fluid Sales—Aug. 1-15	24.70	\$1.85
Fluid Sales—Aug. 16-31	24.01	2.30
Cream Sales	21.78	1.41
Manufactured	20.51	1.06
Composite price		1.63

STANDARD DAIRY

Fluid Sales—Aug. 1-15	25.88	\$1.85
Fluid Sales—Aug. 16-31	26.87	2.30
Out. Relief—Aug. 1-15	3.13	1.62
Out. Relief—Aug. 16-31	3.13	2.07
Cream Sales	10.27	1.41
Manufactured	30.72	1.06
Composite Price		1.68

TRIPLE "A" CHANGES SOME MILK LICENSES

The Baltimore license was amended by lowering the Class III price by 20 cents per hundredweight. The reason given was that milk for the purpose for which Class III milk is used could be purchased for less money just outside the milk shed.

The Boston, Mass., license was amended by raising the Class I or fluid milk. No change was made in Class II which is the cream class.

The price for class I milk to producers under the existing Los Angeles, California, milk license was raised by 24 cents per hundred pounds. No price changes are made in the other classes of milk which are based on butter market quotations.

The Denver, Colorado, class I price

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

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

President—Edward Hartung.

Vice President—Geo. W. Drought.

Secretary—Chas. F. Dineen.

Treasurer—Wm. Kerler.

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

Signed, Chas. F. Dineen, Secy.

Sworn to and subscribed before me this 28th day of September, 1934.

J. A. Walt, Notary Public,
Milwaukee Co., Wis.

(My commission expires June 23, 1935.)

OWNERS—(If a corporation, give name and address of stockholders holding one per cent or more of total amount of stock)—Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

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

was advanced by 40 cents per hundred on four per cent milk or 35 cents per hundred on 3.50 per cent milk. No change in the price for the other classes is mentioned.

DEPARTMENT HOLDS HEARING

(Continued from page 1)

erate if the mediation board would order a higher wage paid to employees.

Some of the dealers said that if there were fewer wagons on the street, paying the present price would not be difficult.

Figures were presented by the Milwaukee Co-operative Milk Producers which showed that in past years a much higher price was paid the farmers, when milk was retailed at ten cents per quart.

That, however, was when the number of dealers was about one-third of what are now operating in this market.

Chairman Hill said that the commissioners felt that undue criticism had been directed at the department for lack of enforcement of its order. Mr. Hill admitted that a good job of making certain dealers pay for milk at the specified time had not been done. He said that it was the department's desire to enforce the order impartially and that much time was spent here while other work had to be held up.

The trend of the testimony seemed to indicate that the trouble began when new dealers started to operate in this market. The number of new trucks or wagons on the streets increased by about 200. Price cutting to get business was common and the new dealers got considerable business but at a loss, which in many cases was borne by the farmers. Several dealers said that milk was not paid for but a credit was set up on the books.

The new dealers that have come in during the past three years have been the major cause of the lower price the farmers have to take for milk.

WORLD DAIRY PROSPECTS

(Continued from page 7)

that of the corresponding period of the previous season, but the early part of that season was unusually unfavorable to production. Last year, recovery set in after the unfavorable conditions of the first quarter, and it was during the last half of the seasonal year that the record output for that year was made.—U. S. Department of Agriculture.

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

November, 1934

Number 8

November Price Not Agreed On

The conference between the board of directors and the distributors ended without a price settlement for November fluid milk.

The distributors, faced with an award made by the Federal Labor Mediation Board, which provided that higher wages be paid all dairy employees and that the increase be retroactive to July 5, 1934, asked for a reduction in the price of fluid milk.

Some dealers said that if the price was higher than \$2.10 they would be unable to pay. A few dealers said that a forty cent reduction would be needed if they were to continue in business. The meeting adjourned with the understanding that the Department of Agriculture and Markets would set the price.

Governor Schmedeman, hearing the report that the farmers might have to take a severe cut, ordered the commissioners to study the question from all angles and report to him before a decision was made. The board of directors has consistently maintained that, while labor might be entitled to more money, it should not be taken from the farmers' meager check.

With butter prices advancing and cheese prices improving, due to government purchases, it is to be hoped that our price will hold.

CHEESE WEEK

"Eat More Cheese" week starts on November 11. Every dairy farmer is interested in raising the price of all dairy products but he will not be doing his share to get the prices up unless he used plenty of those products on his own table. Cheese is a cheap and wholesome food. Get the habit of having it on the table.

The slogan "Serve Cheese and Serve the Nation" is a good one.

25 New Supporters to the Milwaukee Co-op Producers

- Carl J. Wenzel, Slinger.
- Rust Bros., West Allis, R. 4.
- Lance Nettesheim, Pewaukee, R. 2.
- Nettesheim Bros., Pewaukee, R. 2.
- Herbert Nero, Cedarburg.
- Clara Barker, Brookfield.
- John Ebeling, Hubertus.
- Adolph Zibolski, Menomonee Falls, R. 1, Box 79.
- D. M. Mountin, Hartford, R. 1.
- Sylvester Struupp, Richfield, R. 1.
- Mrs. A. Keller, Hartford, R. 2.
- Paul Becker, Germantown, R. 1.
- John Borkoski, Germantown.
- Emil H. Zuehlke, Oconomowoc, R. 3.
- Mary Schulteis, Germantown, R. 1.
- Roland H. Lederer, Thiensville, R. 2.
- Walter Meyer, Port Washington, R. 1.
- Clem Lesch, Fredonia, R. 1.
- Edward Barnekow, Wauwatosa, R. 7.
- Math. Barbian, Caledonia, R. 2.
- Edward Hoppe, Lake Beulah.
- Joseph Joerres, So. Milwaukee, R. 1, Box 121.
- Clarence Koeppler, West Allis, R. 5.
- Henry Meyer, Mukwonago, R. 2.
- Louis Andofer, Mukwonago, R. 2.

MILK PRICE FIXING UPHOLD "EVEN IF" WEAK FIRMS FAIL

Washington—The supreme court ruled that minimum price fixing for the milk industry is constitutional even if weaker companies may thereby find themselves unable to keep pace with the stronger.

The court made its ruling, considered of great importance as indicating its latitude on recovery legislation, in ruling on an attack by the Hegeman Farms Co., New York milk

(Continued on page 7)

DAIRY COUNCIL PROGRAM ON THE AIR

The Milwaukee Dairy Council, striving to increase the sales of fluid milk, began a series of broadcasts on WTMJ on Monday, November 5, at 7:00 P. M. The Milkland Melody Festival is the name of the program.

The cast numbers forty-two people, one of the largest ever gathered for any commercial program in Wisconsin. Included is a twenty-piece concert orchestra to be directed by William J. Benning, a mixed chorus, a male and a female octet and a comedy team to be known as "Pint" and "Quart."

Dorothy Rynders, recently crowned Milwaukee dairy queen, will be heard on each broadcast. The programs will be announced by John Olson. Because of the large number of people concerned, WTMJ will stage all broadcasts in Plankinton Hall at the Milwaukee Auditorium.

This program will be on WTMJ for a number of weeks and farmers who have radios should tune in. The hour is rather early but it was selected in order to get on before the chain programs start.

CLASS 1 MILK PRICE LOWERED FOR TWIN CITIES AREA

An amendment to the existing license for the Twin Cities milk sales area of Minnesota reducing the class 1 milk price to producers for 3.5 per cent milk f. o. b. the distributors' plants from \$2 per 100 pounds to \$1.70, was signed by Secretary of Agriculture Henry A. Wallace, to become effective at 12:01 a. m., October 25.

The new price for class 1 milk is still 10 cents above the price defined in the license of last spring and ex-

(Continued on page 8)

OCTOBER PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		SUNSHINE DAIRY CO.		LAYTON PARK DAIRY CO.		GOLDEN RULE DAIRY	
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price
Fluid Sales	46.91 \$2.30	Fluid Sales	45.86 \$2.30	Fluid Sales	44.90 \$2.30	Fluid Sales	41.41 \$2.30	Fluid Sales	46.60 \$2.30
Out. Relief	6.33 2.07	Out. Relief	6.79 2.07	Out. Relief	1.10 2.07	Out. Relief	7.70 2.07	Out. Relief	2.29 2.07
Cream Sales	13.69 1.39	Cream Sales	12.08 1.39	Cream Sales	16.54 1.39	Cream Sales	6.79 1.39	Cream Sales	20.07 1.39
Manufact'd	33.07 1.04	Manufact'd	35.27 1.04	Manufact'd	37.46 1.04	Manufact'd	44.10 1.04	Manufact'd	31.04 1.04
Comp. Price	1.74	Comp. Price	1.73	Comp. Price	1.67	Comp. Price	1.66	Comp. Price	1.72

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*

1633 N. Thirteenth St.
MILWAUKEE, WIS.
Phone Marq. 4432

Volume 7 NOVEMBER, 1934 Number 8

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

Subscription.....\$1.00 Per Year

QUALITY MILK

Wm. Hutter, who for many years acted as fieldman for the National Cheese Producers' Federation, made a strong plea for high quality milk in his talk to the Wisconsin Council of Agriculture on October 24.

Mr. Hutter did not mince words when he described conditions under which milk was produced and cared for on many farms supplying cheese factories. "Good cheese could not be made out of that kind of milk and people will not buy much cheese so long as the quality is poor regardless of how much advertising is done," said Mr. Hutter.

Producers of milk for city markets may not find it easy to hold their market if the cheese people pay attention to quality milk for one of the highest barriers that keeps cheese factory milk out will then be removed.

Don't let down on quality milk for the other fellow is bound to make better milk and fight for our market.

BUTTER PRICES

The butter market showed strength in the last few days of October, in fact the Chicago quotation for the last two days—28¼ cents per pound—was just four cents per pound higher each day than the first four days of the month.

If the price had been 28¼ cents for the entire month the price for manufactured milk would have been ten cents per hundred higher or \$1.14 and cream milk would be \$1.49.

Butter production shows a decline and that with purchases by the federal government for relief purposes has helped raise the price.

THE WHY OF LOW MILK PRICES

Producers who check back on returns for fluid milk in past years wonder why it is difficult to get as high a fluid price as we had several years ago when the retail price was no higher than at present. As an instance: For all of 1931 except December the fluid milk price was \$2.50 per hundred and the resale price was ten cents per quart. All of the dealers paid for milk quite promptly and no bankruptcies were reported. Wages, too, were considered quite satisfactory.

Why all this trouble? If \$2.50 for fluid milk with a resale price of ten cents was good business in 1931, why can't we have at least \$2.30 now?

All the dealers now protest that \$2.30 is too high, indeed some say that \$1.90 would be high enough. We also know that considerable milk has not been paid for. Some dealers have not paid in full for the past five months. Others have forced farmers to accept a part payment as payment in full (one company is reported to have paid 75 cents on the dollar for the past three months while another company offers 25 cents on the dollar for September milk) while the real smart ones tell the producers that something is set up on the books and that stock will be issued instead of money.

One reason for all the trouble in this market is because certain politicians convinced some farmers that there was an immense profit in the retail milk business. As a result chiseling dealers found it easy to get milk from these farmers and also found it easy to take business away from the established dealers by offering rebates, discounts, and by appealing to the consumers who had also listened to the politicians. The established dealers through loss of volume found their overhead remaining practically the same thereby making it difficult for them to pay the farmers as good a price as when the dealer's volume was great.

Dairy Distributors coming in from Watertown, pretending to be a co-operative when in reality all the stock was held by six men, tying up with a so-called union built up business very fast. The farmers were not paid a fair price at any time as compared with the price paid by the legitimate buyer and, of course, the workers could be paid somewhat more. Union sympathy was used on consumers who believed in union labor to purchase only from this company with marked success. When strikes were called the above mentioned company was busy leading strikers parades and handing out

THE NATIONAL FOOD SUPPLY 1934-35

Summary of the Food Situation

The drought and high temperatures of last spring and summer reduced the production of food crops in many of the Central and Rocky Mountain states, but much of this reduction has been offset to a large extent by a bountiful production in the eastern and far western states and by carry-over stocks from previous years. Therefore, the nation's food supply as a whole will be ample this fall and winter. However, carry-over stocks of many food items which heretofore have been burdensome, may be reduced to a normal minimum by the end of the present marketing year. Also consumers will have to make certain shifts in their usual diet because of the scarcity of some foods and the abundance of others. In the areas where the drought and high temperatures were most severe, the production of late planted food crops was reduced materially, but there appear to be ample surplus-supplies produced in other areas to take care of these local shortages. These local scarcities will, undoubtedly, develop in many sections but distribution facilities are rapidly adjusting the supplies among the different areas.

With local shortages occurring in the drought areas and the necessary increase in volume moving through commercial channels, a higher level of food prices in general may be expected. The rise in prices during the remainder of 1934, however, is expected to be at a slower rate than in the past three months.

milk to the pickets. Business was taken away from the legitimate dealer who paid the farmers for milk, leaving the dealer with the same overhead on a much smaller amount of business. Other companies started in and using about the same methods got considerable business but also failed to pay the farmers in full. Dairy Distributors tactics are responsible for the demands made by the union which will return driver and milk plant workers more of the consumers' dollar than the farmer can get.

In almost every case the farmers' money has been used to gain an unfair advantage in the market. The farmers selling to all dealers have been big losers as a result. Not until the dealers who fail to pay for milk on time are out of the market, will the producers get as good a price as was paid in 1931 and prior to that time.

SERVE CHEESE AND SERVE THE NATION

BRICK, LIMBURGER AND AMERICAN CHEESE AVAILABLE AT THIS OFFICE AT COST PRICE

MILWAUKEE'S MILKLAND QUEEN ON TO WASHINGTON

Miss Dorothy Rynders, who was elected Milwaukee's Milkland Queen, in the state contest conducted at the Wisconsin State Fair last August, left Milwaukee for Washington with the Milkland Queen Party on Wednesday, November 7. Miss Rynders brought to the President and Mrs. Roosevelt greetings from Milwaukee Milkland, the 4,200 dairy farmers supplying milk to Milwaukee and suburbs, and the Milwaukee distributors. The party arrived in Washington, Thursday morning, November 8. At 4 o'clock Thursday afternoon a reception was held in the White House, with President and Mrs. Roosevelt as host and hostess. At this reception, following Miss Rynders' Milwaukee greetings, the grand champion butter and grand champion cheese were presented to the First Lady by Miss Virginia Kelly, chosen at the State Fair as Wisconsin's Queen.

It is planned that the Queen Party spend Friday and Saturday in a tour of Washington and trips to Mount Vernon and Arlington, the party entraining for home on Saturday, November 10, arriving in Milwaukee Sunday, November 11.

All expenses of the trip were paid by the Wisconsin State Fair, and the object of the event was to advertise Wisconsin as the leading dairy state of the Nation.

Columns of news matter, motion picture newsreels and various other forms of publicity were obtained by the Queen Party and its Washington program, which will be published in newspapers and shown in motion picture theatres all over the country, thus carrying nationwide publicity for Wisconsin, the dairy state, its dairy state, its dairy farmers and great dairy industry as a whole.

Miss Rynders, Milwaukee's Milkland Queen, is given additional distinction in being a feature member of the cast on the Milwaukee Dairy Council's radio program, "The Milkland Melody Festival," which made its initial broadcast over Station WTMJ Monday night, November 5, at 7 o'clock, to be followed by weekly programs every Monday night after. Miss Rynders' part on the program is announcing the specific value of drinking milk, leading the dialog with other members of the program's cast, thus lending her identity as Milwaukee's Milkland Queen to the purpose of the radio program toward increasing the use of milk by Milwaukee's public.

FIRST TUBERCULOSIS SANATORIUM FOR MODERN TREATMENT OF THE DISEASE WAS ONLY A ONE-ROOM COTTAGE

A. Schaeffer, Jr.

One of the milestones of American medicine is a red, one-room cottage at Saranac Lake, N. Y. Here, in 1885, the modern treatment of tuberculosis was begun by a young New York City doctor who had cured himself of the disease. The results he obtained in treating others were so striking that a movement for the construction of sanatoria soon swept the country and today hundreds of modern institutions stand as monuments to his work.

The young physician was Dr. Edward Livingston Trudeau. When he was told in 1872 that he had tuberculosis, the disease was considered incurable and was called "consumption." People who had it were said to be "going into a decline."

Believing that he would die, Dr. Trudeau decided to spend his last days in the Adirondack mountains, which he loved. He observed, however, that the more he rested the better he felt, and following this clue, he built up his health so successfully that he lived to be 67 years of age.

Upon his recovery he built the little cottage for the treatment of others, enforcing a regimen of rest, fresh air, and good food. Eventually the attention of the medical field became focused upon him, and the growth of the sanatorium movement began. Today Trudeau's system of treatment is still used because it is the only method known which will cure the disease. From that little one-room cottage, with only two beds the sanatorium movement has spread until today there are in the United States 659 sanatoria with a total of 86,917 beds.

Trudeau, "father of the sanatorium movement," died in 1915, the recipient of the highest honors of many medical, scientific, and educational institutions.

This year's Christmas Seal commemorates the fiftieth anniversary of the opening of Dr. Trudeau's little sanatorium by using a picture of it in the design. The seals are sold for a penny each between Thanksgiving and Christmas by the 2,000 affiliated tuberculosis associations throughout the country to finance their fight against tuberculosis, which still kills more persons between the ages of 15 and 45 years of age than any other disease.

WRITS NAME TWO DAIRIES

Failed to Pay Farmers in Full for Milk, Is Charge of State

Charges that two dairy distributing companies, Dairy Distributors, Inc., 1609 E. North Ave., and the Producer - Consumer Corporation, 2715 S. Gladstone place, had failed to pay farmers in full for milk delivered were made in warrants served by James Kerwin, Milwaukee, special prosecutor for the state department of agriculture and markets.

The information filed against Dairy Distributors has 11 counts making a series of charges. The company is managed by John C. Schuman, former state senator from Watertown.

The state department claims that farmers, not members of the Dairy Distributors or the Watertown Co-operative Milk Producers' Association, were paid \$1.55 for milk testing under 3.8 per cent when the firm should have paid \$2.10, and only \$1.70 for high butterfat test milk.

"The volume of such purchase totaled about half of the company's receipts," reported Commissioner Fred Schultheiss. "This is a gross

(Continued on page 5)



IF SHE WERE MINE I'D FIGHT
to keep her safe from tuberculosis.
I'd remember her chances of becoming a victim between 15 and 25 are twice those of her brother.

FIGHT TUBERCULOSIS
BUY CHRISTMAS SEALS

SERVE CHEESE AND SERVE THE NATION
BRICK, LIMBURGER AND AMERICAN CHEESE AVAILABLE AT THIS OFFICE AT COST PRICE

WISCONSIN COUNCIL OF AGRICULTURE

The Wisconsin Council of Agriculture held its sixth annual meeting in Elo Hall, ten miles west of Oshkosh, on October 24. Co-operative leaders from all parts of Wisconsin were present to listen to talks by Wm. Hutter, vice-president of the National Cheese Producers' Federation, on "Quality Milk;" Dean Christensen in a well delivered talk stated that the greatest natural resources of the nation are human beings rather than iron, coal, gold or silver. Commissioner Charles L. Hill talked on co-operative marketing. J. P. Riordan, director of the Federal Land Bank, St. Paul, Minn., explained the operations of the bank in giving financial aid to farmers. John Brandt, president of the Land O' Lakes Creameries, Inc., discussed a plan of pooling all farm commodities for the purpose of stabilizing prices, preventing speculation, insuring a better price to the producer, and guarding against food and feed shortages in drouth years and a glutted market in years of plenty. Mr. Brandt's plan was well received by the large crowd of farmers present.

The council elected a board of directors for the ensuing year and the directors elected as officers: Herman Ihde, Neenah, president; Wm. Hutter, Spring Green, vice-president; Charles Dineen, Cedarburg, secretary, and C. G. Huppert, Madison, treasurer.

Some of the important resolutions adopted by the council are:

WHEREAS, Co-operative leaders entering politics frequently have their judgment influenced by the policies of political parties or organizations in a manner detrimental to the interests of members of farm

co-operatives and whereas such leaders sometimes use the co-operative to further their own personal interest, THEREFORE, Be it Resolved, That the Wisconsin Council of Agriculture believes it to be for the best interest of the members of farm co-operatives that the board of directors of a co-operative of more than local scope and interest demand the resignation of an officer or director when he becomes a candidate for or accepts a county, state, or federal position.

RESOLVED, That the president of the Wisconsin Council of Agriculture be authorized and instructed to appoint a committee of five for the purpose of drafting a program for the improvement of the quality of milk delivered to all milk plants in the state and to draft proposed legislation to conform with such program.

WHEREAS, The Federal Bureau of Animal Industry has in force a system of meat inspection that is acknowledged to satisfactorily safeguard the public meat supply and makes possible the unhampered interstate movement of meat and other livestock products, and WHEREAS, There is a disposition on the part of some states to inaugurate embargos under the guise of health regulations, THEREFORE, Be it Resolved, That we urge the Bureau of Animal Industry, Pure Food and Drug Administration and Bureau of Plant Pathology to set up such grades, standards, and inspection service for interstate shipment of livestock, dairy products, poultry products, plants, seeds, and other agricultural products that will make it impossible for a state to bar any such products from entering the several states under guise of health regulations.

RESOLVED, That the Wisconsin

Council of Agriculture recommends that a livestock dealers licensing bill be introduced at the next session of the Wisconsin State Legislature and pledges its support to a bill of this nature.

WHEREAS, It is vitally necessary that the dairy farmers have a dairy adjustment program, THEREFORE, Be It Resolved, That the Wisconsin Council of Agriculture petition Secretary of Agriculture, Henry A. Wallace, and Chief of Dairy Division, A. H. Lauterbach, to immediately appoint a national committee of 25 dairy farmers to formulate a dairy adjustment program.

WHEREAS, Farmers other than dairymen have co-operated with the Federal government in a control program looking to the elimination of troublesome surpluses, and WHEREAS, As dairy producers without a program will suffer as a result, THEREFORE, Be It Resolved, That the president of the Wisconsin Council of Agriculture name a committee of five dairy farmers to study a dairy production program and report on same at the next meeting of the board of directors of the Wisconsin Council of Agriculture.

WHEREAS, The Wisconsin Council of Agriculture believes the method of buying farm products for relief purposes by the Federal government through sealed bids have a depressing effect on the price of those products. THEREFORE, Be It Resolved, That the Wisconsin Council of Agriculture request the Federal Relief Department to buy farm products for relief purposes on the open market. Be It Further Resolved, That the best interest of the dairy farmers will be served by the direct buying of cheese in its natural form for relief purposes.

More Effective than Woven Wire Fence

I find the one wire electric more effective and dependable than a woven wire fence. I have several cows that go through any fence but never bother the electric fence. I have a large 5 year old bull on pasture also but have never had one animal go through this fence. I fenced several miles of fence at a cost of 3.2 cents per rod. I built 100 rods of fence in 3 hours.

A. H. SCHMIEGE, Bryant, Wis., Route 2.



Give your heifers, dry cows and horses the run of the farm for fall and winter. They will do better besides saving you many dollars in feed, which is unusually short this year.

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WRITS NAME TWO DAIRIES

(Continued from page 3)

violation, since the state's order setting a milk price is intended to protect the interests of the farmers in the milk shed, whether they belong to a co-operative or not. The amount of milk so purchased is well over 465,000 pounds which, when figured at 40 and 55 cents under the market price, represents an underpayment to the farmer for one month of more than \$2,200.00."

Other Charges Made

The warrants charge the company with having violated the state order by underpayments to farmers, not members of the co-operative, during July and August.

Other counts in the information charge that the company did not pay farmers, members of the co-operative, in full for their milk.

"Credits were set up on the books for the balance of the proceeds remaining, after labor and all other expenses and the milk from non-members had been paid," reads the statement issued by Commissioner Schultheiss. "Only a part of these credits for milk delivered by Watertown members has been paid for the months of June, July and August and none for September."

Other counts charge that the company has not paid the assessment of one-half cent a hundred pounds collected from the dealers for an advertising fund.

Previous cases against the company, in which a fine was imposed, are now before the state supreme court on the contention that a co-operative is exempt from state milk marketing regulations.

Old Writs to be Revived

Failure to pay farmers in full is also charged against the Producer-Consumer co-operative in four counts. The company is alleged to be in arrears paying dairymen the department price for as far back as June. Kerwin announced Tuesday that old warrants charging violation of the state orders, nolleed when the co-operative was seeking a loan from a federal agency, were now to be reinstated and prosecuted.

"We have complaints that other dairy companies are not paying the farmers for their milk," stated the attorney. "Other warrants will be issued this week, for it is the intention of the department to require all milk dealers to pay the established market price. Farmers complain that they have been shipping milk and get nothing for it.—Milwaukee Journal.

**MILK—THE FRIENDLY,
FAMILY FOOD****Radio Talk—WHA—Mary A. Brady
Nutrition Specialist**

A most interesting story in foods could well be built around milk. It is the first of all foods named whenever we speak of planning meals, or whenever we talk about the foods most necessary to the health and happy growth of children, and the best health of grown folks.

We need to know more about this good food, even though we think we know it so well. If we knew it and its wonderful food values as well as we should, there would be no such thing as a milk surplus in Wisconsin or any other state.

We should look upon it as the most necessary of all foods, as necessary for our well-being and good looks, and happiness, as shoes are for our feet and clothing for our bodies. Milk sells itself to us when we once become intelligent about all the good things we can truthfully say about it and when we truly make the need for it a part of our thought. Do you know any other food among the thousands of foods widely advertised today about which so many favorable facts may be given—facts which are not just someone's opinion or perhaps only a partial truth; but facts scientifically proved by undisputed authorities in the nutrition world.

Milk is a "friendly food"—don't you like that term? For like a real friend it does many good things for us without making much fuss about it. And like a real friend it stands by us when our other friends in foods desert us or don't measure up to what we had expected of them.

In infancy and childhood milk is the principal food used. In most forms of illness it is our standby when other foods fail us; and even in our "slenderizing diets" of today—and who does not want to keep the lithe slim form of youth!—milk is most necessary if we wish to keep our health while we are getting rid of surplus pounds.

Now we stand ready to prove the above statements about this good food whose praises we can so honestly sing.

Perhaps first of our proofs is this: It helps children to grow well and strong, better than any other single food. But how does it do it? Well, our bones and teeth are made up very largely of two minerals, calcium and phosphorus. These, children must have in large enough amounts every day, as the starting point in building healthy, strong

bodies, and if they don't have them many troubles come to them—rickets with bow legs, flat feet and flat chests, decayed temporary or first teeth, and also much decay in the second or permanent teeth; poor growth; tired, restless children; poor eaters. Many difficulties follow in the wake of insufficient amounts of these bone and tooth builders in a child's meals. And the interesting thing is that all this trouble may be so easily prevented, at least in large part—simply by including four cups of milk in his meals—three to drink and one in combination with his other foods, together with sufficient amounts of vitamin A, C, and D. If vitamin D milk is used, no other form of the "sunshine" vitamin is necessary. For vitamin D as found in vitamin D milk or in some form of cod liver or haliver oil, and vitamin C, as found in tomato, orange juice, and some of our other foods, are what we call "helpers" to the bone and tooth builders of milk. They cause these "building foods" to be deposited in those rapidly growing bones and teeth, and to have a "reserve" amount of those minerals on hand in the body to help fight infection and disease when necessary. So, a second proof: Folks young and old, who use milk liberally and regularly are apt to have greater resistance, as we say—they are not so apt to be the victims of heavy colds or sinus trouble or other serious infections. And if they do catch cold, or if a cold catches them rather! they are able to recover more quickly because of having well nourished, healthy bodies. Germs and infections of various kinds do not like to make their homes in healthy bodies. They would rather attack the tired, run down bodies where they find a better place in which to grow, and lessened resistance to disease.

More proof—if you have not already had enough! Pretty strong evidence gathered from scientific feeding experiments on animals, leads us to believe that the use of enough milk regularly every day makes for more rapid growth of our bodies, so that we become "grown-up" at an earlier age than we usually think of being; and we have a much longer period of useful grown-up life because old age with the diseases which it brings does not overtake us so soon. This is happy news for us, for all of us like to be a part of this busy interesting world as long as we can, and so we like to put off old age as long as possible.

The other day a high school girl

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who fears that drinking milk will destroy the too straight lines of a too thin figure said to me: "But why do I have to drink milk for the sake of my bones and teeth? Milk will increase my weight and I am just right now." By the way she had just returned from the dentist who had extracted one "dead" tooth and filled four others. It was the right time for a talk on the good food value of milk and we had it then and there.

First we exploded the old fashioned idea that milk is fattening when used as a regular part of the day's meals. It is only when it is used in extra amounts that it causes grown folks to gain in weight. Then we talked about its value from the standpoint of supplying the bone and teeth building needs of our bodies.

"But I eat plenty of vegetables and fruits and cereals every day, with meat at least once a day," said my young friend. "Very well, but do you know how much bone and tooth building foods your body needs every day for your best health and happiness?"

"No, but I always thought that eating plenty of these other foods would take care of my body's needs for these foods."

"But these other foods, nourishing as they are, do not contain as much of these minerals as you think. Would you like to know how much of these foods you would need to eat each day in order to give your body the amount of bone and tooth builder found in one quart of milk—which is the amount recommended each day to keep us in the highest state of good health and good looks? To supply the bone and tooth building foods you need, you would have to eat 50 large apples, or 3.2 pounds of beans, or 27.5 pounds of green corn, or 7 pound loaves of white bread, or 2.3 pounds of oatmeal, or 26.4 pounds of meat every day. Now these foods do contain much other good material for building our bodies, but not enough bone and tooth building materials, as you see. Don't you see how almost impossible it is to get enough bone building foods unless we do drink and use milk every day." This was real convincing proof and now I know at least one home in Milwaukee where the milk order has been increased by at least one quart a day!

We need more education on food and health values of milk—both in our homes and elsewhere. We grown folks need to recognize its excellent food values ourselves and teach them to the boys and girls—by using it constantly as we would

the services of a best friend. Put and keep the milk pitcher on our tables every meal, and let us look for places to use more milk in our food preparation. Four glasses of milk every day for all boys and girls until they have reached manhood and womanhood, and at least two glasses a day for father, mother, uncle, aunt, grandfather and grandmother. Milk is our best food insurance to a longer, healthier, happier life—it is our friendliest of all foods.

CHICAGO CLASS 1 MILK PRICE REDUCED BY LICENSE AMENDMENT

The Agricultural Adjustment Administration has completed an amendment to the existing Chicago milk license which reduces the price for class 1 milk from \$2.25 per 100 pounds to \$2, for 3.5 per cent milk f. o. b. country stations in the 70 mile zone. The amendment became effective on November 1 at 12:01 a. m.

Present conditions of supply and demand, and the prices paid producers for milk used in manufactured dairy products, indicated the necessity for a temporary reduction in the price to producers. If and when conditions improve in respect to supply and demand, and if butterfat prices continue to improve, it will be possible to return the price once more to the former level, it is pointed out by officials.

The price was advanced from \$2 to \$2.25 by amendment to the license in July. under drouth conditions.

CLIP THE COWS

Clipping the cows at this time of year makes the job of keeping cows clean an easier one. From now until late spring cows will shed their hair and it will take considerable brushing to keep all loose hair from falling while milking. Clipping the udder and flanks is a paying investment. It tends to have cleaner milk and the satisfaction of having your cows look well is worth something.

NEW PUBLICATION

A monthly publication called "St. Louis Milk Market Review," has just come to our desk.

The St. Louis, Mo., market is operating under a federal license and the market administrator, Fred S. Shipley, edits the above mentioned publication. The issue at hand is devoted principally to a discussion of federal licenses and more particularly to the St. Louis license. Blended price of base milk for September is given as \$2.16 and excess milk at 98 cents F. O. B. dealers' plants in the St. Louis sales area. A table entitled "Daily Per Capita Consumption of Milk in May, 1934" is shown. The per capita consumption in the 14 major cities puts Milwaukee in the fifth place and St. Louis in the lowest place.

Secretary of Agriculture, Henry A. Wallace, is quoted as follows: "More clearly than anything else I can think of at the moment, a close study of the dairy problem discloses the interdependence of city people and country people. Here is one great farming industry which is almost entirely dependent upon the domestic market. The problem of dairying is different from that of the great export crops such as cotton or wheat. Exports of dairy products are so small as not to be a factor in the situation. Whatever returns the dairy farmer gets from his investment and his toil, he will get from the national income, from the domestic consumer." It would be disastrous for farmers to view the drouth as the solution, however drastic and inequitable to their adjustment problems. Drouth has merely hastened the removal of certain surpluses; the problem of adjustment remains."

The duties of an administrator are enumerated and particular interest attaches to the following paragraph. "To request each distributor to furnish bond or other satisfactory surety, to safeguard producers' payments."

Milk and Cream Cans

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and
Retinned**



**RAPID - FLO
COTTON
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Mr. Fletcher Says

Quite often in talking to a prospective member of your organization, the question is asked, "Why should we maintain our co-operative bargaining organization when the state sets the price for us anyway?" Unquestionably the present method used in maintaining milk prices in some fluid milk markets may have a tendency to destroy the spirit of co-operative bargaining in the minds of the unthinking persons but to me co-operative organizations are more important in so-called controlled markets than ever before.

In the first place remember that the state would not even be in this market if an organized group of farmers did not exist within this market. The state was brought into the picture to strengthen co-operative marketing, to say to the unfair buyer of milk you may not do things which would eventually demoralize the market. The state is here to assure us that the old law of the "greatest good" to the greatest number shall prevail and that no minority group regardless of its motives, shall be able to gain temporary advantage at the expense of the farmers.

The state certainly cannot be expected to do for the producer what he will not do for himself and I am convinced that the state would not find its work effective nor would the state stay in the picture if the producers did not wish to assist in the work.

No doubt it is the sincere wish of every member of our organization that we may be able to again operate without state control measures but while an emergency as grave as the present one exists, state control is considered necessary in order to stabilize the market.

We have criticized the lack of enforcement by the state of its orders at times and will continue to exercise our rights to do so, if we find enforcement lagging. The full force of our organization is at the state's service to secure impartial enforcement of its orders in this market.

The dairy industry of Wisconsin has at last adopted a tentative program that if carried to a successful conclusion will do more for future dairying than all the control programs, restricted production ideas and what not that has been tried so far. It is the program to improve the quality of our products and to

tell the world about them by advertising.

Advertising Wisconsin's dairy products without first being assured that the products were pure and wholesome would be a wasted effort. If the quality and uniformity of the products are assured, the consuming public will have confidence in our advertised products and will continue to use them in increasing quantities.

This method is not the easy, short cut way, but is the soundest method so far considered. It will require producer education, laws that force careless producers to make a better product or get out of the business. This workable plan doubtless will have the approval of every thinking farmer in Wisconsin.

MILK PRICE FIXING UPHELD "EVEN IF" WEAK FIRMS FAIL

(Continued from page 1)

wholesalers, assailing the milk control board's orders fixing the minimum price which the company might pay producers.

Sees No Analogy

The company raised the plea in its attack that it, like a public utility, was entitled to a "fair return" on its investment. The court held this was not true.

The decision was unanimous.

The court in an opinion by Justice Cardozo said:

"Much is made of a supposed analogy between the plight in which the appellant finds itself and that of public utilities subjected to maximum rates that do not yield a fair return. But the analogy, when scrutinized, is seen to be unreal. A public utility in such circumstances has no escape."

"If it is running its business with reasonable economy, it must break the law or bleed to death. But that is not the alternative offered where the law prescribes a minimum. An

outlet is then available to the regulated business, an outlet that presumably will be utilized whenever use becomes expedient."

Weaker May Fail

"If the price is not raised, the reason must be that efficient operators find that they can get along without a change. Either that must be so, or else, as was pointed out in opinion below, the industry will perish."

"The bill does not suggest that such a catastrophe is imminent. True, of course, it is that the weaker members of the group (the marginal operators or even others above the margin) may find themselves unable to keep pace with the stronger, but it is their comparative inefficiency, not tyrannical compulsion, that makes them laggard in the race."

"Dad, what is bankruptcy?"

"Bankruptcy, my son, is when you put your money in your hip pocket and let your creditors take your coat."

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Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes :

French Toast

3 eggs
1/2 teaspoon salt
2 tablespoons sugar

1 cup milk
6 slices stale bread

Beat eggs slightly, add the salt, sugar, and milk. Strain into a shallow dish, and soak the bread in it until it is soft. Cook on a hot, well-greased griddle or in a frying pan until it is brown on both sides. This is usually served with sugar or syrup.

Cheese Custard

1 cup grated or cubed cheese
1/2 cup cream
2 eggs slightly beaten
Salt and paprika

Place cheese and cream in a double boiler and heat slowly, stirring until smooth. Pour warm mixture over beaten egg yolks and add seasoning. Bake in custard cups, set in hot water, in a slow oven, 325 F., until firm and serve with jelly or preserves.

Sour Cream Salad Dressing

1 teaspoon mustard
1 teaspoon sugar
1/2 teaspoon salt
1 teaspoon flour
1/2 cup milk
1 egg

1 1/2 teaspoons butter
1/2 cup hot vinegar
1/2 cup sour cream

Combine dry ingredients in top part of a double boiler. Beat the egg, add the milk and stir into the dry ingredients gradually. Cook, stirring constantly, until the mixture coats the spoon. (Do not let the water boil in the bottom part of the double boiler.) Add the hot vinegar and butter and remove from the heat. Cool and add the sour cream.

CLASS 1 MILK PRICE LOWERED FOR TWIN CITIES AREA

(Continued from page 1)

actly the same as in the first 1933 license. The change in price of class 1 milk to producers is accompanied by provisions in the amendment which reduce the minimum resale prices to consumers accordingly.

Discussions concerning the advisability of lowering the class 1 price temporarily on the Twin Cities market have been conducted among the principal agencies on the market for several weeks. The price in the license of last spring was \$1.60 per 100 pounds for class 1 milk, and this was increased by an amendment effective August 15, which advanced the price to \$2. The difficult production conditions then in prospect

September Prices

BAUMAN DAIRY CO.

Fluid, per cent 42.67
Outdoor relief, per cent 26.42
Cream, per cent 5.47
Manufactured, per cent 25.44
Price \$1.86

GEHL DAIRY CO.

Fluid, per cent 44.72
Outdoor relief, per cent 1.62
Cream, per cent 20.49
Manufactured, per cent 33.17
Price \$1.67

WILKE DAIRY CO.

Fluid, per cent 37.00
Outdoor relief, per cent 6.30
Manufactured, per cent 27.50
Cream, per cent 19.20
Price \$1.72

because of severe drouth throughout the production area warranted the increase at that time. Since the higher price became effective, production has increased beyond normal expectations due to more rainfall in late summer and fall, which partly restored feed and forage in parts of the area. Inasmuch as consumption did not make corresponding gains and much of the surrounding production area is tributary to an intensive cheese factory and creamery zone, the pressure of competing milk at the \$2 price for class 1 milk in the Twin City market created a situation which made it inadvisable to retain that price for the present.

Subsequent conferences on the subject with producers and distributors were conducted by A. H. Lauterbach, chief of the dairy section of the Agricultural Adjustment Administration, at St. Paul and Minneapolis. After studying the local conditions as to supply and demand for milk on the local market and particularly the available quantity of milk in the adjacent production area for which a manufactured milk price is paid, Mr. Lauterbach recommended that the desire of the agencies on the market be temporarily made effective, with a reduction of 30 cents in the class 1 prices per 100 pounds until such time as conditions again warrant a return to the former figure which has prevailed since August 15. The flexibility of the license permits changes to be made in this way to meet practical needs under current supply and demand conditions.

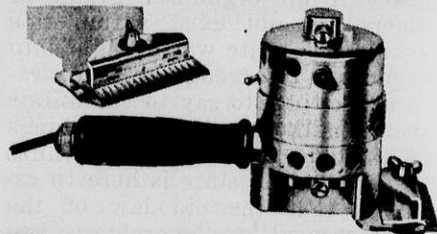
There are two classifications of milk under the minimum resale provisions of the license, that for milk testing 3.9 per cent butterfat or less and milk testing 4 per cent butterfat or more. In the amendment to the license, the minimum price schedule on 3.9 per cent milk is decreased from 8 cents per quart retail and 7 1/4 cents per quart wholesale to 7 cents per quart retail and 6 1/2 cents per

quart wholesale. On 4 per cent milk the minimum schedule in the amendment has been reduced from 9 cents retail and 8 1/4 cents wholesale per quart to 8 cents and 7 1/2 cents respectively.

MASTITIS INDEMNITY

The federal government will pay indemnity to farmers who slaughter cows affected with mastitis according to reports from Washington.

Congress appropriated several million dollars for disease eradication and part of that sum will be used to pay for cattle removed because of mastitis infection.



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All Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use. Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$18.50 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

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MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

December, 1934

Number 9

November and December Fluid Price, \$2.15

December Cream Milk Price 25 Cents Over Manufactured Price

The price of fluid milk for the month of November was agreed to on November 14th at \$2.15 per hundred pounds and cream milk at 35 cents over the price of manufactured milk. The department of agriculture and markets' auditors were still investigating the dealers' books to determine whether the claim made by the latter of not being able to pay a price of \$2.30 under present conditions, was true.

The buyers were anxious to know what they would have to pay for milk and with no assurance that definite information would be furnished by the department before December 1, the board of directors decided to make the best bargain possible for November milk.

The bargained price received the sanction of the department of agriculture and markets.

The conference on December's prices was held on November 26. The dealers talked for a price of \$2.10 for fluid milk, again claiming that they would not have money enough to pay the farmers. Finally it was agreed that the price of \$2.15 per hundred for fluid milk would not be changed. The price of cream milk was reduced to 25 cents per hundred over manufactured price. This reduction will not reduce the average or composite price more than 1½ cents per hundred and in the case of dealers who have a small percentage of cream sales, the reduction will amount to less than one cent per hundred on the composite price.

The Department of Agriculture and Markets decided on November 30th that the bargained price would be the ordered price for December.

The department of agriculture and markets did not send a representative to either of the November conferences.

19 New Supporters to the Milwaukee Co-op Producers

- Frank Kappen, Hales Corners, R. 1.
- John Kiesow, Hales Corners, R. 2.
- John H. Havill, Burlington, R. 1, Box 214.
- J. M. Christensen, Caledonia, R. 2.
- Geo. Strickler, Mukwonago, R. 2.
- Leo. Henningfeld, Waterford, R. 1.
- Frank Otte, Union Grove, R. 1.
- Mrs. L. B. Mayer, Fredonia.
- Theo. Lennartz, Cedarburg, R. 2.
- Earl L. Lander, Waukesha, R. 2.
- Krvin Koerber, Hales Corners, R. 2.
- Ed. Hetzel, Richfield, R. 1.
- Walter A. Groth, Cedarburg, R. 2.
- John Grasse, Fredonia.
- Katherine Cibik, Rockfield, R. 1, Box 44.
- Chester Wollenzien, Waukesha, R. 2.
- John Hanser, Hubertus, R. 1.
- Mr. Herman Lubner, Fredonia.
- Mr. John Schmahl, R. 1, Jackson

BUTTER MARKET UP

Ninety-two score butter in the Chicago market averaged almost twenty-nine cents as reported by the United States Department of Agriculture for November. This is the highest price since December, 1931, when the average price was a fraction over twenty-nine cents.

The storage holdings are less than half the amount reported a year ago. Cheese holdings are about the same as last year. Sales of butter have not been as good since the rise in price, some customers claiming that the price is too high, according to reports. Some foreign butter is said to be on the way to the Pacific Coast, in spite of our fourteen cents a pound tariff.

Our price for manufactured milk for November is \$1.17, the highest since October, 1931. Lower production and liberal purchases by the federal government for relief purposes are contributing factors in holding the butter market up.

LUICK COMPANY TO CLOSE HARTFORD PLANT

The Luick Dairy Company has announced that its Hartford plant will be closed on the 31st of this month.

The Hartford Condensery was purchased from Westphals by Luicks in 1929, to be used as a source of supply for the ice cream business and also to provide means for manufacturing the surplus Milwaukee milk.

A supply of 200,000 pounds per day is needed in order to make the plant a paying proposition and not having been able to procure that amount the plant had to be closed the company stated.

READ THIS:—

We enjoyed a visit the other day with a farmer who is producing cream for buttermaking. He is a progressive farmer and owns a good farm. In due time we reminded him of the effort being made to get better cream delivered to our creameries. "Well," he said, "I don't see why the state allows poor cream to be sold. If they would just shut down on the sale of such stuff that would put an end to it."

"All the other food products we sell must be good. We know we can't take rotten potatoes or tomatoes or eggs or anything else to market and get good money for them. So, what's the answer? We don't try to, that's all. I never did take a poor can of cream to the creamery because I don't believe in that sort of thing, but there are plenty who do. I've talked with some of them. They just laugh at the fellows who buy their poor stuff. They would get right fast enough if they had to."

Nothing new, perhaps, in what our farmer friend told us, but it is direct testimony which serves to emphasize what we have repeated in these columns over and over again. Deny a market to the farmer who produces milk or cream that is unfit for use as human food and he will stop producing it.—Editorial, National Butter and Cheese Journal.

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NOVEMBER PRICES

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Out. Relief 6.69	Out. Relief 7.53	Out. Relief 7.77	Out. Relief 1.33	Out. Relief 2.36
Cream Sales 15.36	Cream Sales 14.20	Cream Sales 9.89	Cream Sales 17.35	Cream Sales 23.54
Manufact'd 30.61	Manufact'd 29.96	Manufact'd 40.24	Manufact'd 32.77	Manufact'd 26.19
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MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHAS. F. DINEEN, *Managing Editor*

1633 N. Thirteenth St.

Phone Marq. 4432

MILWAUKEE, WIS.

Volume 7

DECEMBER, 1934

Number 9

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

Subscription.....\$1.00 Per Year

NATIONAL FEDERATION HOLDS ANNUAL MEETING

Delegates representing forty-one states attended the annual meeting of the National Co-operative Producers Federation at Syracuse, N. Y., on November 12, 13 and 14.

The federation has earned the "rainbow" title because of its decisive legislative victories, some twenty-eight pieces of major dairy legislation already owing either passage or vital defeat to the efforts of this organization, which acts as a clearing house in matters promoting the interests of dairy co-operative members.

Unlike previous years when attendance was composed notably and almost wholly of co-operative officials and delegated representatives, the convention for the first time attracted also vast numbers of the rank and file of the host organization in whose midst it was held, namely the powerful eastern Dairymen's League. The league has in the neighborhood of 50,000 members in New York and adjacent states.

The Federation, of which our organization is a charter member, comprises 53 associations marketing the dairy products of 350,000 farm families. The present value of their marketable dairy products is, according to a survey just completed by the Farm Credit Administration, placed at \$250,000,000.00 a year.

High points of this, the 18th annual session, included addresses by Marvin Jones, Texas, chairman of the Agricultural Committee in the House of Representatives, and Arthur H. Lauterbach, Chief of the Dairy Section in the Agricultural Adjustment Administration.

Mr. Jones discussed the Farm Credit Administration, stating that he was anxious to have the administration given all the powers that are now extended to the Federal Reserve. Securing practical working relationships between state and Federal milk control authorities was the keynote of Mr. Lauterbach's address and it met a ready response. The dairy chief said that he wanted the future to bring a more thorough degree of unity between the divisions of government and the co-operative associations of producers.

Among the more important resolutions passed by the Federation was one endorsing the Brandt Plan, which is a nation-wide program for handling agricultural surpluses.

SECRETARY HOLMAN TESTIFIES AT CODE HEARING

The National Recovery Administration has held a hearing on a proposed code for the fluid milk industry which includes a wage scale.

Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation of which our organization is a charter member, testified at the hearing. Mr. Holman's brief is printed elsewhere in this issue. He emphasizes the fact that when labor gets a greater share of the consumer's dollar the farmer gets less. Read the brief. Get acquainted with your business.

CANNED MILK MENACES FLUID SALES

The large condenseries continue to advertise canned milk in a very intelligent and telling way. An educational program designed to interest hospital authorities, doctors, nurses, parents and public health officials is doing much to sway sentiment for canned milk. Grocers offer three cans for seventeen cents in spite of the fact that the price paid producers has advanced due to a higher price for butter and cheese. No one believes that the canned milk people have a margin of profit at the present buying and resale price.

The large firms evidently wish to keep the resale price low in order to displace fluid milk in the homes of the consumer. It would seem that if the condenseries can continue to buy milk on a butter-cheese code, the resale price will be kept down. The result will be continued loss of fluid sales to relief agencies, homes and institutions. How can the fluid milk people hold their own against a well-advertised, well-promoted product offered at a much lower price? Shall the fluid price be lowered to a point

TESTING FOR BANG'S DISEASE IS EXTENSIVE IN MANY STATES

The testing of cattle for Bang's disease is now under way in practically all states, the U. S. Department of Agriculture reports. In combating this disease the Bureau of Animal Industry is co-operating with state officials through the aid of Federal emergency funds allocated by the Agricultural Adjustment Administration. In the four months of July, August, September and October a total of 232,185 cattle were tested of which 33,368, or about 14 per cent, were reactors and designated for removal and slaughter. Before the work started specialists of the department estimated that about 15 per cent of reactors would be found. The procedure in this work consists in taking blood samples which are subjected to an agglutination test at an approved laboratory.

States that have made most progress in the work during the four months are Virginia, Ohio, Minnesota and Wisconsin, in each of which more than 20,000 cattle were tested. The largest waiting list in any state at the end of October was in Minnesota where 360,000 cattle are listed for testing. In all states there was a total of 891,968 cattle on waiting lists on October 31.

"Although the progress thus far in the Bang's disease work is very encouraging," says Dr. A. E. Wight, in charge of the campaign for the Bureau of Animal Industry, "we feel that it is only a beginning. Judging from the size of the waiting lists and the preparations being made for testing in several states the number of cattle tested next month will be much larger." Details of the progress of testing for Bang's disease in the various states are to be made available to the public in a monthly statistical summary.—United States Department of Agriculture.

BUTTER SEIZED

Detroit Federal and state inspectors seized a large amount of cream and some 20,000 pounds of butter in Detroit, Mich. Low butterfat content and extraneous matter were given as reasons for the seizure.

that will bring back consumers that have already changed to can milk and hold those who are inclined to try out the cheaper product? Would a strongly financed advertising and promotion campaign for greater consumption of fluid milk do the job?

Something must be done and done soon.

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OTHER MARKETS

The Connecticut Milk Producers Association Bulletin, November issue, says:

"BUSINESS FOR BUYERS IS BUSINESS FOR US"

Are Your Friends and Relatives in Town Buying C.M.P.A. Milk?—
Tell Them Who Our Dealers Are

"Do you stop to think that every quart of fluid milk sales lost by a dealer who buys milk from our association hurts the income of association members?"

"Since the depression started our buyers have lost from 10 to 50 per cent of their fluid milk business."

"We need this business. We can do something to get it back."

"You have relatives or friends in town who are milk consumers. Do they buy association milk? Have you ever thought to ask them if they do? Tell them that when they buy from one of our distributors they help you and your neighbors who are members of the C.M.P.A."

The bulletin lists the names of 55 buyers of the association's milk who retail in 20 Connecticut cities and towns.

Comment on the competition which canned gives fluid milk is made as follows:

"It is apparent that sales of canned milk are being vigorously pushed in those areas where high milk prices prevail. In Connecticut we have seen canned milk retailed at four large cans for 23 cents."

A recent AAA announcement says that the price of class 1 milk in St. Louis has been reduced from \$2.35 to \$2.00 per hundred pounds f.o.b. distributors' plants.

The retail price of eleven cents per quart has not been changed. The reason given for the lower price is an ample supply of milk, substantially above last year.

New producers coming into the market must accept class 3 price for all of their milk for the first 90 days. A single blended price for all classifications instead of a base surplus price is also provided for in the amended license.

WE GET OURS FOR NOTHING— NOTHING—

Fred Astaire's good luck talisman is a dressing down he bought in Bridgeport, Conn.—College paper.

OCTOBER SET NEW HIGH MARK IN TB ERADICATION WORK

A new high mark in the eradication of bovine tuberculosis occurred during October, 1934, when 49,932 cattle that had reacted to the tuberculin test were designated for removal and slaughter. This is an all-time monthly record for the detection of tuberculous cattle. During the month 1,805,202 cattle were tested in the 48 states—more than for any month since systematic eradication began in 1917.

These results were made possible by Federal emergency funds, available both for operating expenses and for indemnity payments. Several states are taking advantage of the opportunity, thus provided, for completing testing at a much earlier date than would otherwise have been possible. The relatively high percentage of reactors, 2.8 per cent, is a result of concentration of testing in areas where infection is serious, according to Dr. A. E. Wight, in charge of tuberculosis-eradication work for the Bureau of Animal Industry.

The greatest number of cattle tested in any state during October was 260,791, in Minnesota. Other states active in October were New York with 209,078 cattle tested; Iowa with 186,871; Missouri with 119,691; and California with 53,570 cattle tested.

SAME TROUBLE EVERYWHERE

The following letter which appeared in the California Dairyman proves that other markets have the same trouble with unscrupulous distributors and non-co-operating farmers that we have:

The California Dairyman,
949 Maple Ave.,
Los Angeles, Calif.
Gentlemen:

We are getting reports from Washington showing that milk producers' prices in St. Paul, Minn., Minneapolis, Minn., Chicago, Ill., Davenport, Iowa, Rock Island, Ill., and several other areas have been reduced due to surplus production resulting from recent higher producer prices.

To prevent similar action in this territory it will be necessary for each and every producer to keep his production as low as possible. We do not want to lose the advantages of the higher price we have succeeded in getting up to the present time.

We all know there are some distributors in the Los Angeles area who are trying to break down our market by buying milk at lower prices than those paid by distribu-

tors who are complying with the license. One or two have been trying to ship into this area cheap milk from outside. Some of these same violating distributors are selling milk either directly or indirectly at cut prices. If these tactics continue the distributors who are trying to protect your milk market might be compelled to meet these cut prices and thus make it difficult to keep up the price you are now receiving for your milk.

We suggest that each producer help in the following manner:

1. Hold down your own production as much as possible.
2. Insist that distributors to whom you sell your milk comply with the license.
3. Report to the administrator the names of producers whom you know are not selling their milk according to the base and surplus plan.

(A producer who is selling his base milk to a distributor who is complying with the license, but is selling his surplus to a violator of the license, or at retail, is not delivering his milk according to the base and surplus plan.)

You will be helping the industry by reporting such producers to the administrator. We will not let anybody know who gives us this kind of information.

Although we have not made a 100 per cent success in our efforts so far, we do believe we are continually making some progress. A comparatively few distributors and producers are responsible for holding us back. Active co-operation of producers will do more than anything else to influence these people to help stabilize our market. Let us all pull together!

Yours truly,

H. C. DARGER,
Market Administrator.

THE CO-OPERATIVE WAY

The practical translation of ideals into successful practice presents a number of real problems. The transferring of theories into organization and operation and the development of human relations that are concerned with every business transaction attempted by a co-operative association offers testimony to the realism that faces the management of a business institution.

Effecting a given set-up with its financing, its personnel, its merchandising operation, and its practical control by boards of directors and employed officers brings out the homely fact that in actual operation

(Continued on page 8)

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MILK PRODUCTION TRENDS

The shortage of hay and grain makes the outlook for dairying unfavorable for the current feeding season. Prices of hay and grain are now higher in comparison with the price of butterfat than in any previous fall since the drought of 1911, and throughout the winter the price of feed is expected to continue unusually high in comparison with the prices of dairy products. After new grass and new grain are available next summer, dairymen should benefit for a year or more from a return to a more favorable relation of the price of dairy products to the price of grain.

A new level of milk production this winter is certain. Each month from November, 1933, through August, 1934, both total milk production and the quantity of dairy products manufactured have been below production in the same month of the previous year. Still lower levels of production are likely to continue rather low until the summer of 1936 at least, for until a new corn crop can be harvested the shortage of grain is expected to result in rather light feeding and in lower-than-average milk production per cow unless weather conditions or other factors are unusually favorable. The number of milk cows is now being rapidly reduced, fewer heifers are being raised, and the extensive drought damage suffered by pastures, meadows, and new seedings will tend to restrict expansion of dairying during 1935. The current shift toward having more of the cows freshen on pasture in the spring also decreased the prospects of heavy winter production a year hence.

Prices of dairy products are likely to average higher than during last

season until new feed crops are available, but the possibility of importing butter at prices very little above those now prevailing is expected to prevent any great increase in the price of butter and will tend to limit increases in the prices of other dairy products.

Milk cow numbers after increasing since 1929, are now decreasing and some further decrease is in prospect. Up to November 2 the government has purchased in the drought area some 7,072,000 head of cattle and calves. Many of these were milk cows. In addition, marketing of cows and heifers through usual channels have been heavy and are likely to continue heavy for some months. By late winter the number of milk cows is expected to be at least 4 per cent and possibly 5 or 6 per cent below the number last winter. Some further decline in the number of milk cows during the next year or two is likely unless the rate of culling is abnormally low, for the number of heifers, and heifer calves being raised for milking has been sharply reduced. As the price of milk cows is much lower in comparison with the prices of grain and hay than at this season in any of the last 23 years for which records are available, the number of dairy heifers saved is expected to continue low for another 8 or 10 months. Calves saved then would not come into production as cows until late in 1937 or early in 1938.

Thus far the removal of cows purchased by the government has not greatly affected total milk production. Most of the cows sold were dry or were producing little milk and so far their disposal appears to have been more than offset by the early sale of sucking calves.

The decrease in the number of milk cows on farms, the decrease in fall freshening, the acute scarcity and high price of grain feed, and the necessity of substituting straw and fodder for part of the usual hay ration all point to a material reduction in milk production this winter below production in the winter months of last year. However, in calculating the offset of the feed shortage on commercial deliveries of milk and cream this fall and winter, it must be remembered that, this season, calves will probably be wanted earlier than in any recent year. The quantity of butter made on farms has also been reduced during recent months owing to the very low price received for such butter as compared with the price received for butterfat.

Supplies of fluid milk and cream required for city use are likely to be maintained, and the offset of reduced total milk production will be felt principally in the case of manufactured dairy products. In the butterfat-producing area of the western corn belt a very low level of production during the late winter months seems inevitable and unless prices of dairy products rise materially many dairymen elsewhere will have difficulty in obtaining their usual supplies of feed.—United States Department of Agriculture, Bureau of Agricultural Economics.

AND FRAME IT

"Do you make life-size enlargements from snap-shots?" asked the girl.

"Certainly, miss," answered the photographer. "That's our specialty."

"Well," said the girl, "let's see what you can do with this picture of the Grand Canyon."—Vancouver Province.

When the Old Fence Fails

I have been using the Electric Fence and find it to do all that was claimed for it. It has the advantage of being cheap to build, easy to construct, and very effective.



I had a 42-inch woven wire fence with two barbed wires on top, and yet the horses were continually pushing the top wires down and lying on them to reach the trees on the other side. Since I attached the electricity to the top wire, there has been no further trouble.

A fence for cattle can be built for about 10 cents a rod that will be just as effective as a dollar a rod fence.

It costs about 4 cents a month for electricity at 3 cents a kilowatt.

Yours truly,

HARRY W. SLAKER, Route 1, Aurora, Ill.

The saving on the cost of erecting an exercising pen for your bull will pay for a Gengler Electric Fencer besides fencing the rest of your farm at no extra operating expense.

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STATEMENT OF CHARLES W. HOLMAN

At the Hearing on the Proposed Code of Labor Provisions For the Fluid Milk Industry By the National Recovery Administration

My name is Charles W. Holman and I am secretary of the National Co-operative Milk Producers Federation with offices at 1731 Eye Street, Northwest, Washington, D. C. Our organization is composed of 54 co-operative marketing associations engaged in the handling of milk and other dairy products throughout the United States. We have a combined farm membership in excess of 360,000 dairy farm families.

We are interested in the code here proposed from two standpoints:

1. The effect of this code upon co-operative marketing associations engaged in the processing and distribution of fluid milk which in their operations employ labor, and

2. The effect of this code upon co-operative milk bargaining associations which do not process or distribute their milk but sell it to regular distributors or dealers.

We are concerned over the possible effect of this code upon the dairy farmers of the United States and we are unwilling to accede to any proposal, the effect of which will further depress the present economic condition of the dairy farmer.

By the passage of the Agricultural Adjustment Act Congress has directed the administration to work as rapidly as possible towards restoring the condition of dairy farmers to a point where the milk which they sell will have the same purchasing power as the milk which they sold in pre-war, or 1909-1914 period. The Agricultural Adjustment Administration has been having considerable difficulty in achieving this much desired result in the milk industry, although many marketing agreements and licenses have been placed in effect. In no market is the farmer receiving the parity price which is the objective of the Agricultural Adjustment Act. In fact, last year farmers' net returns for their fluid milk and cream was 35 to 40 per cent less than they received in 1929. Further, the milk producer's share of the consumer's milk-dollar dropped from 42.41 per cent in 1929 to 32.46 per cent in 1933 (calculations based on B.A.E. statistics on class 1 milk prices and bureau of labor statistics on retail milk prices). No doubt this was caused in a large degree by the lack of consumers' purchasing power as the index of factory payrolls in September, 1934, was only 53 as com-

pared with an index of 100 in 1929, according to the department of labor statistics.

These figures should be considered in the light of figures released at this hearing by the International Association of Milk Dealers relative to labor's position in the milk industry in which the national association points out that employment in the industry is 98.8 per cent of the 1929 employment and that labor's share in the consumers' milk-dollar has increased from 21.9 per cent in 1929 to 29 per cent in 1933.

We desire to point out to the National Recovery Administration that it is our position that no code should be imposed upon the fluid milk industry, the effects of which will be to increase the burdens already carried by the dairy farmer.

I would like to analyze at this time the effect of some provisions of the proposed code and to point out to the National Recovery Administration the possibility of injury to the dairy farmer resulting from these provisions.

By and large the code provides for important increases in the wage scales of certain classes of labor in many of the markets of the United States. It also provides for shorter hours in nearly all of the markets on certain classes of labor. This will increase the cost of distribution.

It has been our observation based on the experience of many of our member associations throughout the United States that whenever costs are increased in the fluid milk industry such increases are eventually taken out of the price which is paid to the farmer.

In this connection it must be pointed out that those of our co-operative associations which are engaged in distributing fluid milk and which therefore pay the additional costs direct are forced immediately to take out of the net return to producers the amount of such increased costs. On the other hand, where our associations are merely selling milk to dealers, the dealers sometimes carry the burden for a short period or pass it on to the consumer if they can; but in these instances we have found that competitive conditions and adjustments in prices from time to time between the producers and the dealers usually result in the increased costs gradually being taken out of the price which is paid to the farmer by the dealer.

Of late years owing to the operations of co-operative marketing associations in many markets, dealer spreads have been reduced and these

(Continued on page 6)

INCREASE IN MILK CONSUMPTION WAITS ON BUSINESS RECOVERY

According to a report just released by Leland Spencer and H. R. Varney of the New York State College of Agriculture, a marked increase in the sales of fluid milk and cream may be expected as soon as improved business conditions and increased employment supply consumers with the necessary buying power.

From August, 1931, to July of this year, there was a continuous decline in the quantity of milk consumed in the New York metropolitan area. In July the consumption was about equal to that of the same month a year ago. The more favorable showing for that month was due to hot weather; the mean temperature at New York being considerably above normal for the month. In August, on the other hand, the mean temperature was considerably below normal and consumption of milk was the lowest for any August since 1923. It was seven per cent less than in August of 1933.

Cream consumption in July of this year was somewhat above that for the previous July. Except for April this year, this is the first time since February, 1932, that the consumption of cream has exceeded that of the corresponding month of the preceding year. This increase also is explained by the abnormally high temperature. Much of the cream is consumed in the form of ice cream. The sales of ice cream in July were reported to exceed those of July, 1933, by from 30 to 40 per cent. In August, with the mean temperature abnormally low, consumption of cream was the lowest of any August since 1921. However, it was only one point below that of August, 1933.

The rate of decrease in milk consumption began to diminish about a year ago when improving business conditions first made themselves felt in consumer incomes. Gradual exhaustion of savings by families still unemployed has been a factor in delaying the recovery in sales of milk and cream.

While the decline in consumption of milk and cream is a matter of serious concern to health officials, farmers and milk dealers, the fact that consumers have maintained their purchases of these commodities within eight per cent of the 1925-27 average indicates a very general appreciation of the value of milk as a food. In spite of the curtailment of income reflected by factory pay-

(Continued on page 8)

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STATEMENT OF CHARLES W. HOLMAN

(Continued from page 5)

spreads are being further reduced through the operations of the Agricultural Adjustment Administration and the various state milk control boards. In those cases, therefore, where the dealer's spread has been reduced to a point where he cannot possibly meet any increased costs out of his spread, he must of necessity obtain these increases either by raising the cost price to the consumer or lowering the price paid to the producer.

In view of the purchasing power of the public as mentioned above, (53 per cent of the 1929 level) and in view of the increasing competition which fluid milk is meeting from evaporated and condensed milk, it is difficult to raise the price to the consumer at this time. Consequently, any increases in operating costs must of necessity be taken out of prices paid to producers.

Along this same line I would like to point out the fact that nearly all of our co-operative marketing associations guarantee to their farmer members payment for milk sold by the associations to dealers. Many of the milk dealers to whom our associations are selling milk are in such bad financial condition that the associations are requiring daily payment for milk sold and in some cases even payment for individual shipments of milk f. o. b. dealers' plants or freight terminals. Increasing the costs of dealers who are in such bad financial straits will accentuate this situation. Should any failures or bankruptcies among dealers be occasioned by the increases provided by this code, we are fearful of the financial losses which would then accrue to our co-operative associations for milk already sold to such dealers.

Another substantial element involved in this proposed code is the competitive advantage which it may give to producer-distributors, chain stores and recalcitrant or chiseling dealers over complying wagon distributors. We believe that it will be impossible to enforce the provisions of this code against the 45,000 odd producer-distributors who are engaged in marketing at least 25 per cent of the fluid milk and cream consumed in the United States. These producer-distributors are selling milk in competition either with our co-operative marketing associations or with the dealers to whom our co-operative marketing associations are selling milk. If through non-enforcement a competitive ad-

vantage is granted to producer-distributors, it means that every quart of milk which they are able to sell by reason of this advantage results in a loss of a similar sale for the farmers who are marketing their milk through our co-operative associations.

In addition, if costs in the distribution of fluid milk by the complying wagon distribution system continue to mount the resultant differential in the price for which milk can be sold by the chain stores which operate under much less stringent wage and hour provision will cause a further shift in the distribution system of fluid milk from the wagon to the store. This point is of particular importance in our opinion to organized labor because if the system of distribution of milk is changed from the wagon to the store, the greatest loser in the long run will be labor.

Our experience under codes of fair competition and marketing agreements and licenses indicates that the reputable dealers meet the requirements of codes, agreements and licenses because of their standing in the community and feeling of moral responsibility to do so. On the other hand, certain recalcitrants or chisellers flagrantly violate codes, agreements and licenses and thereby obtain considerable advantage over the reputable dealers, breaking down the stability of our milk markets, reducing our co-operative association sales of fluid milk and depressing the price which our dairy farmers receive for their products.

Therefore, in a consideration of this code, we request, that the National Recovery Administration protect the interests of the dairy farmers of this country and permit no code to be promulgated which will place added burdens on the dairy farmers and retard their struggle toward the parity price status provided for in the Agricultural Adjustment Act.

MONKEY-MINDEDNESS

If you went to the World's Fair at Chicago this summer, you probably visited Frank Buck's exhibit of animals. In the middle of it was Monkey Mountain—an artificial mountain thirty or forty feet high, inhabited by about a hundred monkeys. It was surrounded by a moat or canal of water wide enough to keep the monkeys in and the humans out.

When a Fair visitor would throw a bag of peanuts over onto the side of Monkey Mountain, there was a grand scramble for it with all the monkeys crowding and grabbing and fighting to get some. The stronger monkeys knocked and pushed the weaker ones away and each one grabbed all he could get; and in the scuffle some of the peanuts were knocked off into the water.

It was the best example I have seen of "rugged individualism;" every monkey for himself and no co-operation for an equitable distribution.

I watched the monkeys on Monkey Mountain for nearly an hour, trying to detect some slight element of organization or plan. If there was any, I could not make it out. The only co-operation was when one monkey would go louse-hunting on his neighbor, and then the object seemed to be to get the louse rather than to relieve the other monkey.

The whole disorganized business looked like a hundred thousand milk producers each trying to grab the benefits of a fluid milk market, and cutting prices and trying to avoid taking care of his share of the burden of surplus.

Call it "survival of the fittest," or "rugged individualism," or anything you like; it still looks like just "money-mindedness."—C. A. Taylor, in Dairyman's League News.

Milk and Cream Cans

**Rebuilt
and
Retinned**



**RAPID-FLO
COTTON
FILTER DISCS**

WACHO MFG. COMPANY, 3048 W. Galena St., Milwaukee, Wis.

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Mr. Fletcher Says

One of the most tragic angles of the present milk situation in the Milwaukee market is the fact that a number of farmers are not receiving any pay for their product after having shipped it to a distributor.

These farmers in most cases were shipping to reliable outlets and were receiving their regular checks with a statement showing the classification of sales. They were approached by smooth, unscrupulous men who made glittering promises and probably because of financial distress were more easily misled.

Now, these farmers find themselves with several month's milk payments due them and no chance to collect.

Their former outlets are closed to them, not because the distributor or this organization bears them ill will, but because this new distributor has taken some of the old distributor's business away through unfair selling methods made possible by his unfair buying schemes.

In some cases because the state announced it was going to compel all distributors to pay for milk on time and in money, these misguided farmers had confidence in the new dealer. When the state fails to do real enforcing the farmers have a right to feel that they have been tricked into false security.

These conditions have had a decided effect in driving down our prices, because reliable distributors, large or small, have a right to believe that their competitors should be compelled to pay the same price and at the same time. If they do not the order is unfair in its results.

These conditions must be remedied or the farmers producing for this market will be better off with the state out of the picture.

Sometimes farmers shipping to co-operative retail marketing organizations are given the impression that this organization is antagonistic to their groups and that we do not wish to see farmers market their own products. That is about as far from the actual truth as it is possible to be.

Our organization is not interested in who sells the milk but we are interested in seeing fair competitive methods used in this market so that every farmer shipping may have an equal opportunity with his neighbor to sell his products for the highest price possible, consistent with the purchasing power of the consumer.

A farmer-owned retail organization that gets its business by fair competitive methods and efficiency can harm no market. If, however, that business is gained by unfair methods, a seeming temporary advantage will surely react to the disadvantage of all farmers in the market.

So sure am I that this is true and that unless there is maintained sound co-operative bargaining that I will offer a friendly challenge to any co-operative retail marketing agency to prove in open debate that it ever paid its farmers more of the consumers' dollar than legitimate competitors on any given purchase plan.

One of our co-operative friends in northern Wisconsin writes to say that he has cedar posts to offer to our members in car load lots at wholesale prices. Knowing the character of this party, we can assure any farmer who may be interested that if they wish to get in touch with him through our office that they will buy at a considerable advantage to themselves.

HIGHER RETAIL PRICE FORECAST

Department of agriculture and market officials are quoted in news dispatches as favoring higher resale prices of milk. No one acquainted with farm conditions and particularly with high feed costs will question a raise in resale price if the farmers get their rightful share and providing the canned milk price is raised.

It's all very well to say that the consumers can and will buy as much milk at a higher price. Perhaps they can but will they?

The farmers will not be better off with a higher price if the loss in sales offset the raise in price.

What is needed most is a higher price for canned milk.

BAUMANN DAIRY

	Pct.
Fluid Sales	38.33
Outdoor Relief	21.12
Cream Sales	4.65
Manufactured	35.90
Average Price \$1.76	

GEHL DAIRY CO.

	Pct.
Fluid Sales	48.05
Outdoor Relief	1.81
Cream Sales	24.45
Manufactured	25.69
Average Price \$1.75	

WILKE DAIRY

	Pct.
Fluid Sales	38.75
Outdoor Relief	13.78
Cream Sales	23.09
Manufactured	24.38
Average Price \$1.75	

WANT DEPARTMENT

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

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

REMITTANCE MUST ACCOMPANY ORDER.

MILKING MACHINE RUBBER

For All Makes of Milkers
At Nearly Half Price



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

RITE-WAY PRODUCTS CO.,

Dept. C, 4009 N. Tripp Avenue, Chicago

FOR SALE—Baled Softwood Shavings for bedding. Chicago Wood By-Products, 2525 W. Cermak Road, Chicago, Ill. Telephone: Lawndale 3121.

MERRY CHRISTMAS—Get your new De Laval separator and milker now. Capacities to suit your needs—150 lbs. per hour to 15,000. Whey and milk power separators. Also a few good rebuilt separators on hand. Priced right. Also oil and supplies for separators and milkers. See or write: De Laval Sales Agency, J. R. Williams, 239 East Avenue South, Waukesha, Wis. Telephone: 604J.

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BADGER STATE BANK

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BRICK, LIMBURGER AND AMERICAN CHEESE AVAILABLE AT THIS OFFICE AT COST PRICE

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes

Scalloped Parsnips (Serves 4)

6 or 7 medium-sized parsnips
3 tablespoons butter
2 tablespoons flour
1 cup rich milk
Buttered bread crumbs

Scrub parsnips clean. Cook until tender in lightly salted water—20 to 30 minutes will be enough for medium-sized ones. Drain. Scrape off the outer skin. Split the parsnips lengthwise. Pull out the woody cores. Place the parsnips in a shallow baking dish. Cover them with a white sauce made with butter, flour and milk. Cover the top with bread crumbs which have been mixed with melted butter. Bake in a moderate oven until the parsnips are thoroughly heated and the buttered crumbs are golden brown.

Baked Cheese and Macaroni (Serves 6)

2 cups macaroni broken into small pieces.
4 tablespoons flour
4 tablespoons butter
2 cups milk
 $\frac{3}{4}$ pound American cheese
1 teaspoon salt

Cook the macaroni in 2 quarts of boiling salted water until tender. Drain in a strainer and pour cold water over it to prevent the pieces from sticking together. Make a sauce with the flour, butter, milk, and salt. Grate or cut the cheese into the sauce, reserving a little to grate over the top of the dish.

Place the macaroni in a buttered baking dish in alternate layers with the cheese sauce. Scatter the extra grated cheese over the top with buttered bread crumbs. Bake until the sauce and macaroni are hot through and the crumbs are brown.

Chocolate Souffle (Serves 6)

$\frac{1}{2}$ cup sugar
 $\frac{1}{2}$ cup fine stale bread crumbs
1 tablespoon flour
1 $\frac{1}{2}$ squares unsweetened chocolate
1 tablespoon butter
 $\frac{1}{4}$ teaspoon salt
 $\frac{3}{4}$ cup milk
4 eggs
 $\frac{1}{2}$ teaspoon vanilla

Mix the flour and butter, add the milk, and stir over heat until thickened. Melt the chocolate over steam, and add to the cream sauce, with the salt, bread crumbs, sugar, and well beaten egg yolks. Beat well. Fold in the well beaten whites of the eggs. Pour into a greased pudding dish and bake in a moderate oven (325 F.) for 1 hour, or until well set in the middle. Serve hot with hard sauce.

MORE RELIEF

Mr. and Mrs. Walter B— are glad to announce the departure of James G— and Nesson M— who have been visiting at their home since Monday.—New Cumberland (W. Va.) Paper.

IT'S THE GROUP THAT COUNTS NOW

There was a time many years ago when the farmer was the lord of his own domain and, of necessity, ran his own business. That was in the day when the pioneer settler carried his rifle in one hand while he held the plow with the other; when practically everything the farm family used was manufactured by their own hands from the products of the farm; when the small amounts they produced above what they needed for their own use could be exchanged in the nearby village for a few articles which they must purchase; when abundant crops meant prosperity and plenty, instead of poverty; when we plowed with oxen and reaped with the cradle.

But how different is the situation that confronts the farmer of today. The portion of his production that is used at home is now only a fraction of the total. He is producing large quantities of grain and countless other products that must seek a market usually several thousand miles away. Farming is a commercial industry in which the individual is only a small unit.

We are living in an age in which no producer, be he farmer or manufacturer, is a law unto himself; an age in which it is an economic impossibility for an individual, regardless of his intelligence or his resources, to operate in any basic industry and run his own business in the sense in which that term is commonly used; an age in which the only way a farmer can run his own business is to join hands with his

THE CO-OPERATIVE WAY

(Continued from page 3.)

a co-operative is no different than any private business enterprise. It is subjected to the same frailties of human nature and to the same uncertainties of human behavior as should be expected from the officers and leaders charged with the responsibility of making any business succeed.

There is no magic in the co-operative business formula and so far no supermen have appeared who have been able to change the fundamental rules of ordinary business procedure. The very acts of organizing, electing a board of directors, choosing a manager and developing the human relation between the manager and his board, his membership and his essential business and trade contacts, offer very real problems requiring the highest type of executive ability.

F. W. PECK,

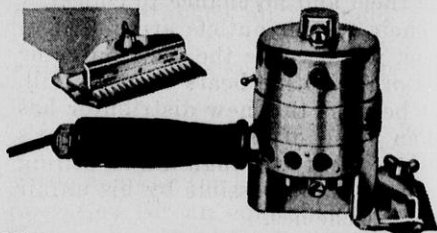
Co-operative Bank Commissioner.

neighbor farmers in a co-operative that has the facilities to take his products to the consuming market, and through the strength that lies in combined effort and large volume, is able to protect his interests.—Covell.

INCREASE IN MILK CONSUMPTION WAITS ON BUSINESS RECOVERY

(Continued from page 5)

rolls which are still only about 55 per cent of those for 1925-27, consumption of milk in August was 94 per cent and of cream, which is more of a luxury, 88 per cent of the corresponding month for the period 1925-27.



Keep Your Herd in Trim

EASIER—FASTER—with the
**New ANDIS
Electric Clipper**

Approved by Leading Producers
All Over the Country

This new machine beats all for ease of handling and fast clipping. One man clips udders and flanks of 8 to 12 cows in an hour, or one cow complete, in an hour. A one-man, one-hand machine that works without pulling or choking, as fast as you can feed it. Clipper works in any position—clips every part clean.

Differs from others in having motor, shear plate and handle all in one well balanced unit. Weight only 3 lbs. No trolleys, stands or twisting cables. Hardened steel roller bearing tension plate saves blades and current. Less sharpening needed, and fewer replacements. This is a big improvement. Handy switch close to handle. Furnished with 20-foot, 3-strand cord and ground clamp to prevent shocks. Operates from any light socket. Models for 110 A. C. or D. C. 220 volts, 32 volts, 9 volts and 6 volts for Battery use. Andis Animal Clippers are guaranteed against defects for one year from date of purchase. Only \$18.50 complete. Order from your dealer or send us \$2.00 down payment. Balance C. O. D. Specify voltage. Satisfaction guaranteed.

ANDIS CLIPPER CO.
1640 Layard Ave. RACINE, WIS.
Makers of High Grade Electric Clippers

MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

January, 1935

Number 10

January Fluid Milk and Cream Prices Same as December

The Board of Directors and the distributors met on December 26 and agreed that no change should be made in prices at this time. Milk sales are slow at ten cents and would be lessened by a price of eleven cents per quart.

All the buyers claim that no more can be paid for fluid milk with a resale price of ten cents. We do know that many buyers have not yet paid for November milk and of course some of them owe for a much longer period.

Then we have one large distributor who claims that his is a co-operative set up and that he pays what he can. From reports received from some of the farmers who have delivered to that concern he evidently can pay nothing most of the time.

ANNUAL MEETING ON JANUARY 22

Our organization will hold its nineteenth annual meeting at the Milwaukee Auditorium on Tuesday, January 22, at 10:00 A. M.

Directors, whose terms expire, are A. C. Kiekhaefer, Ozaukee County; Ambrose Wiedmeyer, Washington County; Fred Klussendorf, Waukesha County, and Charles Miller, Milwaukee County.

Mr. John Brandt, president of Land O' Lakes Creameries, Inc., has been invited to speak and has tentatively accepted. Mr. Brandt is a very busy man, but we hope he will find it possible to be with us.

Only producers of milk for this market who own a share of stock and are paying dues and those who have signed marketing agreements are entitled to attend this meeting and vote on all questions that may properly come before it.

Other producers are invited to be our guests.

26 New Supporters to the Milwaukee Co-op Producers

- Martin Hilgendorf Estate, Thiensville
- Harvey Schlaefer, Germantown, R. 1
- Edward Schlaefer, Germantown, R. 1
- Maurice Ryan, Colgate
- Adam Ebling, Richfield
- Clarence Harder, Menomonee Falls
- Arthur Schmitz, Menomonee Falls
- Chas. Heidtmann, Lannon
- W. G. Heidtmann, Lannon, Box 91
- Harder & Kleist, Waukesha, R. 6, Box 186
- Edward Gebhard, Germantown
- Mrs. Dennis McCarthy, Sussex, R. 1
- J. W. Killips, Waukesha, R. 3
- Clarence Stageman, Fredonia, R. 2
- George Haass, Hartland
- Ben Koeferl, Colgate
- Earl Rowe, Hartland, R. 1
- John Schmahl, Jackson, R. 1
- Stephen Pohl, Cedarburg, R. 1, Box 146
- W. E. Lurvey, Dousman, R. 1
- Arthur Kurtz, Saukville
- Henry Mueller, Port Washington, R. 1
- Andrew H. Noller, Colgate
- Gustav Findling, Hartford, R. 2
- Mrs. Anna Loosen, Richfield, R. 1
- Ben Loosen, Hartford, R. 2, Box 56

NATIONAL DAIRY SHOW TO BE HELD IN 1935

Unanimous approval of plans for re-establishing the National Dairy Show beginning in 1935 was given at the annual meeting of the organization in Chicago December 5. In the largest and most enthusiastic gathering of dairy members in several years it was agreed that the show, the "court of last resort" for dairy cattle breeders and the national arena for Four-H Clubs, future farmers of America and collegiate judging contests, should be put into service again.

At the latest show, that in St. (Continued on page 5)

OTHER MARKETS

Chicago Pure Milk Association is advocating a resale price of 11 cents per quart and \$2.25 per hundred to the producers. Chicago milk is now 10 cents per quart and the farmer receives \$2.00 per hundred for that percentage of his base which is sold in fluid channels.

* * *

Michigan Milk Messenger in its December issue reports as follows:

Notice from Washington states the Detroit milk license is amended as of December 6, reducing the price for Class 1 sales from \$2.40 back to \$2.25.

Every argument was carried by the Association Committee to Chief Lauterbach and his aides in the Dairy Division of the A.A.A. They were told the feed emergency had merely been postponed; that business failure is just as threatening and just as serious to farmers as to others; that dairymen cannot continue under a disproportionate high feed cost level and a low milk price level.

These points were not denied by federal officials. The real difficulty is an admitted lack of teeth to compel enforcement of license provisions. Action must languish pending rulings by the U. S. Supreme Court. This creates a situation where the price provisions are vitally only those which might be secured through bargaining without the license.

The license, however, merits mutual co-operation from producers and dealers alike for its service in bringing uniform and equalized methods of settlement to the market.

It is generally believed there will develop a marked shrinkage in milk production before winter feeding has proceeded far. A touch of serious threat to the supply will force attention to price in both the fluid and manufacturing fields.

DECEMBER PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		GOLDEN RULE DAIRY	
	Pct. Price		Pct. Price		Pct. Price		Pct. Price		Pct. Price
Fluid	47.81 \$2.15	Fluid	50.77 \$2.15	Fluid	45.25 \$2.15	Fluid	45.93 \$2.15	Fluid	46.24 \$2.15
Out. Relief.	7.85 1.92	Out. Relief.	8.98 1.92	Out. Relief.	9.52 1.92	Out. Relief.	1.57 1.92	Out. Relief.	2.48 1.92
Cream	16.23 1.43	Cream	15.48 1.43	Cream	11.13 1.43	Cream	17.31 1.43	Cream	23.91 1.43
Manu'd	28.11 1.18	Manu'd	24.77 1.18	Manu'd	34.10 1.18	Manu'd	35.19 1.18	Manu'd	27.37 1.18
Average Price \$1.74		Average price \$1.77		Average Price \$1.71		Average Price \$1.68		Average Price \$1.70	

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHAS. F. DINEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 7 JANUARY, 1935 Number 10

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

Subscription.....\$1.00 Per Year

PRICES

(Guest Editorial Reprinted
From Pure Milk)

On November 1 the Secretary of Agriculture reduced the Class 1 price to producers supplying the Chicago Sales Area 25 cents per hundredweight and the Class 2 price was reduced 2 cents per pound butterfat.

For months, distribution in the Sales Area has been in a chaotic condition. Cash and Carry sales through stores led by Meadowmoor and other similar dairies have fluctuated considerably. Some such dairies have gone broke and owe producers, not members of the Pure Milk Association, large sums of money for milk purchased. Others have continued to operate with varying success. Legitimate distributors have more or less met this store competition with cut prices, which although not official are certainly well established in the market.

Distributors generally complain that they are losing money and cannot meet their bills in full, nor can they raise the price of milk to 11 cents without seriously curtailing sales. They say they cannot advance producer prices from present levels without placing the chiseling dairies, who underbuy, at a distinct advantage. In other words, approximately 10 per cent of the great Chicago milk market is determining the price. The Association has been charged as being a monopoly. Distributors have been charged with conspiracy and monopoly. Various other charges float around from time to time, yet it is a known fact that

10 per cent of the market can absolutely rule it.

Approximately five hundred producers supplying cut-rate distributors at cut-rate prices prevent prices somewhere which afford a living wage for the other thousands of producers who regularly supply this market with high quality milk. Cut-rate distributors paying starvation prices for milk, often not paying at all, prevent regular distributors from selling their milk at prices that will permit maintaining proper quality, a fair price to producers, and a fair Union wage.

This has been going on for nearly two years. Something must be done and done immediately. Producers buying feed must receive a price that will permit them to pay for the feed and meet their other current expenses.

No one has come forth with a program. We are proposing a program displayed on the front page of this issue*, which we realize may not solve the problem, but is at least a program, and will come more nearly to solving the problem than to cut producers' prices further in order to give dealers additional margin. But it still leaves unsolved the problem of distribution.

* * *

* Editor's note referred to in this article is reprinted on another page of this issue.

SIXTY-DAY LIMIT BECAUSE OF BANG LOSSES

Some producers have suffered serious losses through Bang testing, in some cases the entire herd was removed.

Inquiries from producers regarding the length of time they may stay out of the market and still hold their places as shippers led the board to rule that shipping must be resumed in sixty days. This does not mean that the entire herd need be replaced but delivery of a reasonable amount of milk, not less than fifty pounds per day, must be resumed within sixty days.

We are informed by the Federal Inspector that indemnity checks for Bang reactors should be received in from thirty to sixty days, some coming through in less than thirty days. A producer who quit shipping because of loss of his herd should notify this office before he resumes as a re-inspection of the herd and premises is required by the buyers.

BUTTER AND CHEESE MARKETS FIRM

Butter markets continue steady and demands good. On January 4, 1934, Chicago 92-score butter was \$.1725 per pound as reported by the United States Government.

On the same day this year, the price was \$.3150 per pound, or an increase of \$.1425 per pound over last year. If butter values in foreign markets improve, there will be little butter imported, which would insure higher prices for United States dairymen.

Cheese prices have improved but still lag behind butter due to a heavy storage supply.

The markets are feeling the effect of last summer's drouth. Government purchases of butter and cheese for relief use has also helped prices.

PROTECT MILK FROM FREEZING

Frozen milk, besides being objectionable from a quality and sales standpoint, has been the cause of enormous losses to dairymen, because of the effect upon butterfat test. Freezing takes place first around the neck of the can. Then, during transit to the receiving station, the motion of the truck or wagon will cause the cream to spread over the sides of neck and cover where it freezes in a thick layer. After the cream becomes frozen it is impossible to again bring about a uniform mixture. So the test sample shows low butterfat content.

OUR ADVERTISERS

Attention is called to the advertisements carried by this paper. We do not attempt to get many ads and only accept those which we believe are from reliable people.

As an example we have done business with the Badger State Bank for many years and have found its service very satisfactory.

The Wacho Mfg. Company rebuild and retin milk cans and give prompt service.

Andis Clipper Co., Racine, makes clipping machines that are practical and reasonably priced.

Gengler Electric Fence unit is used by many of our members and we have yet to hear of a dissatisfied purchaser.

Rite-Way Products Co. and Chicago Wood Products are consistent users of our columns.

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"CORN STALK DISEASE" SERIOUS

Reports of serious losses of horses and, to a lesser extent of cattle, in several mid-western states have been coming to the U. S. Department of Agriculture since early in November. In most cases, the animals have been pastured on corn stalks or have been fed on corn fodder or on the grain itself. The severity of the situation is indicated by the occurrence of more than a thousand cases of "corn stalk disease" in a single state. Several states are involved. It has been estimated that 60 per cent of the animals die.

There is no known specific medicinal or other treatment for corn stalk disease and the promiscuous use of various home remedies is unwise. Reports received from veterinarians indicate that some of them have had good results by giving the usual treatments for the symptoms shown by the individual animal. Whenever possible a veterinarian should be called. Farmers should feed their horses as good quality feed as the circumstances permit, but should keep in mind that immature, stunted, wormy, mouldy or other inferior corn is potentially dangerous.

For many years, veterinarians and livestock men have observed that—particularly in certain years when the corn crop has been inferior—the turning of stock into the corn fields in the late fall and winter resulted in the occurrence of an acute and highly fatal disease. Immature stunted, improperly cured, frozen, mouldy, or otherwise inferior corn or corn fodder has been believed to be directly responsible for the trouble.

The exact nature of the substance presumably a part of the feed is not known, but it has commonly been considered to be of a poisonous rather than an infectious nature. In some former outbreaks in cattle, the malady has occurred in a form suggesting hemorrhagic septicemia, an infectious disease, and in some of this year's cases the germ of that disease has been found. The affection as it has occurred in horses is somewhat suggestive of the specific infectious brain disease now known as encephalomyelitis. Investigations are now in progress in an endeavor to determine whether such a factor may be involved.

In some instances animals die suddenly without showing evidence of illness. In other cases there are symptoms indicative of a brain disturbance. The animal may be highly nervous, plunging and stumbling

about, finally falling, after which death usually follows. In some sections, the mortality has been unusually high.—United States Department of Agriculture.

ANNOUNCES PROCEDURE FOR CONTROLLING BOVINE MASTITIS

Owners of cattle affected with mastitis, a disease of the milk glands, may take advantage of federal emergency funds for combating the disease through the assistance of the U. S. Department of Agriculture. This work is authorized by a new regulation designated as B.A.I. Order 351, made effective January 2 1935. The order, which will be administered by the Bureau of Animal Industry and co-operating state and local sanitary officials, provides that any owner may apply for the examination of his herd by an accredited veterinarian representing the bureau or state. Cows that show marked physical evidence of mastitis will then be removed and slaughtered and indemnities paid to the owner according to the appraised value.

Funds amounting to \$800,000 for conducting this work and for the payment of indemnities have been allotted by the Agricultural Adjustment Administration out of money made available by the La Follette amendment to the Jones-Connally act. Similar emergency work was begun during the summer with bovine tuberculosis and Bang's disease of cattle and the new order will extend the disease-control work to another cattle disease that is the source of heavy losses to dairymen.

Indemnities on Same Basis as TB Eradication

The payment of indemnities for cows eliminated from a herd are to be made on the same basis as for tuberculosis and Bang's disease. The indemnity for a grade cow shall not exceed \$20 and for a registered purebred \$50; the owner also receives the salvage for each animal slaughtered. Animals on which indemnities are to be paid must be marketed for slaughter within a period of 30 days after the date of appraisal. Mastitis control may be conducted only in herds which are under state and federal supervision for tuberculosis and Bang's disease, or where the owner agrees to carry on such work.

In addition to aiding herd owners in eliminating any animals found to be badly infected with mastitis the department also offers suggestions

for controlling the spread of infection by a special program of management. Such a program consists in detection of infected animals by a qualified veterinarian and the use of the following sanitary measures.

When each animal in a herd has been examined and the condition of the udder determined, the animals with marked cases of mastitis should be removed from the herd and slaughtered. They are of little value and are the chief source of infection. They will be paid for as provided above. The herd owner should then divide the remaining animals into three groups, the healthy cows in one, those which are suspected of having the disease in another, and, finally animals which have slight cases of mastitis in the third group. He should then take precautions to keep the disease under control.

Sanitary Procedures Prevent Spread of Infection

Before milking, all udders should be thoroughly cleaned and washed in a suitable chlorine solution of a strength to kill mastitis germs. The healthy cows should be stabled separately from the others if possible and milked before either of the other groups. The cows known to have the disease should always be milked last. The milker should take special precaution to wash his hands in warm soapy water or chlorine solution and dry them before milking the next animal. If a milking machine is used, the teat cups should be rinsed in a chlorine solution before each cow is milked. After milking, the teats of each cow should be dipped in a chlorine solution to disinfect the ends and any milk that remains on them. Between milkings the milking machine should be thoroughly cleaned and disinfected.

If these suggestions are strictly followed, there should be no further spread of the disease to the healthy animals. Also there should be a reduction in the severity of the disease in the affected group. The detailed procedure for controlling bovine mastitis is published and may be obtained, on request, from the Bureau of Animal Industry, U. S. Department of Agriculture.

DIRTY DIG

Sally: "It must be three years since I saw you. I hardly knew you—you have aged so."

Sarah: "Well, I wouldn't have known you, either, except for the dress."

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NATURE MAKES DROUTH; MAN MAKES IT WORSE

Man can neither stop the rain from raining nor coax showers from an unwilling sky, according to J. B. Kincer of the weather bureau. His, however, is the responsibility for some of the serious effects of last year's drouth, Mr. Kincer said today before the American Meteorological Society meeting in Pittsburgh. Cultivating land that never should have been put under the plow and close grazing of range lands paved the way for excessive soil erosion and severe dust storms when lack of moisture made huge tracts of ground dry and powdery. This situation, climatologists believe, can be improved by restoring to the denuded land its native vegetation or by any device that will diminish the surface velocity of the wind and conserve moisture.

Expansion of the cultivated area was not to blame for lack of rainfall last summer, however. In fact, Mr. Kincer says, in the early part of the century many people attributed the abundance of moisture in the great plains states to the sod breaking now in disrepute as a cause of drouth. From 1900 to 1915, after an enormous increase in the feeding of small grains, many of the dryer parts of the west had more than normal precipitation. Nebraska, for example, had an accumulation of more than 20 inches above normal. But from January to August, 1934, Nebraska's rainfall was down to half the normal.

Nor, Mr. Kincer continues, has the drainage of small lakes, ponds, and marshes any appreciable effect on precipitation. Getting enough moisture into the air is less than half the rain making operation. There is

nearly always enough moisture in it to produce substantial rains, if the other part of the operation—getting the moisture out—is in good working order.

For instance, in July the air in southern California contains as much moisture as that of central New England. Yet New England averages 100 times as much rain as southern California in midsummer. Minnesota, though dotted with small lakes, has an annual precipitation 25 per cent less than Iowa, hard by, with only a few lakes. More specifically, April, 1934, brought above normal rains in western Arkansas, while July brought only 4 per cent of normal. Nevertheless, Arkansas actually had 86 per cent more atmospheric moisture in July than in April.

Many more examples might be cited, Mr. Kincer says, to show that precipitation is halted by the failure of the second, rather than the first, phase of the rain making process. To effect this second phase, Nature condenses moisture out of the atmosphere by air mass movements—an operation on a scale far too vast for man to emulate. Air from two main sources—the poles and the tropics—moves over the earth's surface in mass formation. Masses of polar origin are dense, heavy, and relatively cold; those of tropical origin are comparatively warm and light. When an air mass of tropical origin, moving northward, comes in contact with a polar mass, being lighter it naturally flows up over the opposing dense air, just as it would flow up the side of a mountain that might be in its path. As it rises it expands, thus being cooled down to a point where it gives up its moisture.

Last summer, Mr. Kincer points

out, no dense, cool polar air masses moved down from the north until the middle of August. Then a more normal movement there began. This, in conjunction with more favorable air circulation farther south, brought drouth-relieving showers over the interior states.

ARGENTINA CONSIDERS EXPORT OF ALFALFA MEAL TO U. S.

Drouth reduction of feedstuff crops in the United States has aroused interest in Argentina recently in the possibility of exporting alfalfa meal to the American market, according to a report to the Bureau of Agricultural Economics, from Assistant Agricultural Commissioner C. L. Luedtke in Buenos Aires. Argentine exporters think alfalfa meal can be shipped to the United States advantageously because of the relatively low freight rates on meal as compared with rates on hay.

Alfalfa meal has been fed to livestock in Argentina for many years. It is usually mixed with molasses and ground corn or oats for feeding to draft animals and pure-bred livestock. It has been only recently, however, that interest has developed in the export market. During the ten months ended October 31, 1934, export shipments of alfalfa meal, mainly to northern Europe, totaled 8,000 short tons, with an average export value of \$15.40 per ton. Local shippers believe exports can be increased substantially.

HE'LL NEVER LEARN

"What's the matter up at Tom's house?"

"They're taking 'im away in the ambulance for beatin' 'is missus."—Pearson's Weekly (London).

Gengler Electric Livestock Fencers Reduce Fencing Cost 80%

The Gengler Electric Fencing Unit will change your crop and fencing program this year. The unit is sold on a 30 day money back guarantee. Convince yourself by trying the unit before investing in fencing. Read the letter from a New York user.



Fairport, New York, Oct. 1, 1934.

Gentlemen:

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

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

Very truly yours,

RICHARD E. WILLIAMS.

E. J. GENGLER MFG. CO.

STATION F

Phone Hilltop 9526-J-4

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OLD H-31 HAS EATEN HER WAY TO FAME IN DAIRY ANNALS

Newspapers frequently report the achievements of scientists who devote a life-time to public service. The U. S. Department of Agriculture reports the lifetime record of one of Uncle Sam's dairy cows whose valuable service to science seems worthy of recognition.

Although this particular cow is registered in the Holstein-Friesian Herd Book as Duchess Colantha Helen 844640, indicating her "royal" birth, she is known simply as "H-31," at the Huntly (Mont.) station. She has spent all her 12 years eating, producing, and reproducing according to rules and regulations laid down by the Bureau of Dairy Industry, and every detail has been recorded and studied in the interest of better feeding, breeding and management.

The career of H-31 is about over, according to J. R. Dawson who looks after the bureau's experimental work at the various field stations.

"She will soon be disposed of as being too old for further experimental purposes," he says. "Cows have produced more milk and butterfat than 'Old H-31' but it is doubtful if there is another cow that has furnished as much valuable experimental information and at the same time produced and reproduced so consistently and economically.

"From the time of her first freshening, H-31 has been fed, along with a number of her sisters, in a series of feeding experiments designed to determine comparative milk and butterfat production on different planes of feeding, particularly to determine the difference between a ration of roughage alone and rations of roughage with varying quantities of grain.

"H-31 relished good hay and roughage from the start, and was fed liberal amounts in an effort to develop her roughage-consuming ability. At 10 months of age, when grain feeding was discontinued, she was eating 20 pounds of hay a day; and from then until a short time before her first calving at 2 years 7 months, she was fed almost wholly on roughage alone—alfalfa hay and silage. This system of feeding resulted in excellent growth. She weighed 1,012 pounds at 2 years.

"During her first two lactation periods H-31 was fed approximately 1 pound of grain to each 6 pounds of milk produced, all the alfalfa hay and silage she wanted, and pasture during the summer. She produced

an average of 13,608 pounds of milk and 451 pounds of fat for the 2 lactation periods.

"During her third lactation she was fed roughage alone but no grain. She produced 15,693 pounds of milk and 532 pounds of butterfat, a remarkable production on this type of feeding. She consumed 7,858 pounds of alfalfa hay, 13,534 pounds of silage and 940 pounds of sugar beets and was on pasture for 104 days.

"During her fourth lactation period, started at 6 years 2 months of age, grain was fed at the approximate rate of 1 pound to each 3 pounds of milk produced in addition to all the alfalfa hay and silage she would consume. She consumed approximately 2¼ tons of grain, 3.9 tons of hay and 4.4 tons of silage. Her production was only 984 pounds of milk and 28 pounds of butterfat more than in the preceding lactation period when she was fed roughage alone.

"During the fifth and sixth lactation periods H-31 received no feed other than alfalfa hay. Her production was remarkably uniform, averaging 418 pounds of butterfat for the 2 years. She consumed a little more than 8 tons of alfalfa for each of these two years, or 44 pounds per day—more than enough to meet her nutrient requirements.

"In her seventh lactation, started at 9 years 7 months of age, H-31 was again on full-grain feeding but produced only 499 pounds of butterfat compared to her record of 560 pounds on her first full-grain ration as a 6-year old. Her lower production was perhaps due to her advanced age.

"Experiments at the Huntley station indicate that pasture grasses cut at early stages of maturity and made into hay or silage have a higher protein content and greater value for milk production than grass cut at the usual mature stage. H-31 for her eighth lactation period, starting when she was 10 years 10 months old, was fed solely on pasture-grass hay, cut early. Her production for the 365 days was 11,640 pounds of milk and 417 pounds of butterfat, which, considering her age, compared favorably with her records on alfalfa.

"A summary shows that in 12 years H-31 has consumed 262 pounds of whole milk, 4,936 pounds of skim milk, 17,102 pounds of grain, 95,577 pounds of hay (largely alfalfa), 63,547 pounds of corn silage, 2,175 pounds of roots, and was on pasture 693 cow-days. She has produced a

A PROGRAM FOR THE CHICAGO SALES AREA

A—Resale Prices

1. Advance retail to 11 cents; wholesale to stores 9 cents.
2. Advance retail out of stores to 9½ cents, 10 cents or 11 cents.

B—Proposed Producer Prices

1. Class 1, \$2.25.
2. Class 2, 10 cents over butter; class 3, 8 cents over butter, these two blended into class 2 price to be paid to producers.
3. Class 3 to producers, butterfat plus 4 cents.

C—Insist on all Producers Supporting a Uniform Price and All Classes of Distributors Subscribing to the Sales Policy.

—From Chicago Pure Milk.

NATIONAL DAIRY SHOW TO BE HELD IN 1935

(Continued from Page 1)

Louis in 1931, the cattle exhibit included 976 head shown by 105 owners in 25 states and Ontario; 469 Four-H Club members from 16 states exhibited 244 calves and furnished cattle judging teams from 24 states and demonstration teams from 20 states; 600 future farmers of 32 states had forward 32 state teams in cattle judging, 25 in milk judging and 23 in the judging of poultry; and 22 states and Ontario were represented by teams in the collegiate cattle judging.

The location for the 1935 show has not been finally agreed upon. Three cities are being considered: Memphis, in connection with the Mid-South Fair where very successful shows were held in 1927 and 1928; St. Louis, in the arena constructed for the particular needs of the show, and Chicago, in the new International Amphitheatre.

total of 110,521 pounds of milk containing 3,745 pounds of butterfat. At 12 years she has again started a record on a ration of pasture-grass hay alone.

"Her breeding record is perfect. She has been bred only 9 times, and has recently dropped her ninth normal living calf. Few cows have such a record. One of her sons has recently been selected as a proved sire. Only two daughters of H-31 have completed records to date, but both have produced considerably more than their mother. Not only has H-31 been an exceedingly valuable cow for testing rations but she has transmitted to her sons and daughters an inheritance for high production."

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Dr. Mohler Reports Increasing Knowledge of Diseases and Parasites and Methods of Efficient Production

Noteworthy gains in scientific knowledge having practical application to the livestock industry are described by Dr. John R. Mohler, chief of the Bureau of Animal Industry, in his annual report to Secretary of Agriculture, H. A. Wallace. The report, just issued, also summarizes a wide range of inspection work and special activities performed in connection with agricultural adjustment and drouth relief.

In commenting on the shipment, last summer, of approximately a million cattle from drouth-affected areas to southern pastures, Dr. Mohler emphasizes the basic importance of disease-control measures, which the bureau has conducted for many years, by stating that those southern pastures would not have been safe for these cattle but for the eradication of cattle tick and the deadly fever which it transmits. Besides the release, from federal quarantine, of 13,208 additional square miles of territory formerly ticky, material gains against other diseases and pests are reported.

The average incidence of bovine tuberculosis throughout the country was reduced to a new low mark of 1.1 per cent as compared with more than 4 per cent at the beginning of eradication work. More than two-thirds of all counties, the report states, have either completed the practical eradication of bovine tuberculosis or are actively engaged in this important undertaking. Bang's disease or infectious abortion, gained recognition during the year as an emergency activity project. This malady, which long has been the cause of heavy losses to cattle owners, is now being combated vigorously by federal veterinary forces co-operating with state and local officials and livestock owners.

CLIP YOUR COWS NOW

It is harder to keep cows clean when stabled than when they are in pasture. So, during the colder months, cows need special care if clean milk is to be produced. Moreover, the absence of the normal amount of bedding because of drouth shortage, simply means that more time must be spent and cows kept clipped more thoroughly than ever before.

Most of the dirt in milk drops off the cow's body. Straining removes only a small part of the dirt from

milk. Much of this sediment goes into solution, increases the bacteria count, injures the keeping quality and generally lowers the standard of the milk.

Clipping the flanks, udders and underlines of your cows removes clinging places for dirt and filth and greatly reduces the amount of dirt that falls into the milk. With the long hair removed, the cow is easily cleaned by brushing or wiping with a damp cloth.

It is most important that careful and loyal attention be given every factor that contributes to cleaner and better milk, if our efforts toward securing an increased demand for our products are to meet with maximum success.

LIGHT WINTER DAIRY PRODUCTION INDICATED

This winter will be a hard one on dairy farmers on account of the high cost of feeds, in relation to prices of dairy products, according to the Bureau of Agricultural Economics in its December report on the dairy situation. Although fall production of manufactured dairy products was large, butter production has decreased sharply in important producing areas in recent weeks, the bureau reports. Low prices of dairy products in relation to feed grains and short feed supplies indicate light production during the feeding period, it is stated. Storage stocks are less than a year ago.

The margin between domestic and foreign butter prices in mid-December was somewhat greater than the tariff on butter. The wholesale price of 92-score butter in New York was 30 cents a pound on December 13, or 14.7 cents more than the price of New Zealand butter in London. The American import tariff on butter is 14 cents a pound. The trend of foreign prices will have an important effect on domestic prices, says the bureau.

FLUID MILK PRICES

Elsewhere in this issue will be found an article entitled "Twin City Price Situation" which we think point out the difficulties encountered when a milk producers' association attempts to place the price of fluid milk relatively higher than the price of butter.

The Twin City Milk Producers' Association is a well organized and well operated institution. It is keenly alive to securing all the market will pay for its products. It is efficient in its operations and renders a commendable service to the producers. The article to which we refer was written for the Twin City Milk Producers' Bulletin and sets forth the difficulties in which this association found itself by fixing the price of fluid milk without regard to its relation to the price of butter.

This article states that the Twin City market is different than any other in the United States. We can scarcely agree with this statement because we can think of a number of markets similarly situated. Milwaukee, Wisconsin, has as many creameries and cheese factories, if not more, within a radius of a few miles, than does the Twin Cities. Chicago is surrounded by an oversupply of milk and when the price of fluid milk in either of these cities is placed relatively higher than butter or cheese, difficulties follow.

It is the business of every co-operative institution to sell fluid milk for as high a price as possible without disrupting the market. There is a limit to what well organized and managed associations can do and the producers should realize this. To demand the impossible of their association may lead to destroying their own organization. This is something no member of any well organized milk producers' association desires to do, but to demand more for fluid milk than the market warrants may lead to disastrous results.

(Editorial—Hoard's Dairyman)

Milk and Cream Cans

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Mr. Fletcher Says I

In a comparison of two court cases in this city, I wish to impress on you what to me seems a miscarriage of justice in this city.

A young man appeared before the Municipal Court in answer to the charge of having stolen \$5.00 from his neighbor. He admitted the charge but pleaded that inasmuch as he had made restitution of all but fifty cents of this amount, he should be given a suspended sentence.

Stern justice demanded he be sentenced, however, and he was given a term of four months in the House of Correction.

Following his case came one of a dairy in this town. The farmers, shipping to the company, testified that they had not been paid in many months. The president of the company pleaded guilty to the charge and offered no excuse for not having paid the farmers except his own inability as a business man. The total involved was nearly \$5,000.00 of the hardest earned money in the agricultural field.

But the judge said in effect: "I feel that the defendant meant no harm and I fine him \$1.00 and costs to be paid within 90 days."

Stealing a balance of fifty cents merited a sentence of four months in the House of Correction; taking \$5,000.00 worth of milk from farmers brought a fine of \$1.00 and costs. Justice, truly thou are blind.

CONDEMN COURT REFUGEES

New York Report Flays Price Cutting Milk Distributors

Price-cutting and then resorting to the courts to delay final disposition of the cases was lambasted in the New York State 1935 Agricultural Outlook which pointed out that these were the most disturbing factors in the milk business today.

In its statement, the Outlook brought out that the courts have been used as a refuge for the price cutters, in that considerable time is required to clearly establish the decisions of the courts, the powers of the public control agency, and that the dairy industry is faced with the choice of either making effective an established schedule of prices or attempting to establish some other means of stabilizing milk prices.

There is a great deal of agitation at the present time in regard to the Bang's disease test. This is a problem that each farmer must seriously

think over and answer in his own mind, but the more I see of this test the more I am convinced that it is worth while.

It is found that in many cases cows positive to the blood tests are also affected with mastitis and their owners would be better off if the cows went to the stock yards. Then also it is becoming increasingly difficult to sell cows affected with the disease. Furthermore, it certainly is true that unhealthy cows will not be as good producers as sound animals.

I believe this test should be general. If it becomes so either through a government program or a voluntary one the dairy industry will be more prosperous as a result.

ANSWERS TO "WHAT IS MILK?"

If you've ever wondered what it is that the milk man delivers every morning, a definition of it in a new city ordinance passed by the council Tuesday night may help you. "Milk," says Section 6 of the ordinance, "is hereby defined to be the fresh, clean, lacteal secretion obtained by the complete milking of one or more milk healthy cows, properly fed and kept, which contains not less than 8.3 per cent of solids, not fat, and not less than 3.2 per cent of milk fat."

All of which sounds exactly like a city fellow's definition. A farmer would be inclined to say that "Milk is a product of the farm which is now selling at only half the price it should bring; it is the football of politicians and the stepping stone of a lot of milk pool fellows on their way to \$10,000-a-year jobs."

* * *

Ask the housewife and she will give you yet another version: "Milk is a very useful ingredient of the kitchen which comes much too late in the morning and goes only half far enough. It sours much too easily and does not contain enough cream

and what can be taken from the bottle generally doesn't whip."

—Waukesha Daily Freeman, Waukesha.

NOVEMBER PRICES

GEHL DAIRY CO.		
Fluid Sales	51.21	\$2.15
Outdoor Relief	2.24	1.92
Cream Sales	25.75	1.52
Manufactured	20.80	1.17
Average Price \$1.78		

BAUMAN DAIRY CO.		
Fluid Sales	36.19	\$2.15
Outdoor Relief	22.24	1.92
Cream Sales	5.62	1.52
Manufactured	35.95	1.17
Average Price \$1.71		

IT'S PROBABLY BETTER

"I say," whispered the host to his wife, "I've served out the aquarium instead of the punch. Do you think they'll notice it?"—Boston Evening Transcript.

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FOR SALE—Baled Softwood Shavings for bedding. Prompt Shipment. Chicago Wood By-Products, 2525 W. Cermak Road, Chicago, Ill. Telephone: Lawndale 3121.

FOR SALE—Alfalfa Hay—H. W. Lowry, Waukesha, R. 2, Box 197.

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PROFITABLE DAIRYING IN SUNNY FLORIDA...

BUY THIS FARM

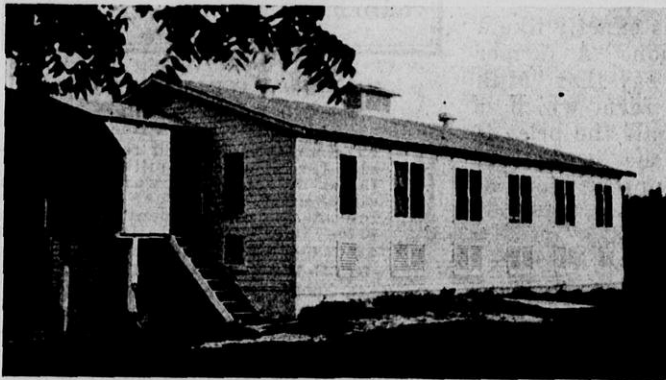
Where dairy products are scarce and grade "A" milk brings \$3.45 a hundred pounds delivered to the nearby milk plant . . . A delightful all year 'round liveable climate, neither too hot nor too cold; producing two to three feed crops a year; fresh vegetables from the garden twelve months a year; snowstorms unknown; cattle grazing the year 'round . . . Bayhead Farms is located on beautiful St. Andrew's Bay, one of Florida's natural beauty spots and fishing grounds.



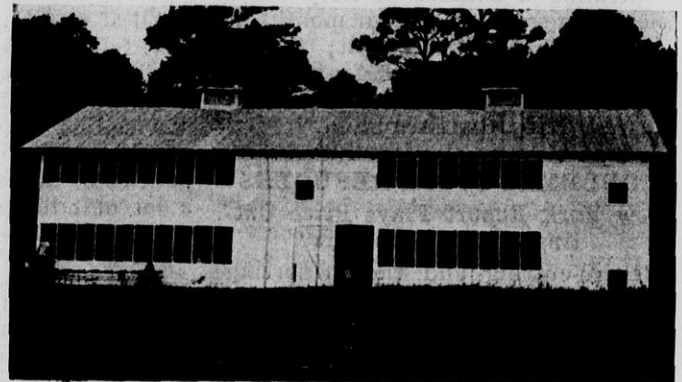
Bayhead Farms' manager's home consists of a large living room, dining room, four bedrooms, bathroom, large sleeping porch. The house is surrounded with a large garden, lawn and fruit trees.



Bayhead Farms' dairy buildings are the most modern and conveniently arranged in Northern Florida. A modern, sanitary, sixteen cow milking barn, milking machine, milk house, 40 x 80 feet feeding barn and steel silo with silage cutter and a hammer mill.



Bayhead Farms' incubator and broiler house is equipped with incubators and Poorman System of batteries with a capacity for 300 to 500 broilers a week; also steel batteries for milk feeding of chickens, etc.



Bayhead Farms' laying hen house has a capacity for 800 to 1,000 laying hens. Modern construction, equipped with running water. Also number of colony houses for breeding flocks, etc. Prison flock consists of 500 to 600 laying hens. There is a herd of about 50 head of registered and grade Guernsey cattle; 30 milk cows; Duroc Jersey hogs; four good mules; Fordson tractor, and a complete line of farm machinery; flowing artesian well; Kohler electric unit with water system; also wind-mill with elevated tank; all buildings piped for running water and electrically wired.



Boat landing at Bayhead Farms, connected with both the fresh and salt waters.

If you want to buy a wonderful, going dairy and poultry farm, or obtain a tract of productive land adjoining Bayhead Farm at extremely low cost—

If you are looking for an opportunity to establish a permanent home for your family or perhaps a group of friends, where working and living is thoroughly enjoyable—

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MILWAUKEE MILK PRODUCER

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

February, 1935

Number 11

NO PRICE CHANGE FOR FEBRUARY

The Board of Directors met the distributors on January 26 and after much argument agreed that the present price for milk would prevail for another month. The Directors argued for a higher price for fluid milk because of increased commercial feed costs and a shortage of hay and straw. The distributors said that higher retail prices would result in lower sales. They also said that there were no prospects of a milk shortage for receipts were heavy. Condensed milk was still offered at stores at a very low price in spite of higher prices paid by condenseries.

The buyers also complained that the agreed and ordered price was not paid by some of their competitors. The low paying dealer generally found a way to chisel and get new customers.

PURE MILK ASSOCIATION

The Pure Milk, the publication of the farmers supplying Chicago with milk, announces that the fluid milk price is \$2.20 instead of \$2.00 beginning January 16.

The price per quart was raised from 10 to 11 cents and almost immediately a consumers' group protested against the raise according to a Chicago newspaper.

The Chicago market has a pool in which a certain amount per hundred pounds is supposed to be paid by each distributor, from the producer's account, on order of the Market Administrator. This money is used to pay for milk when dealers default and to pay for administration costs. Some distributors have not turned over such monies, according to reports.

DIRECTORS ELECT OFFICERS

The annual meeting of the board of directors was called to order following the annual stockholders'

27 New Supporters to the Milwaukee Co-op Producers

Herbert H. Becker, Sussex, R. 1
 Henry Golner, Sussex, R. 1
 Arthur Krueger, Colgate, R. 1
 Ray Passalt, Waukesha, R. 4, Box 89
 B. B. Simmons, Pewaukee
 Andrew Schraufnagel, Wauwatosa, R. 7, Box 171
 C. Bierstofer, Mukwonago
 H. J. Schroeder, Wauwatosa, R. 7
 J. A. Van Eps, Sussex
 Martin Dvoran, Pewaukee, R. 2, Box 67
 Lisetta Kipp, Dousman, R. 1
 Clarence Dries, Fredonia
 Hattie Stepke, Hales Corners, R. 1, Box 322
 Frank Buschena, Wauwatosa, R. 8, Box 828
 John Anderson, Menomonee Falls, Box 105
 Alfred Haasch, Pewaukee, R. 2
 B. W. Gall, Belgium
 W. F. Klug, Pewaukee, R. 2
 John Miller, Pewaukee, R. 2
 Samuel Mann, Waukesha
 Ernest Timm, Sussex, R. 1
 Fred Miller, Pewaukee, R. 2, Box 74
 Gottfried Nau, Waukesha, R. 2, Box 153
 Gust Pfefferkorn, Hartland, R. 1
 Virgil Neu, Colgate, R. 1
 Peter Kohl, Richfield, R. 1
 Walter Stazewski, Hubertus, R. 1

meeting at the Milwaukee Auditorium on January 22. Because of the late hour a motion was made, seconded and carried that the board adjourn to Saturday, January 26 at 9:30 A. M.

At the adjourned meeting on January 26 the officers were elected to succeed themselves; namely, Edward Hartung, president; George Drought, vice-president; William Kerler, treasurer; and Charles Dineen, secretary.

OTHER MARKETS

New York Votes Milk Bill

New York State is to have another year of milk control. The assembly passed the milk control bill January 23. It had been previously passed by the senate. Governor Herbert H. Lehman was expected to promptly sign the milk making it law.

The bill, like the two preceding milk control bills, is effective for one year. The 1935-36 measure is practically the same in its provisions as the law under which the industry has operated for the past year.

—Dairymen's League News.

Ohio Control Board Opposes Lower Price for Charity Milk

The control committee of the Cincinnati Milk Control Board, claiming that regular delivery to the homes means heavier milk consumption, refused the offer of the Kroger stores to sell charity or relief milk at three cents under the regular store price and four cents less than the wagon price.

Members of the control board said that since the retail routes had to be operated anyway, taking off the relief milk would raise the unit cost of delivery and mean more costly distribution to the homes for those who pay their milk bills and incidentally pay for charity milk through taxation.

Retail sales in Peoria have declined somewhat following the increase in price. However, they are still above what they were upon the 10 cent price. After the reaction of the change is over it is believed that some of the decline in sales will return.

ITHACA, N. Y.—Dr. James D. Brew, formerly on the staff of Cornell University, has become associated with the American Jersey Cattle Club to handle market milk problems.

JANUARY PRICES

GRIDLEY DAIRY CO.		SUNSHINE DAIRY CO.		LAYTON PARK DAIRY CO.		LUICK DAIRY CO.	
	Pct. Price		Pct. Price		Pct. Price		Pct. Price
Fluid	46.91 \$2.15	Fluid	43.00 \$2.15	Fluid	45.56 \$2.15	Fluid	51.45 \$2.15
Out. Relief.	7.72 1.92	Out. Relief.	1.75 1.92	Out. Relief.	9.56 1.92	Out. Relief.	9.81 1.92
Cream	15.48 1.57	Cream	16.90 1.57	Cream	9.35 1.57	Cream	15.73 1.57
Manuf'd	29.89 1.82	Manuf'd	38.35 1.82	Manuf'd	35.53 1.82	Manuf'd	23.01 1.82
Average price \$1.79		Average price \$1.72		Average price \$1.77		Average price \$1.84	

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MILWAUKEE, WIS.

Volume 7 FEBRUARY, 1935 Number 11

BOARD OF DIRECTORS

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GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.

WM. KERLER, *Treasurer*, R. 5, West Allis.

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CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.

PAUL BARTELT, Jackson.

AMBROSE WINDMEYER, Jr., Richfield.

CHESTER FLETCHER, R. 3, Waukesha.

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

Subscription.....\$1.00 Per Year

FEED SURVEY DISCLOSES EXTENT OF SHORTAGE IN DROUGHT AREAS

The nation's total feed and forage supply is sufficient to provide only a little more than a subsistence ration for livestock in drought areas and rations below normal in other states if the present reduced numbers of animals are maintained, according to the special feed and livestock survey issued recently by the bureau of agricultural economics. This survey was made at the request of the secretary of agriculture to obtain more adequate information for planning to meet the drought emergency.

This survey in general confirms earlier estimates of the effect of the drought on the feed and livestock situation. The present estimate is based upon the probable requirements until new crops are available, and assumes an average winter. Largely because of the drought numbers of livestock on farms have been reduced more rapidly this year than in any previous year, it is stated. This reduction is also due in part to government's hog adjustment program.

Taking into account the cattle and sheep buying program to meet the feed shortage indicated by earlier reports on the drought situation the number of meat animal units by early winter is expected to be only about 80 per cent of that on farms on the corresponding date last year.

LEARNED AT LAST

San Leon Man Quits Raising Hogs for Fruit.—Headline in Houston (Tex.) paper.

DAIRY LEGISLATION

A movement is on foot to ask for legislative enactment that would provide that one of the commissioners of agriculture be given exclusive charge of dairying with the power to select his own staff which he might hire or fire at his pleasure.

The sponsors of the idea are not very definite about whether that commissioner would have charge of marketing dairy products as well as the grading and the improvement of those products.

Dairy farmers will need to watch suggested changes in laws and procedure so that nothing is slipped over on them.

THE ANNUAL STATEMENT

Due to a rush of work, the State Department of Agriculture and Markets did not send an auditor to audit our books until January 18. As a result, the annual statement did not come from the printer until the morning of the annual meeting, January 22.

We are mailing a copy to the producers who are paying dues so that they may have a record of the financial transactions.

We have had some inquiry as to what expenses are included in the item set up as "Miscellaneous Expense," the amount being \$1,167.83. The large items are: Membership dues to the National Co-operative Milk Producers' Federation, \$340.00; American Institute of Co-operation, \$400.00; Auditing service, \$67.94; and Wisconsin State Fair Booth Rental, \$70.00. The other items are all small ones and include window cleaning, floor wax, sweeping compound, Red Cross, Community Fund, Anti-Tuberculosis Association, etc.

MANUFACTURED PRICE AT NEW HIGH

Manufactured milk was \$1.32 per hundred for January. The higher price of butter was the chief reason for the fourteen-cent raise over December. Skim milk products brought slightly over one cent per hundred above December.

January, 1934, manufactured was seventy-seven cents per hundred with higher skim milk value than this year. The average price was about \$1.47 or about fifteen cents above the January, 1935, manufactured price.

This was the highest manufactured price since November, 1930.

BUYING A MARKET

Promises of a good fluid milk market to farmers as an inducement to buy stock in weak and wabbling dairies goes merrily on. The prospects are told that there will be no surplus and that soon there will be big dividends. One of the older promoters is finding it hard to dupe farmers for his reputation for not paying for milk is rather well known.

Another who has not been operating so long and whose racket is not as well known is in need of milk but needs money. He is getting it from trusting farmers and turning the milk over to the first mentioned outfit. All of which proves that Barnum knew what he was talking about when he said, "There's one born every minute."

INVESTIGATION REPORT COMPLETED

The investigation of the Milwaukee milk market by the department of agriculture and markets has been completed and a report of considerable volume compiled.

The records of six distributors were studied by the department's auditor and the conclusions reached seemed to indicate that the auditor believed the distributors have paid the producers a fair share of the consumers' dollar.

The records studied and reported on do not include any of the distributors who have had trouble in meeting their payments to farmers.

Just what use will be made of this report remains to be seen. The preceding one was used for political purposes and to promote the interests of certain groups.

Close observers are inclined to believe that it had some influence in increasing the number of shoestring distributors in the Milwaukee market.

No auditing has been done on the books or reports of the companies outside of the six mentioned in the report for several months. It is vitally necessary that auditing be resumed and violators of the state's order be prosecuted to insure farmers payment and to prevent total demoralization in the market.

FOREIGN BUTTER COMING IN

Danish and New Zealand butter is coming into the New York market but not in large quantities to date. London prices are higher than a few weeks ago, which, with our 14 cent tariff may keep foreign butter from coming here, to any considerable extent.

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25 Years of Nutrition Study Shows Dietary Need of Dairy Products

IT is not at all unlikely that the one development of the past 25 years destined to benefit the dairy industry more than any other is the discovery and popularizing of vitamins, for it is only since the discovery of vitamins that the real value of dairy products to human health and well being is beginning to be fully appreciated by the average consumer.

Dairy products, it is true, have occupied an important place in the human diet as far back as the dawn of history. Furthermore, milk and milk products have been recognized as a necessity, at least as a food for children, for thousands of years—all of which is quite natural considering how dependent man is upon milk from birth through early childhood. Nevertheless, man never fully realized how important dairy products in the diet really are to all humans, grown-ups as well as children, until science revealed that there was more to food than just proteins, fats, carbohydrates, mineral matter and water.

As far back as 1840, and on through the remainder of the nineteenth century, chemists were busy discovering the constituents of foods, until by 1900 most foods were pretty well classified as consisting of so much protein, fat, carbohydrate, et cetera. Since to the chemist, chemically pure fat is fat, whether it is butterfat or lard, it isn't at all surprising that the consumer, until told otherwise, should take a similar attitude toward foods. Consequently, outside of taste, there really was no reason why a pound of butter, for instance, should be worth more money than a pound of some alleged substitute.

Within the past 25 years, however, all that has changed, thanks to a new knowledge of food values, and within the past five years a start has been made to publicize that knowledge. Today the dairy industry is beginning to feel the effects of that publicity, and tomorrow it may be in a position to reap full benefits of that knowledge.

Discovery of Vitamins

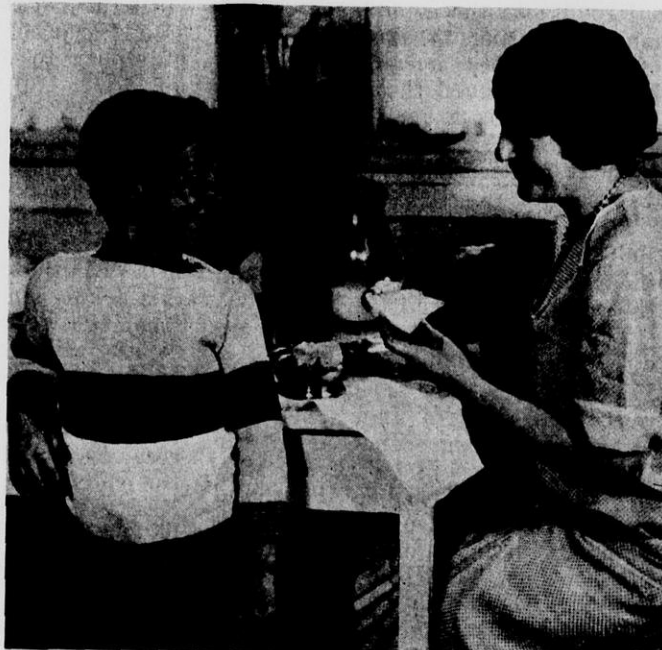
While the word vitamin or "vita-

mine," was first used in 1910—only 25 years ago—by Funk, and the first definite progress on the road to discovering the vitamins as known today did not take place until about 1913 through 1922, deficiency diseases were noted as far back as 1884, when beri-beri among the personnel of the Japanese navy was demonstrated to be due to faulty diet, and was checked by a change in food.

Then in 1897 a Dutch physician, Dr. Eijkman, demonstrated that he could produce beri-beri at will in chickens and pigeons by feeding them polished rice. For some reason or other, however, scientists failed to appreciate the significance of Dr. Eijkman's demonstration and continued their experiments with food on the assumption that proteins, fats, carbohydrates, mineral matter and water were never failing components of plant tissue that were fundamental factors in the diet of animals, rather than that food was made up of a group of nutritive complexes.

Experiments through the first decade of the twentieth century were aimed to arrive at a diet consisting of these chemically pure fundamental factors in such proportions that they would support and promote growth in animals. Only failure greeted these attempts until 1909, when McCollum completed an experiment in which rats apparently thrived when fed on pure protein, fat, and a carbohydrate. Animals fed similar pure food mixtures by Osborne and Mendel in the same year, however, failed to thrive, and considerable confusion, as a result, prevailed.

McCollum, to answer this seeming contradiction, repeated his experi-



Generous quantities of butter, cheese, milk and other dairy products, it has been found, build healthy bodies, strong bones and teeth, and protect the individual from infectious diseases.

ments in 1912 and 1913 and discovered, fortunately for the dairy industry, that when the "chemically pure fat" used in the diet was butterfat or egg yolk fats, the rats thrived, and when the fats used were lard or olive oil, they failed to grow. This he interpreted in a paper published in June, 1913, to mean that there was in certain fats a dietary essential which had not hitherto been recognized.

Developing Nutritional Knowledge

That dietary essential, eventually named vitamin A, was not the first to be discovered, but it was the first to be named. Vitamin B, the vitamin lacking in polished rice but found in the hulls of rice, was the first to be recognized as some unknown indispensable nutritive complex.

In 1915 McCollum and Davis specified vitamin A, associated with certain fats such as butterfat, and vitamin B, the water soluble vitamin of animal or vegetable origin, as necessary in any suitable diet. The naming of the vitamins, however, did not take place until 1916, when McCollum and Kennedy suggested the use of letters for the two vitamins already known and for any others that might later be discovered.

Vitamin C, the anti-scorbutic
(Continued on page 5)

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The Annual Meeting

Sub zero weather and impassable sideroads cut the attendance at the annual meeting to about one-third of the number normally present. Those who braved the weather and bad going took a very active interest in the proceedings and the resolutions presented were very freely discussed.

Messrs. Robert Halter, Wm. Boldt, Henry Kurtz, Allen Guenther and John Hoffmann acted on the resolution committee.

The following resolutions were discussed and adopted:

WHEREAS, The so-called Caldwell Milk Control Law being an emergency measure enacted by the last legislature will be off the statute books on April 8, 1935, and WHEREAS a control measure seems necessary because of the condition of the time, THEREFORE BE IT RESOLVED that the Milwaukee Co-operative Milk Producers in annual meeting on this 22nd day of January, 1935, go on record as favoring a control law to be administered by a board of three members, one to be a commissioner of agriculture and markets or an employee of that department, the other two members to be producers of milk in a controlled market area who do not resell milk and who have no financial connections with any resale organization and who are to be named for a period of two years by the Governor with the consent of the Senate: Be it further Resolved that a license feature be incorporated in the law which would provide that

any person applying for a license must furnish the control board with a bond or other satisfactory evidence of ability to pay farmers for milk not later than the twentieth day of the month following the month of delivery and that payment must be made in cash or bankable paper. Bonds, stocks or other non-negotiable paper shall not be issued as payment. BE IT FURTHER RESOLVED that the administration of this act be financed by a deduction from the accounts of farmers furnishing milk to a controlled market of not to exceed one-half of a cent per hundred pounds of milk, said deduction to be made by the buyer or receiver of milk and turned over to the control board. BE IT FURTHER RESOLVED that no control measure be enforced in a market unless representatives of 60 per cent of the producers in the market ask the control board for market control.

WHEREAS, There are no definite figures available on the cost of producing milk and as this question comes up whenever the price of milk is discussed, Be It Resolved that the Milwaukee Co-operative Milk Producers, with the help of members of local D. H. I. A. under the supervision of the University of Wisconsin and the United States Department of Agriculture, obtain definite figures on the cost of producing milk in the Milwaukee market area and under the instructions and rules of the Milwaukee Health Department.

WHEREAS, The large manufacturers of condensed and evaporated

milk are advertising their goods very effectively to the detriment of fresh fluid milk sales, THEREFORE BE IT RESOLVED by this organization that a deduction of one-half of one cent per hundred pounds on all milk except excess, over base or criticized milk, by the dealers and the same amount turned over to the Milwaukee Dairy Council on the condition that the buyers contribute a like amount and that deductions are made by practically all buyers from both farmers' and distributors' accounts.

WHEREAS it is reported that Congressman O'Malley of the Fifth District is advocating legislation which would make milk a public utility and whereas the maximum consumption of milk depends on active sales efforts, THEREFORE BE IT RESOLVED that utility control of milk would mean lower sales of milk, more surplus left on the farmers' hands and that it would also be detrimental to the public welfare, THEREFORE BE IT RESOLVED that we are opposed to any legislation which would make milk a public utility. Mr. Leicht moved that a copy of the resolution be sent to Congressman O'Malley. Mr. Drought seconded the motion and it was carried unanimously.

Nomination of directors resulted as follows: A. C. Kiekhaefer, Ozaukee county; A. A. Wiedmeyer, Washington county; Fred Klussendorf, Waukesha county; Chas. Miller, Milwaukee county; Thos. King, Waukesha county; Ervin Krumhus, Ozaukee county.

The chair named Messrs. Wm. Lueneberg, Henry Mahr, Ervin Wappler, Avery Ryan, Arnold Leisner.

HE PUT IT ON A METER

In addition to the regular 110 A. C. model, a unit is now available to be used on a 32 volt home electric plant.

We are well pleased with the Electric Fence both as to performance and cost of operating. Because so many could not believe it costs so little to operate, I secured a meter from the Power Company and found that it used a trifle, only 2¼ kilowatts in 34 days. Having our own stakes we only needed to buy the barb wire

which would put the cost at almost 3 cents a rod.

I believe an animal once trained would avoid this fence the same as a man would the power line.

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Typical pasture scenes using the Gengler Electric Fencing Unit



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August Puestow, Roy Lekfield, Ed. Rausch, Ben. Schoessow, Ed. Jacobson, and Gust Pipkorn as tellers.

The result of the balloting for directors was reported by Mr. Rausch, chairman of the ballot clerks, as follows: Mr. Fred Klussendorf, 192; Mr. Chas. Miller, 185; Mr. A. A. Wiedmeyer, 173; Mr. A. Kiekhaefer, 164; Mr. Thos. King, 67; Mr. E. Krumhus, 51. The president announced that Messrs. Klussendorf, Miller, Wiedmeyer and Kiekhaefer were the directors elected.

Mr. Effinger was introduced and talked on advertising. A discussion on advertising followed, after which a motion was made to adjourn. The motion was seconded and carried.

25 YEARS OF NUTRITION STUDY SHOWS DIETARY NEED OF DAIRY PRODUCTS

(Continued from page 3)

vitamin commonly found in orange or tomato juice, was discovered by Drummond in 1919; vitamin D was recognized in 1922; and vitamin E, the anti-sterility vitamin, was discovered in 1922 by Evans and Bishop and first called X. Vitamin D, the so-called "sunshine" vitamin, promotes bone and tooth development and today is probably doing more to make the public vitamin conscious than any other vitamin with the exception of vitamin A, commonly found in codliver oil and butter.

Today, thanks to the newer knowledge of nutrition, people are beginning to appreciate and follow the suggestion made in 1918 by McCollum when he proposed that two classes of foods, milk and leafy vegetables, be designated as "protective foods" because they are the only foods so constituted as to make good the deficiencies of cereal grains, legume seeds, tubers, roots and muscle meats.

As McCollum points out in his book, "Food, Nutrition and Health," "Milk is the only food for which there is no effective substitute." Today, a vitamin conscious public is beginning to agree with this contention by turning more and more to the use of dairy products as basic elements of the daily diet.—National Butter and Cheese Journal.

QUALITY

Some cheesemakers do not seem to realize it, but the fact remains that definite improvement in quality must come before the cheese industry can take its rightful place among other industries. Other industries have not prospered by careless manufacturing methods. On the contrary, general production practices have

been stabilized and products made more nearly uniform. Take the citrus fruit industry, for instance. Poor oranges, lemons and grapefruit are not offered to the consumer. Only good automobiles are on the market, hence the confidence of consumers is held.

Careless, hit-and-miss methods in cheesemaking result in large quantities of poor cheese dumped on the market. Most careless makers resent suggestions for improvement. Each is satisfied with his way. Cheese buyers are partly to blame. They absorb losses that should be passed back on to the cheesemaker.

Few consumers complain when they get poor cheese from their grocers. They just quit buying cheese. Most of them enjoy good cheese, and would consume cheese regularly if they could get it, but they will not stand for disappointments. They don't have to, there are other things they can buy with assurance that they will be supplied with quality merchandise.

We wonder when the men in the industry will wake up to the importance of good quality and uniform quality in their product?—National Butter and Cheese Journal.

CITIES LOWERED AT MARKET'S REQUEST

Upon recommendation of the producers and distributors serving the milk sales area of the Quad Cities of Illinois and Iowa, a reduction in the price for Class 1 milk from \$1.85 to \$1.70 per 100 pounds of 3.5 per cent milk has been granted by the agricultural adjustment administration in an amendment to the existing license for that area. The amendment which was signed today by Secretary of Agriculture Henry A. Wallace will go into effect on October 22 at 12.01 a. m.

The original license for the area which includes Davenport and Bettendorf, Iowa, and Moline, East Moline and Rock Island, Ill., became effective June 1, 1934. It provided for an advance of 75 cents per 100 pounds of 3.5 per cent milk above the Class 1 price received by producers prior to any license. The Class 1 price before the license went into effect was about 85 cents per 100 pounds, f. o. b. the city plants. The 75-cent advance in price to farmers on all Class 1 milk distributed on the market continued in effect until September 1, or for 92 days. On September 1 an amended license was issued with an advance price to producers of 25 cents per 100 pounds, making the Class 1 price

\$1.85. Severe drought conditions and a firm butter market warranted the increase at that time. Since the increased price became effective rains have revived pastures and to some extent restored available feed supplies. The agencies on the market have therefore decided to drop back to \$1.70 per 100 pounds, which figure is still 85 cents more than the farmers received prior to the license, or exactly twice the 1933 producers' price for bottled milk sold to consumers.

The amendment to the license does not alter the schedule price on Class 2 and 3 milk, which remain based on the Chicago butter market.

No change is made in the schedule of minimum resale prices owing to the fact that the reduction to producers is only 15 cents per 100 pounds or about one-third of a cent per quart. Delivered milk at retail has been selling for 9 cents per quart, while the minimum prices named in the license are 8 cents per quart for milk testing 3.9 per cent fat or less and 8½ cents per quart for milk testing 4 per cent fat or more. The lower price to producers, it is believed, will not actually increase the margin to distributors to any extent because of the highly competitive situation, the large number of producer-distributors and the high percentage of milk which is sold at wholesale.

CHARGE VIOLATION

Henry Stein and Frank S. Jamieson of Davenport, Iowa, and Stewart Jamieson and Edmund G. Jamieson of Moline, Illinois, have been ordered by the Federal Farm Administration to show cause why their cases should not be referred to the United States Department of Justice for prosecution. Both distributing companies have been charged with violation of the milk marketing agreement for the Quad cities area. They have been given until January 30 to file answers.

ADVERTISING SUCCESSFUL

Reports of increases in milk consumption from various parts of the state indicate that the advertising campaign put on by the State of New York has materially increased consumption, according to the report made by Dr. Thomas Parran, Jr., commissioner of health, to Charles H. Baldwin, commissioner of agriculture. A complete account of the results of the \$500,000 campaign will be reserved until the report is placed before the legislature.

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EMERGENCY FUNDS SPEED ERADICATION OF BOVINE TB

Emergency funds are speeding up the work of eliminating tuberculous cattle from the herds of the nation. The appropriation under the Jones-Connally Act has all ready stimulated great activity in eradication work in New York and California, and there has been a noticeable increase in several other states. The Bureau of Animal Industry, U. S. Department of Agriculture is carrying on this drive in co-operation with the state livestock sanitary authorities. This special campaign supplements and intensifies the regular work along the same lines.

Part of the Jones-Connally fund pays for operating expenses, but most of the appropriation will go to cattle owners as indemnity payments for reactors that are being removed from herds.

In New York approximately 100,000 reactor cattle will have been removed during the 6-month period ending January 1, 1935, according to estimates of officials in charge of this work. The state legislature made a special appropriation for state indemnity payments and it is expected that additional funds will be provided for carrying on this work.

In California the eradication work under the emergency funds is speeding up. In Imperial county, in the southern part of the state, more than 5,000 reactors were removed in the first 60 days of testing.

IS THIS A GOOD EXAMPLE?

The writer has had occasion within the last two weeks to attend entertainment events at two of our rural schools and at each place refreshments were served.

Attending the programs were perhaps 300 people, half of whom were children. What was the drink served with the lunch? Most of you know without being told. It was coffee.

And hundreds of gallons of good milk (the best drink in the world) waiting to go to a surplus market! Yet, we were served coffee.

Let us have a milk committee in each school district and take turns donating this milk or selling it at the wholesale price. It would be fine if some of you dairymen would get together and plan ahead so that your school will have milk and plenty of it in place of any other drink.

A good way to serve milk is to mix with chocolate and serve hot or cold. And do the children like it? Be sure to make plenty because you will find

that the older folks will consume as much as the children.

Let us do our part in getting our dairy products consumed.

A DAIRYMAN.

MILK PRODUCTION IN UNITED STATES LIKELY TO DECLINE

Drought Effect Widespread—Manufactured Products to Feel

First Decline

There will be reduced production of milk in the United States until the next pasture season makes more feed available, says the Bureau of Agricultural Economics of the United States Department of Agriculture.

The bureau's statement says:

"Feed prices in most sections are expected to advance more rapidly than prices of dairy products during the remainder of this year. The longer outlook, it is stated, is for higher prices of dairy products in relation to prices of feed grains, but a less favorable relationship of dairy products prices to prices of meat animals.

"Feed shortage, sharply higher feed costs and heavy marketings of cows are expected to reduce considerably the number of milk cows by next spring, but the reduced milk production during the remainder of this year is expected to affect supplies of manufactured dairy products more than supplies of milk and cream for city distribution.

"Apparent consumption of manufactured dairy products, not including goods purchased by the government for relief distribution, was three per cent less from May, 1933, to April, 1934, than in the corresponding period of 1932-1933, but there was a slight increase this May and June compared with last.

"It is likely that the margin between butter prices in domestic and foreign markets will widen to the full amount of the present protective tariff on imports into the

United States. Butter production in the United States has been curtailed, and increasing quantities of foreign butter have been going into world markets."

Using More Milk in Cooking Means Better Health and Less Surplus

These Are Tested Recipes

Scalloped Onions and Peanuts (Serves 4)

6 medium-sized onions
 $\frac{1}{2}$ to $\frac{3}{4}$ cup peanuts, ground
 1 cup thin cream sauce, made with 1 tablespoon flour, 1 tablespoon butter and 1 cup milk

Cook the skinned onions in boiling water until tender. Drain and slice with a sharp knife. Place the onions in layers in a greased baking dish, cover each layer with the cream sauce and peanuts, and continue until all the ingredients are used. Cover the top with buttered crumbs and bake in a moderate oven until golden brown. Serve from the baking dish.

Cabbage Salad with Whipped Cream Dressing (Serves 6)

3 cups shredded cabbage
 $\frac{1}{2}$ pint double cream
 4 tablespoons lemon juice
 $1\frac{1}{2}$ teaspoons salt
 $1\frac{1}{2}$ teaspoons sugar
 Scraped onion

3 tablespoons ground horseradish

Whip the cream, add the seasoning to it, and combine with the cabbage just before serving. If the cream is added to the cabbage and allowed to stand, the juices are drawn from the cabbage and the dressing becomes too thin. Serve the salad very cold.

Baked Indian Pudding (Serves 6)

5 cups milk
 $\frac{1}{2}$ cup corn meal
 $\frac{1}{2}$ cup molasses
 1 teaspoon salt
 1 teaspoon ginger
 Cook milk and meal in a double boiler 20 minutes; add the molasses, salt, and ginger; pour into a buttered baking dish and bake for 2 hours in a slow oven. Serve hot with cream.

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Mr. Fletcher Says I

There has been considerable trouble of late with the milk supply at some of the dairies. The co-operative has been checking with the health department and the dairies in an attempt to discover the source of the trouble and believe that some of it has been rectified. In some cases it has been caused by keeping milk in places other than the milk house during subzero weather. Keeping milk in any place where it is subject to odors will contaminate it and will result in a loss to the shipper.

In other cases the trouble seems to be caused by mastitis or garget in the herd. This condition is rather prevalent in our milk shed and farmers who have cows that are so affected will gain by eliminating such animals.

Feeding strong feeds such as silage, wet grains, gluten feed, etc., before milking may cause bad odor milk in many cases. Such feeds should always be fed after milking to be on the safe side. It is also advisable to remove each can of milk, as milked, direct to the milk house and cool promptly. This will tend to remove the animal heat quickly and keep down bacteria growth.

Most of our milk troubles can be eliminated by a little extra care and if we will seriously consider our financial gain to say nothing of the pride we all take in quality products, we will strive to have nothing but quality products.

We contend that our members produce the finest milk in the country but there is always room for improvement.

We hear much of co-operation these days; co-operation that is constructive and the opposite kind. It is an assured thing that both exist.

The sound co-operative methods used by your organization means your share of the consumers' dollar, stabilizing marketing, a uniform supply of quality milk, and earnest efforts at increasing consumer demand for our product.

That is sane, sound co-operation that returns the farmers of this milk shed thousands of dollars.

Let us look at the other side of the picture.

A co-operative formed by Watertown farmers came into this market about three years ago.

It was headed by a Watertown man who had preached co-operation all his life but from all indications

his idea was that the other fellows should co-operate so he might take advantage of their efforts. Indications are that from the very start he never paid his farmers the bargained price. His organization always was one of the worst chisellers on this market. He hampered the control measures as much as possible and fought legally and otherwise every attempt of the state to make him pay the farmers what was justly theirs. He fought the idea of advertising dairy products co-operatively to increase sales and if the state order fails in the Milwaukee milk market he will have to assume the main responsibility for such failure.

At no time has his organization evinced a willingness to attempt to do anything to better the farmer's condition but has acted like a dog in the manger snarling at all efforts that might adversely affect his own selfish interests.

Other co-operative marketing agencies encouraged by his apparent success in evading state orders have followed in his footsteps and endangered market stability.

I believe now the time has come for a showdown.

Either the Caldwell Law must be construed to mean that every buyer of milk, co-operative or private, must pay his farmers in money or good bankable paper or the order must be removed. Otherwise the efforts of co-operative leaders of this state to form sound co-operatives will be undermined by men and organizations of this type. Sound co-operation will receive a setback which it will take many years to overcome.

PLATTEVILLE, Wis.—The Platteville Milk Products Co. is installing additional casein equipment. The plant will have a consumption of 100,000 pounds of milk daily when the new equipment is installed.

"Laugh that off," said the fat man's wife as she sewed his vest button on with a wire.—Dakota Farmer.

A SHARP LOT, DOWN MAINE

"Gimme an all-day sucker," the youngster demanded of the candy man.

He was handed one.

"Looks kind of small," remarked the youth looking at it doubtfully.

"Yeah, the days are getting shorter."—Portland Express.

SAVE MONEY ON HARNESS... buy Walsh



FREE 1935 Harness Book shows GREATEST WALSH VALUES ever offered. Now, a GUARANTEED Walsh to fit every need and pocketbook. All styles have Walsh long-life features which double life of harness. Lightest Lynite Aluminum Hames. 30 days' trial. Special terms. Before you buy any harness, see our FREE BOOK for REAL MONEY-SAVING HARNESS VALUES. Send today.

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WALLACE REVIEWS TWO SEASONS OF AGRICULTURAL ADJUSTMENT

Two seasons of trial have shown that in the Agricultural Adjustment Act, with its combined provisions for processing taxes and benefit payments as a means of co-operative crop adjustment, American agriculture has, for the first time, an effective means of adjusting its production to the needs of the market, a method which overcomes the obstacles that wrecked all previous efforts to accomplish that end, declares Secretary of Agriculture, Henry A. Wallace, in his Annual Report to the President, which was issued recently. Secretary Wallace says agriculture should continue the adjustment program, though the enormous commodity surpluses which existed prior to the passage of the adjustment act have now largely disappeared. Hereafter, the task may include adjustment of production to a rising demand, and will certainly not require crop reduction exclusively. The fundamental purpose, declares the secretary, is to promote a balanced abundance, in which undertaking all producing groups in the country, industrial and agricultural, should beware of falling into the pit of "scarcity economics."

In 1933, the report explains, agriculture had enormous surpluses of wheat, cotton, tobacco, and hog products, which had accumulated as a result of war-time expansion, economic nationalism, strangled foreign trade, the disappearance of foreign markets, and reduced domestic consumption. Prices had fallen to 50 per cent their 1929 level. Merely to avert farm ruin, it was imperative to eliminate the surpluses. As matters then stood, production control seemed to be synonymous with crop reduction. But it was never contemplated that reduction, once started, should be continued indefinitely. It would be a serious mistake to reduce farm production constantly. Such a course would raise prices temporarily, but would restrict consumption, and create new farm competition at home and abroad.

Secretary Wallace declares, indeed, that there is reason to doubt whether agricultural income as a whole can be restored to parity merely by production control. One of the major elements in the restoration of agricultural parity, he says, is an increase in the purchasing power of the industrial population. The farmer's great need now, as he continues his efforts to produce a bal-

anced output, is that of getting full employment to the industrial population, so that consumers may be able to pay fair prices for higher consumption. A reduction in output, the secretary remarks, is only a very partial and paradoxical answer in the long run to the crying need, which is balanced abundance.

In a discussion of the social costs of farm adjustment, the report recognizes that crop control involves a restriction of agricultural opportunity and declares that the only alternative is a recovery in agricultural exports. This can be soundly achieved, the secretary says, only on a reciprocal basis, with this country importing goods in return. The secretary considers the problem largely in its relation to the European market, which has always been the principal outlet for American farm products. Both hemispheres, the report says, would benefit by increased international trade. Each tries to "live at home," not from choice, but because it is difficult to sell abroad. Europe's inability to buy foodstuffs abroad, a result of its inability to export its own products, condemns it to a reduced standard of living and reduced employment. The report says the advantage to the American farmer of enabling Europe to buy here once more would be enormous and it maintains that there would be no countervailing penalties upon American industry.

"Broadly," says the report, "agricultural trade can increase only through an increase in the number of consumers. This is a consequence of the often-mentioned limitations of the stomach. Hence the only feasible alternative to the recovery of the agricultural export trade is the contraction of agriculture. No similar contraction of industry would result from an increase in industrial imports. For many industrial products the potential demand is boundless. Upon agricultural consumption the final limitation is physiological. Upon industrial consumption the final limitation is simply purchasing power. Whatever increases purchasing power increases the manufacturer's market. Hence the admission of foreign goods into the American market, since it would be accompanied by an increase in the purchasing power of the farmers, would handicap industry far less than the alternative policy of enforced farm contraction would handicap agriculture. Ultimately, indeed, the revival of normal international trade would permit great industrial expansion, besides removing much of the so-called 'regimentation.' Industry as

a whole has as much to gain from this program as agriculture."

Reviewing the unprecedented drought of 1934, the report declares the drought emphasized the logic of A.A.A. crop adjustment. The A.A.A. programs brought about an orderly adjustment in hog, cattle, and sheep numbers, and a net increase in forage, pasture, and hay crop plantings. As a result, agriculture came through the season with more grain per grain-consuming animal and more hay per hay-and-pasture-consuming animal than would have been otherwise available. Moreover, in the counties hard hit by the drought, benefit payments on crop adjustment contracts were the principal income of many farmers. Thus the programs constituted a kind of crop insurance.

As a safeguard against the effects of crop failure in the future, the secretary developed at some length his proposals for "an ever normal granary." Reduced production for export, he says, makes it necessary for this country to maintain larger reserves against crop failure. These reserves, he believes, should remain in the control of the farmers, through storage and government loan arrangements, coupled with an obligation to participate in continued crop adjustments. By co-ordinating storage with crop adjustments, farmers would have the beginning of means to control livestock production cycles.

Reviewing the results of farm recovery policies up-to-date, the secretary says that in 1932 the average farmer, after paying interest, taxes, and the expenses of production, had nothing left as a return for capital and management. In 1933, for the first time since 1929, he had left a small net balance, after writing down his capital structure. In 1934 he realized a substantial further improvement. Estimates of cash income from farm marketings on a calendar year basis, with rental and benefit payments for 1934 and 1933 included, were approximately \$6,000,000,000 in 1934, as compared with \$5,051,000,000 in 1933, and \$4,328,000,000 in 1932.

This improvement the report attributes partly to dollar devaluation, partly to crop adjustments, and partly to natural changes in supply conditions, such as those caused by the 1934 drought. Farmers benefited also from extensive debt refinancing through the Federal Farm Credit Administration, and through some reduction in farm real estate taxes.

MILWAUKEE MILK PRODUCERS

"Run by Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For the Farmers"

Volume 7

March, 1935

Number 12

PRICE CONFERENCE

No change in milk prices was made at the monthly conference held at this office between the board of directors and the distributors on February 26. The agreement to have prices remain unchanged was reported to the department and a letter has been received stating that the department would issue an order approving of the agreement.

The recent report made by the department of agriculture and markets on six companies and the reports of non-payment by many other dealers coming from their shippers, indicate that we are getting about all of the consumer's dollar that it is possible with the present resale prices and with about twenty-five more dealers than we had three years ago. A higher resale price would undoubtedly result in less milk being sold in fluid form and, of course, would mean that more would go into manufactured dairy products at a lower price. Condensed milk is offered at four cans for twenty-five cents as against four quarts of fluid milk for forty cents.

Anyone who thinks that the consumer will stand for a raise in price need only study the butter market and note what happened when the consumers thought that they were paying too much for butter.

The average or composite price paid by the different companies is higher than in January due largely to the higher price of manufactured milk. Some dealers report slightly higher sales and in a few cases lower receipts than in January. Due to the twenty-eight-day month more base milk came in.

Beloit and Racine, Wis., have had milk wagon drivers' strikes that lasted for a day, after which the drivers and the companies began conferences on wage scales and working hours.

14 New Supporters to the Milwaukee Co-op Producers

Christ Salentine, Jr., Waukesha, R. 4
 Matt. Salentine, Waukesha, R. 4
 Rollo M. Krueger, Pewaukee, R. 2
 Eugene Gross, Wauwatosa, R. 7, Box 186
 Mike H. Lied, Richfield
 Peter J. Schmitz, Menomonee Falls, R. 1
 Walter Nicolaus, Cedarburg, R. 1
 Art. F. Krueger, Jackson, R. 1
 Albert F. Schroeder, Waukesha, R. 4
 Alroy Baumgartner, Richfield, R. 1, Box 35
 Walter Staszewski, Hubertus, R. 1
 Edwin Bast, Rockfield
 Seno Bast, Rockfield
 Tom Gilbert, Dousman

BUTTERFAT DIFFERENTIAL

So many inquiries have been received regarding the differential for fat up or down from 3.5 per cent that an explanation is deemed necessary.

It is true that an agreement was in effect that 4 cents per point fat up or down from 3.5 per cent be paid in any month, when the average price of Chicago butter was thirty cents per pound or over.

Butter did average above thirty cents for January.

The dealers, however, are paying according to the state order and as no order was issued since November by the department of agriculture and markets, and as the order specified three cents per point, the November order held good.

A request that the order for February would be written so that there be no misunderstanding was made by our organization. The February order takes care of the situation and the differential is four cents instead of three.

NEW BULLETIN

Research Bulletin No. 125 entitled "Economic Considerations in Marketing Fluid Milk," issued by the agricultural experiment station of our state university, has been received.

The bulletin is a study of price plans and policies, distributors' margins and other factors having to do with marketing fluid milk, made by W. P. Mortinson with the assistance of other members of the college staff. We have secured a limited number of copies of this bulletin and our members may secure copies while the supply lasts by calling at the office.

WAUKESHA COUNTY ON PARADE

The Waukesha County Dairy and Agricultural Show opens on March 12th to continue each day and evening to March 15th inclusive.

The five leading breeds of dairy cattle will be represented by many fine individuals of each breed.

There is a woman's department, a milk and cream section, educational department and most everything else including horse, sheep, swine, poultry, fruit and vegetables that is found at the up and coming farm shows.

Director Fred Klussendorf is chairman of the cattle committee and a member of several other committees. Director and field representative C. W. Fletcher is chairman of the Dairy Education Committee.

Plan to attend this good farmers fair.

Hearings on price differentials on milk under the New York Milk Control Law were held by order of a court in New York.

The New York State Department of Agriculture will have new men at the helm and it is expected that greater powers will be vested in the milk control board.

FEBRUARY PRICES

GRIDLEY DAIRY CO.		LUICK DAIRY CO.		LAYTON PARK DAIRY CO.		SUNSHINE DAIRY CO.		GOLDEN RULE DAIRY CO.			
Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price	Pct.	Price		
Fluid	45.47	\$2.15	Fluid	49.99	\$2.15	Fluid	46.75	\$2.15	Fluid	44.49	\$2.15
Out. Relief	7.61	1.92	Out. Relief	9.41	1.92	Out. Relief	9.53	1.92	Out. Relief	2.98	1.92
Cream	15.35	1.69	Cream	15.65	1.69	Cream	10.75	1.69	Cream	22.67	1.69
Manuf'd	31.57	1.44	Manuf'd	24.95	1.44	Manuf'd	32.97	1.44	Manuf'd	29.86	1.44
Average price \$1.83		Average price \$1.87		Average price \$1.84		Composite price \$1.78		Composite price \$1.82			

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHAS. F. DINEN, *Managing Editor*
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

Volume 7 MARCH, 1935 Number 12

BOARD OF DIRECTORS

- EDWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.
- GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.
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- PAUL BARTELT, Jackson.
- AMBROSE WIEDMEYER, Jr., Richfield.
- CHESTER FLETCHER, R. 3, Waukesha.

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

Subscription.....\$1.00 Per Year

THE BUTTER MARKET

Ninety-two score butter was thirty-six cents per pound on the first day of February on the Chicago market and thirty-two cents on the last day of the month. There were three days when the price was 36¼ cents and the average for the month was .3506 cents which was 2½ cents over the January average.

March 4th price was thirty cents, six cents below February 4th price and the market was weak.

The February, 1934, average price was ten cents lower than this year but March 4th, 1934, was only four cents below that day this year.

Storage stocks of butter are low and production is way down.

There is some imported butter but the real answer to the question of why the butter price dropped is that the consumer is setting the price. The rise in price was so rapid that the housewife revolted and changed to cheaper spreads or went without.

Had the rise been more gradual the consumer would not have paid so much attention and sales would not have been materially affected.

CATTLE PRICE UP

One of our members showed us a report on two fat cows and two calves he had delivered to the Milwaukee Stock Yards. Both cows were black and white and each weighed 1,550 pounds. One brought six cents making ninety-three dollars, the other, an older cow, brought five and one-half cents making her value at \$85.25. The two calves totaled 310 pounds and being about the weight and quality the buyers wanted brought the high price of nine and one-half cents or \$29.45.

Three months ago no such values

seemed in sight. Perhaps it's a good time to weed out the cows that for one reason or another are the least profitable. In most every case the cow with a defective udder would be number one on the list.

CONTROL LAW

The state milk control law commonly known as the Caldwell law expires on April 6, 1935.

Because the times are still abnormal, our organization, along with about thirty other fluid milk organizations, has sponsored a bill that, if enacted into law, will succeed the Caldwell act and give added powers to the state department of agriculture and markets in regulating fluid milk prices, payments to farmers and in general stabilizing markets.

If times were normal, the tailor, groceryman, necktie salesman and what have you, would be back in his own line instead of bedeviling the milk business.

It seems that until conditions are right, we will have that type of dealer and a control measure is needed.

The best type of control can only be considered a necessary evil. Control such as we have had in the last four months when no auditing was done, except on the books of the better class dealers, protects only the unscrupulous dealers who give secret rebates and fail to pay the farmers.

DESERVED RECOGNITION

The University of Wisconsin by presenting a "Certificate of Recognition" to Charles W. Schmaling, Delavan, Wisconsin, honored itself.

Charlie Schmaling is the type of man and farmer that is a credit to the state and the nation. Coming to this country as an immigrant boy, he has become a successful farmer, a breeder of Holstein cattle, Belgian horses and Duroc Jersey hogs.

Left with the care of a family of eight children, the youngest a baby and the oldest only eleven years, by the death of his wife, this fine man raised a splendid family.

Mr. Schmaling has been active in the affairs of his community and state. He is vice-president of the Pure Milk Association, and president of the Delavan Milk Producers, owners of the processing plant handling 40,000 pounds of milk per day.

PURE MILK MEETS ON MARCH 12

Pure Milk Association will hold its tenth annual meeting in Chicago on March 12, at the Auditorium Theatre. An attendance of 5,000 is expected. Wm. P. Davis, manager of the Boston market, will speak at the general meeting and Miss Mary Sue

Wigley, Alabama dairy farmer, will address the visiting women at a luncheon meeting.

Identification card will have to be shown to gain admission to the meeting. One of the "hot" subjects up for discussion is in regard to surplus milk.

The United States Department of Agriculture in a recent release states that a campaign for clean cream and butter resulted during January in the detection of 1,100 gallons of unfit cream intended for making butter and 45 pounds of butter found to be unsatisfactory. The report stated that there was a marked improvement over December when 6000 gallons of cream and 2800 pounds of butter were destroyed. Butter was also seized in January because of low butterfat. Two seizures totaled 6600 pounds.

MILK PRICES

On another page of this issue the record of prices of milk received by farmers, prices per quart paid by consumers, and the percentage of surplus or manufactured milk is given since the Milwaukee market went on the base-surplus plan in 1922 to January 1, 1935.

A study of this record reveals the fact that in years past we had a much higher price on fluid milk that retailed at ten cents per quart than we have today. It is true that at that time the dealers could use cream taken from milk paid for at manufactured price for fluid cream sales. Now they pay 25 cents per hundred pounds of milk more than the manufactured price.

The big factor in the difference in returns to the farmers is due to the coming in of new distributors who have taken volume from the established dealers leaving the latter with light loads, unused plant equipment, and practically the same overhead as formerly.

The new distributors started to come in four years ago and have increased to a point where there are almost four times as many in the market. Every one of these new distributors brought some new producers but no new customers.

Every farmer who was in this market prior to the influx of new dealers has suffered a definite loss of income regardless of whether he stayed with the old dealer or changed to a new one.

The consumers have not had better service nor a better product. The whole industry has been injured so that a few people could get jobs managing new companies.

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USE OF MILK

"Should fish and milk be taken at the same meal?" How many of us have been met with this milk-fish fallacy in ordering meals in restaurants or in our contact with the public.

Here is the reassurance of scientific proof in meeting unreasoning prejudices of this kind. In the recent Dairy Council digest entitled "Food Fads and Fallacies Relating to Milk," Mrs. Ethel Austin Martin raises five questions of this kind and shows conclusively that these have grown up around dietary fables which persist even today in spite of positive proof of their untruth.

The following quotations from this digest will indicate its usefulness to the dairy industry in pointing out that all of these fallacies lack foundation in fact:

Should Fish and Milk Be Taken at the Same Meal?

"The milk-fish fallacy is old and persistent. No facts of physiology or food chemistry substantiate it and experience of years disproves it. It is generally believed to have originated in days before refrigeration when people who became ill from eating fish, which was not strictly fresh, had chanced also to have drunk milk at the same meal.

"The inconsistency of those who avoid fish and milk combinations is exposed by government nutritionists. Such faddists, it is pointed out, "will eat fish chowder, made with milk, but seem afraid to drink milk at a meal where they have, say fried fish. They may not worry about crab or lobster or shrimp when served a la Newburg, but they shudder if ice cream is served after any sea food."

Should Milk be Sipped Slowly to Assure Best Digestion?

It has always seemed so reasonable to believe that sipping milk slowly would favor its digestion that the idea has gained a firm foothold. Often otherwise well-informed persons advocate sipping milk as preferable practice to drinking it naturally. Fortunately in this case we may turn to clinical and laboratory research for the facts. Scientific research shows that milk taken very slowly forms a larger curd in the human stomach and therefore actually requires longer to digest than when taken rapidly.

Should Milk and Acid Fruits be Taken in the Same Meal?

"The objection to taking acid fruits and milk at the same time is that the fruit causes the milk to

curdle in the stomach. The first process of digestion is curdling and the gastric juice in the stomach is largely responsible for this change. The curd which results from a mixture of fruit acids and milk is much finer and therefore easier to digest than the milk curd formed with acid found normally in the stomach. The milk and fruit combination is therefore to be desired rather than avoided."

Is Milk Fattening?

"No one food can be truthfully said to be more 'fattening' than any other food. An equal number of calories of lettuce and of lard, for example, produce exactly the same amount of energy and therefore are capable of producing the same amount of body fat.

"However, the term 'fattening' has come to be accepted as applicable to all concentrated foods, especially those which have a high fat, sugar or starch content. This term is legitimate only in the sense that small quantities of such foods yield a high calorie return and any small excess of them soon leads to overweight.

"Just why milk is popularly considered 'fattening' is difficult to understand. The percentage composition of milk—87 per cent water and roughly 4 per cent each of protein, fat and carbohydrate—is concrete evidence of the fallacy of this common belief. Milk ranks in water content with fruits and vegetables—foods always recommended for reducing diets. (Cabbage 86 per cent water, carrots 88 per cent, apples 85 per cent, oranges 80 per cent.

"It has been suggested that the reputation of milk as a 'fattening' food originated from its use as a beverage in a meal—often in place of water—rather than as a food. Consequently when the total energy value of the meal was raised above the desired amount, milk was credited with being the cause. Using milk properly, as a food—that is, in place of some less important food of the same calorie value—removes all chance that it will be classified unfairly.

Is Milk Constipating?

A prominent physician states: "The statement that milk is constipating is, I believe, a slander against a very important food." The fact that this statement is found in a book widely used by the medical profession is proof however that milk is commonly believed by many to contribute to constipation. The reason this belief has become so well grounded merits analysis. Milk is a

FARM HORSES INCREASE

For the first time in about twenty years the farm horses in Wisconsin show an increase in population. The number of horses on the state's farms now is estimated at 516,000 head, or about 9,000 head more than last year. For the past two years there has been an increase in the number of colts on farms, the increase being quite apparent during the past year. There were also shipped into the state during the past year over 20,000 head of work horses.

While the number of old work horses has not increased from a year ago there is a substantial increase in the number of colts, which is sufficient to bring up the state's horse population above that of a year ago. The horse population in Wisconsin began to decline with the large-scale introduction of automobiles and tractors about 1915, and the decline has continued steadily from that time until this year. Horse prices have shown strength for several years. They are now about 10 per cent higher than they were a year ago.—Wis. Crop and Live Stock Reporter.

READ THE ADS

If you have electric current on your farm it might be well to consider an electric fence unit instead of buying expensive posts and wire. Alfalfa seed and alfalfa hay also baled straw and baled shavings are among the things advertised in this issue.

The Badger State Bank offers loans for repairing or improving homes.

Milk and cream cans are rebuilt and retinned by Wacho Manufacturing Company according to its ad.

More horsepower from horses can be obtained by using good harness as advertised.

liquid, quickly and thoroughly digested. It contains no roughage and is therefore completely absorbed. Consequently it contributes no residue which aids in the general process of clearing the intestines. Milk therefore functions best with a balanced diet containing a variety of fruits, vegetables and other foods which provide residue so important in a proper functioning intestine. Milk, then, cannot be considered constipating if taken in its proper place, in a varied and balanced diet.—National Dairy Council.

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OTHER MARKETS

The Cleveland, Ohio, market got in a bad way and is now said to be under the direct control of the Ohio Milk Marketing Commission.

A local control committee has been in charge but according to reports had not functioned properly.

Other Ohio towns had gotten along rather well under the Ohio control law and the state commission believes that the Cleveland situation can be worked out.

Producers supplying New Jersey cities with milk wish to have the New Jersey Milk Control Law which expires July 1, 1935, re-enacted for a three-year period.

The New Jersey farmers believe that without a control measure stable markets cannot be maintained.

Action was brought in the state supreme court to declare the New Jersey law unconstitutional by a milk dealer who had been charged with violations of the state order.

The Twin City Milk Producers' Bulletin reports that the Twin City milk producers produced 2,412,500 pounds more milk in January than in the preceding month, with feed prices so high that it seems impossible to produce milk from purchased feed. The composite price for the month of January in the Twin Cities market was \$1.72 per hundred pounds.

This publication further states that ten companies in the Twin Cities markets are having difficulty in meeting their obligations, some of these concerns being old operators in the market. The Twin City milk producers have been forced to take

mortgages on the plants and equipment of some of the companies in order to protect the organization against losses of money due them from some of the companies, other concerns must pay for the milk as they receive it.

Pure Milk Association of Chicago reports a net price to all members of \$1.69 per hundred F. O. B. country plant or loading station for January milk.

Class I sales were 53.1 per cent of established base and class II sales 15.5 per cent of established base, making a total of 68.6 per cent of basic milk sold as milk or cream.

Much dissatisfaction with the new Chicago milk ordinance is expressed by Pure Milk members according to their paper, "Pure Milk." The claim is made that the requirements of this ordinance mean the production of grade A milk.

Cancellation of the Chicago federal license was asked for by Pure Milk and granted by Secretary Wallace. Pure Milk stated that it had made contacts with their distributors and felt that prices could be agreed on. The federal government did not seem able to regulate the price cutting dealer who under paid the farmers.

OHIO CONTROL BOARD ACTS

Orders prohibiting five milk dealers from operating after next week were issued by the milk control board today. They result from underpayments of producers by a total of \$12,053, and other violations of the milk control law and regulations of the board.

The orders provide: Refusing a license, effective January 21, 1935, to Robert S. Kerr, trading as the Monaca Dairy, 809 Pennsylvania Avenue, Monaca, for paying producers \$1,200 less than the established minimum prices for milk bought during April, June and July, 1934; failure to make payments to producers within established time limits and failure to comply with the bond provisions of the law.

Revocation of license of William H. Rosen, Home Dairy, Greenville, R. D. 1, effective January 18, 1935, for underpayment totaling \$770 and failure to pay producers within required time limits.

Revocation of license of Dorrance Corners Farm Dairy, Inc., Wapwallopen, R. D. 1, effective January 21, 1935, for underpayments totaling \$8,544 during the months of April-November, inclusive; failure to pay within specified time limits and failure to file required monthly and quarterly reports.

Revocation of license of Norman L. Paulus, Paulus Dairy, Easton, R. D. 3, effective January 21, 1935, for underpayments totaling \$806 during April, May and June; failure to file required reports.

Revocation of license of R. C. Paulus, R. C. Paulus Dairy, 1932 Easton Ave., Bethlehem, effective January 21, 1935, for underpayments totaling \$733 during April, May and June.—Dairymen's Price Reporter.

Lawyer (to feminine witness): "How old are you?"

Witness: "I'm just turned 24."

Lawyer: "Ah, I see—that means you are 42."

USERS HIGHLY RECOMMEND THE GENGLER Electric Fencer

I installed the Controller outside on a post which I can see through my bedroom window any time of the night or day. When I see the lights working I know that the stock is inside the fence. I have peace of mind now more than ever before during the night. This is the greatest advantage.

There is no crop damage from cows breaking out of the pasture and cows don't have torn teats, because they don't go over or through the fence. The fence rows are clean because they will eat under the one barb wire fence.

Yours truly,

JOHN A. HAAKE, Albers, Illinois.

The units sold by The Prime Mfg. Co., and the One-Wire Fence Co. of Whitewater, Wis., are manufactured under the Gengler patents.

In addition to the regular 110 A. C. model, a unit is now available to be used on a 32 volt home electric plant.

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Breeders Meet

JERSEY BREEDERS MEET

The forty-ninth annual meeting of the Wisconsin Jersey Cattle Club was held at the Park Hotel, Madison, Wis., February 8, 1935.

It was evident, both from the standpoint of enthusiasm and attendance that interest in Jersey cattle is on the increase in Wisconsin.

The meeting was called to order by President Hugo J. Trost, whose brief talk on Co-operation and The Breeders Cow was both interesting and educational.

Other speakers were Jack Nesbit, Dr. Brew and Fred Idtse.

The club again voted to support the Parish Show program and it is hoped there will be from 4 to 6 Parish Shows during the year with the winners of all meeting at the State Fair in competition.

A. J. Cramer brought with him figures on what the Jerseys have been doing in Dairy Herd Improvement Association work in Wisconsin the past year. High herd honors go to Phil. Stephanus of Delavan, whose 19 registered Jerseys averaged 9,330 pounds of milk and 499.9 pounds of fat.

This herd, incidentally, was second high in the state, including all breeds.

New officers elected were as follows: President, Stewart Barlass, Janesville, Wis.; vice-president, Dr. A. F. Rheineck, Milwaukee, Wis.; secretary-treasurer, J. H. Hoffman, Grafton, Wis.

—By John Hoffman.

STATE HOLSTEIN BREEDERS MET AT SHEBOYGAN, FEB. 28TH AND MARCH 1ST

The annual meeting of the Holstein Friesian Breeders' Association of Wisconsin was well attended at Sheboygan, February 28 and March 1st, 1935. All through the two days there prevailed a feeling that conditions are definitely improving for Holstein breeders.

The breeders were welcomed by Mayor Sonnenburg of Sheboygan. Holstein Breeders of Sheboygan County, citizens of Sheboygan, and the Chamber of Commerce did a good job in entertaining the convention.

President of the State Association, A. C. Oosterhuis of Oconomowoc, in his address said that regardless of prospects for national recovery there are unmistakable signs that there will be a demand for high producing, clean Holstein cattle.

Professor Roy T. Harris spoke on keeping records and getting out the valuable information contained in the records we now have.

Dr. J. S. Healy of the United States Department of Agriculture spoke on the Bangs disease and Mastitis eradication program. Dr. B. A. Beach of the State University spoke on health of breeding animals and the value of keeping their feet in good condition.

At the evening banquet, I. F. Hall of the State University spoke of trends in agriculture and painted an optimistic picture for agriculture in the next few years. Some remarks by others, excellent music, and a few songs by the audience preceded an evening of entertainment closing with a dance.

The morning of the second day started with a tour of one of Sheboygan's manufacturing plants, a trip to Pinehurst Farms going through the grounds of the Kohler Company of Kohler, Wisconsin.

A. J. Glover, president of the National Holstein Association, presented a plan for Holstein progress based on a sound breeding program and intelligent marketing. The plan met with approval and a number of committees will be appointed to carry out the plan.

Professor G. Bohstedt of Madison spoke on feed conditions and feeding problems brought about by drouth conditions. He brought out some new facts about milk produced by different cows. The cows producing white colored milk apparently are more efficient in converting carotin, the coloring matter in milk, to vitamin "A." Vitamin "A" is colorless while carotin is yellow in color.

Among the resolutions passed was one creating a committee of five to study milk ordinances and laws of the state with a view to the elimination of discriminating provisions regarding milk standards. The continuation of the Bangs disease program was also urged in a resolution.

The election of four directors resulted in the naming of John Wuethrich of Greenwood, C. W. Symons of Edgar, W. W. Kinyon of Lake Mills, and Charles Brace of Lone Rock. These four with the eight holdover directors elected A. C. Oosterhuis, president; C. W. Symons, vice-president; John Wuethrich, treasurer; Miss Laura Krey of Madison, secretary.

—By Fred Klussendorf.

ANNUAL MEETING OF STATE GUERNSEY BREEDERS

By Gavin McKerrow

The annual meeting of the Wisconsin Guernsey Breeders Ass'n was held on February 5 at Madison. Wisconsin Guernsey breeders always enjoy judging cattle and the first two hours of the morning session were held at the University Stock Pavilion in a breed type demonstration and judging contest. A conference on organized advanced register testing groups was held in the College Auditorium at 10 o'clock. Jack Nesbit of the Dairy Testing Service stated that his department has compiled a file of records of 6,000 Wisconsin Guernsey cows and they also have a lifetime record of dam and daughter comparisons on these cows. Mr. Hesse, official supervisor for the Waukesha Co. Testing Ass'n., stated that sixteen pure-bred herds in this co-operative testing association, now have about 300 cows on official test.

The afternoon session which included the business portion of the meeting was opened by the President, L. B. Stevens. Reports of the secretary-treasurer were read and showed the association in a sound financial condition with a net balance of \$1,642.39. The activities of the association during the year included the promotion of Golden Guernsey milk sales through seventeen active distributors in the state. An increase of 329,750 quarts in the amount of milk sold under the copyrighted label over the previous year was reported.

President Stevens outlined the program of the state association during the year as follows: 1. Healthy herds featuring the abortion testing plan. 2. Production tested herds by official testing, featuring advanced register testing associations. 3. Improved markets; a. for cattle through county breeders associations and through a quality state sale. b. for product through the sale of Golden Guernsey milk under the national trade mark.

Dr. J. S. Healy, U. S. Department of Agriculture, in a discussion of Abortion and Mastitis Control, brought out the fact that the amount of Bang infection found in Wisconsin herds is about fifteen per cent, this being considerably lower than in other states. Up to February 1, 308,147 cattle had been tested.

The evening banquet was attended by nearly 300 people. Governor Philip F. LaFollette gave a splendid address in which he said, "I believe in quality. I feel that our progress

(Continued on page 7)

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OTHER COUNTRIES TRY MARKETING SCHEMES

It is interesting to find that practically every country on the globe is giving assistance to agriculture through some marketing plan. Almost everything that has been tried in this country has been tried in foreign countries, and most of the difficulties here have been experienced in these foreign countries. England is typical of these countries and here is a quotation headed "Marketing Schemes Go Awry," in a recent issue of "The English Field."

"Mr. Elliot is not having an easy spell. The several marketing schemes and other plans for agricultural assistance seem to be going awry, and results are not justifying early promises. But because the boards have struck a bad patch, farmers, whose organizations they are, need not despair of remedying the defects or lose confidence in Mr. Elliot, who persuaded farmers to accept these undertakings. The minister of agriculture realizes as clearly as any farmer that the schemes are not yet in perfect shape and from his contacts with members of the boards he must know that it is lack of business capacity and lack of vision and not only imperfect machinery which are largely responsible for the disappointments of recent months.

"Let us first of all look at the policy of the milk board. There are two markets for milk in this country. The liquid market, which is profitable; and the manufacturing market, which is not. What has the milk board done to expand the profitable market and induce people to buy more milk? Very little, indeed, judging by a graph which has been issued from Thames House. The consumption of milk has remained almost stationary, at one-third of a pint daily—during the past year. Moreover, the rise in retail prices, agreed to by the board, is likely to result in a decline in milk consumption in most households this winter."

The article continues stating that "The pigs' board has not been any more astute than the milk board," and it states further that "Farmers are looking forward with some apprehension to the establishment of marketing boards for fat stock, fruit and eggs." All of which shows that "there is nothing new under the sun."—Twin City Milk Producers' Bulletin.

CREDIT TOO COSTLY

"The cost to farmers of commercial short time credit varies from ten to forty per cent, the average cost being from sixteen to eighteen per cent," so says C. H. Forbush of the Production Credit Corporation, Springfield, Massachusetts.

This rate of interest is altogether too high or if the risk is so great, no money should be loaned to individuals if such rates of interest must be charged.

Mr. Forbush states further that in ordinary times farmers get 20 per cent of their short time credit from banks, 10 per cent from individuals, and 70 per cent from dealers in feed, fertilizer, seed, and other farm supplies.

It is essential that adequate credit be provided for the farmers of this country and that it be lent to them at a fair rate of interest. It is also important that no loans be made to farmers who must be charged usury rates of interest. This practice is tantamount to saying that many such farmers will be unable to pay, that the risk is large and that the farmers who do pay must carry those unable to pay. This is a wrong basis upon which to conduct any business. It is no kindness to lend a man money at a high rate of interest when it is known to be a great risk. Many bankers made the mistake of lending money to farmers during the so-called period of prosperity when they would have done better by the farmers if they had denied them credit.

In establishing an adequate system of credit for farmers it is not only important that it be provided at a reasonable rate of interest, but that those in charge of lending money have a broad enough understanding of agriculture to be able to counsel with those who would borrow and help them to determine whether they are in position to use credit advantageously.

—Hoard's Dairyman.

TESTED DAIRY RECIPES

Liver Loaf

(Serves 6)

- 1 pound liver
- 2 cups soft bread crumbs
- ½ cup grated or chopped onion
- 1 egg
- 1 teaspoon salt
- ½ teaspoon pepper
- 2 to 4 tablespoons fat
- 4 tablespoons cold water
- ¼ cup flour

Chop liver and mix all ingredients. Shape into a loaf and roll in flour. Bake in a moderate oven for forty-five minutes.

* * *

English Monkey

(Serves 4)

- 1 cup milk
- 1 cup stale bread crumbs
- 1 tablespoon butter
- ½ teaspoon mustard
- ½ teaspoon salt
- A few grains cayenne
- 1 egg
- 1 cup grated cheese

Put milk and stale bread crumbs in saucepan and let stand 15 minutes. Add butter, mustard, salt and Cayenne and heat slowly. Stir in egg, slightly beaten, and cook one minute. Add grated cheese. As soon as cheese is melted, pour over toast or crisp crackers on hot platter.

* * *

Apple Oatmeal Pudding

(Serves 6)

- 4 small apples (cut in eighths)
- ½ cup brown sugar
- ¼ teaspoon cinnamon
- ¼ cup sugar
- ½ cup butter
- 1 egg
- ½ teaspoon vanilla
- ½ cup milk
- ½ cup rolled oats
- ½ cup flour
- 2 teaspoons baking powder
- ¼ teaspoon salt

Arrange apples in bottom of greased baking dish. Sprinkle with brown sugar and cinnamon. Cream sugar and butter, add well beaten egg and vanilla. Beat well. Add milk alternately with oats and flour, baking powder and salt. Pour over apples and bake in a moderate oven for forty minutes. Serve with cream.

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Mr. Fletcher Says I

We are always interested in receiving letters from our members and in having them drop into the office for a friendly chat with our secretary. He is usually at his desk and "Charley" can be relied upon to give any shipper as nearly correct answers as is possible to give to any problems that may arise.

Your letters give us many pointers on the milk problem and are always appreciated but we always like to have the shippers sign them so we may answer them either by letter or in person.

Any organization, worthy of the name, always finds that the membership has many thoughtful people with constructive ideas that may help the board solve some of its hardest problems. So let's have lots of letters and office calls. They tend to bring us closer together.

Our Department of Agriculture and Markets is again responsible for a rather peculiar statement relative to fluid milk markets if correctly quoted. They are quoted in the past as saying that "co-operative marketing agencies paid 54.7 of the consumer's dollar to the producers shipping milk to those companies." It is beyond the comprehension of any student of milk markets why misleading information of that character should be published.

On the fluid milk market if the co-operative organizations pay the farmer what is due him he will receive 47 per cent of the consumer's dollar. On the surplus milk or that part that goes into the manufacture of butter the shipper at any company will receive better than 80 per cent of the consumer dollar. If the percentage that is manufactured is averaged with the part that is fluid, naturally the shipper on all his milk receives a larger percentage of the consumer's dollar on the average.

Carrying this to the extreme then the company that would have 80 per cent surplus milk and 20 per cent fluid would be paying the shippers 73.4 per cent of the consumer's dollar and should be lauded to the skies. If our department heads think that any farmer cares for that kind of "percentage of the consumer's dollar," they should interview some of the shippers to companies with high surplus.

Why don't they come out truthfully and say "We have six co-operative organizations in the Milwaukee milk market. To the best of our knowledge and belief only two of

these are paying according to the order in that market because the rest are too inefficient to do otherwise. We have put up a lukewarm effort to enforce our order on these companies and because we have not curbed them that market today is receiving a smaller percentage of the consumer's dollar than is justly due the farmers. That if it had not been for the co-operation of the organized farmers and reliable buyers in that market nothing but chaos would result. We have given that market nothing but promises and have wasted a great deal of the state's money down there but we have not, through our efforts, eliminated one crooked buyer of milk from that market nor enforced payment to the farmers of the price ordered and under our present set-up we do not expect to do any better."

But can you, fellow members, imagine any politician making that kind of a statement.

ANNUAL MEETING OF STATE GUERNSEY BREEDERS

(Continued from page 5)

has been fundamentally sound, but we must improve quality and in some cases quantity of the things we produce.

Secretary Karl B. Musser of the American Guernsey Cattle Club gave an address outlining the progress of the Guernsey breed during the past few years. He mentioned a thirty per cent increase in registration and transfers during the last six months of 1934. He commended the breeders in some sections of Wisconsin who have started associations for official records on all of the cows in their herds.

Chas. Wilkins, Platteville and Geo. Newlin of Fond du Lac were re-elected as directors, while Clarence Sheridan, Fond du Lac, was elected to fill the place of L. E. Gordon. L. B. Stevens was re-elected president. Chas. A. Wilkins, vice-president and Gavin W. McKerrow, secretary-treasurer.

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MILK PRICES

1922	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	\$2.01
Feb.	\$2.16	\$1.40	1.88	35.4	9
Mar.	2.15	1.43	1.91	33.4	9
Apr.	2.20	1.38	1.93	33.2	9
May	2.20	1.26	1.89	33.0	9
June	2.20	1.33	1.93	30.5	9
July	2.20	1.38	2.08	15.0	9
Aug.	2.30	1.43	2.30	0.0	9
Sept.	2.30	1.76	2.30	0.0	9
Oct.	2.30	2.09	2.30	0.0	9
Nov.	2.65	2.44	2.65	0.0	10
Dec.	2.75	2.65	2.74	10.0	10

1923	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.75	2.43	2.69	18.88	10
Feb.	2.70	2.24	2.61	18.84	10
Mar.	2.70	2.11	2.59	19.04	10
Apr.	2.65	1.90	2.48	22.84	10
May	2.60	1.73	2.36	27.43	10
June	2.60	1.69	2.30	32.71	10
July	3.00	1.79	2.72	22.90	11
Aug.	3.00	2.00	2.88	12.4	11
Sept.	3.00	2.00	2.85	14.76	11
Oct.	3.00	2.00	2.85	15.6	11
Nov.	3.00	2.19	2.85	17.93	11
Dec.	3.00	2.25	2.78	29.24	11

1924	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.90	2.14	2.695	26.27	11
Feb.	2.90	1.99	2.585	34.30	11
Mar.	2.85	1.79	2.46	36.33	11
Apr.	2.85	1.41	2.28	39.40	11
May	2.85	1.36	2.23	41.89	11
June	2.85	1.46	2.19	47.52	11
July	2.85	1.45	2.265	41.54	11
Aug.	2.85	1.38	2.445	27.42	11
Sept.	2.85	1.39	2.405	32.67	11
Oct.	2.45	1.43	2.155	28.54	10
Nov.	2.45	1.67	2.285	21.35	10
Dec.	2.45	1.69	2.245	27.14	10

1925	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.45	1.55	2.17	31.19	10
Feb.	2.45	1.66	2.21	31.82	10
Mar.	2.45	1.97	2.29	32.55	10
Apr.	2.50	1.78	2.25	34.45	10
May	2.50	1.64	2.17	37.73	10
June	2.50	1.76	2.20	40.80	10
July	2.50	1.86	2.28	34.60	10
Aug.	2.59	1.88	2.33	27.10	10
Sept.	2.50	2.09	2.10	23.80	10
Oct.	2.50	2.29	2.45	22.20	10
Nov.	2.50	2.31	2.46	18.90	10
Dec.	2.60	2.25	2.40	28.30	10

1926	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.60	1.97	2.41	29.0	10
Feb.	2.60	1.91	2.38	31.3	10
Mar.	2.60	1.84	2.37	29.6	10
Apr.	2.85	1.68	2.45	33.8	11
May	2.85	1.70	2.43	36.1	11
June	2.85	1.69	2.38	40.1	11
July	2.85	1.65	2.455	33.2	11
Aug.	2.85	1.71	2.595	22.2	11
Sept.	2.90	1.83	2.747	14.0	11
Oct.	2.90	1.94	2.785	11.6	11
Nov.	2.90	2.09	2.78	15.0	11
Dec.	2.90	2.26	2.73	26.6	11

1927	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.90	2.09	2.66	28.9	11
Feb.	2.90	2.16	2.66	31.7	11
Mar.	2.90	2.11	2.66	30.0	11
Apr.	2.90	2.06	2.623	32.5	11
May	2.90	1.76	2.49	34.8	11
June	2.85	1.70	2.41	37.5	11
July	2.85	1.66	2.464	32.1	11
Aug.	2.90	1.76	2.636	22.8	11
Sept.	3.00	1.91	2.846	13.8	11
Oct.	3.00	1.99	2.852	14.3	11
Nov.	3.00	2.11	2.86	15.4	11
Dec.	3.00	2.24	2.82	23.1	11

1928	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	3.00	2.04	2.74	26.7	11
Feb.	2.90	1.97	2.63	28.5	11
Mar.	3.00	2.04	2.71	29.7	11
Apr.	2.95	1.84	2.57	34.4	11
May	2.95	1.80	2.55	34.7	11
June	2.95	1.79	2.49	39.3	11
July	2.95	1.84	2.62	29.1	11
Aug.	3.00	1.94	2.80	19.3	11
Sept.	3.00	2.01	2.78	22.6	11
Oct.	3.00	1.98	2.84	15.5	11
Nov.	3.00	2.09	2.85	16.0	11
Dec.	3.00	2.11	2.78	25.1	11

1929	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	3.00	2.00	2.744	25.6	11
Feb.	2.90	2.09	2.683	26.6	11
Mar.	2.95	2.03	2.70	27.0	11
Apr.	2.90	1.86	2.59	30.1	11
May	2.90	1.76	2.525	32.5	11
June	2.90	1.76	2.435	40.6	11
July	2.95	1.71	2.505	35.8	11
Aug.	2.95	1.75	2.631	26.5	11
Sept.	3.10	1.85	2.82	22.2	11
Oct.	3.15	1.82	2.85	22.2	12
Nov.	3.15	1.70	2.80	24.4	12
Dec.	3.15	1.62	2.64	33.6	12

1930	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	3.15	1.39	2.53	35.27	12
Feb.	3.10	1.39	2.46	37.27	12
Mar.	3.10	1.45	2.49	36.78	12
April	3.10	1.44	2.43	39.85	12
May	3.10	1.29	2.30	43.90	12
June	2.85	1.24	2.11	45.70	11
July	2.85	1.33	2.25	38.99	11
Aug.	2.85	1.53	2.38	35.40	11
Sept.	2.85	1.55	2.41	33.55	11
Oct.	2.85	1.52	2.40	33.92	11
Nov.	2.85	1.33	2.28	37.30	11
Dec.	2.85	1.17	2.13	42.71	11

1931	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.50	1.02	1.88	43.0	10
Feb.	2.50	1.01	1.86	44.0	10
Mar.	2.50	1.08	1.89	44.0	10
Apr.	2.50	.89	1.76	46.0	10
May	2.50	.81	1.70	48.0	10
June	2.50	.80	1.68	52.0	10
July	2.50	.86	1.85	39.0	10
Aug.	2.50	1.00	1.95	37.0	10
Sept.	2.50	1.15	2.00	38.0	10
Oct.	2.50	1.25	1.96	37.0	10
Nov.	2.50	1.14	1.89	43.0	10
Dec.	2.20	1.14	1.72	43.0	9

1932	Fluid	Mfg.	Ave.	% Sur- plus	Per Qt.
Jan.	2.10	.91	1.55	44.0	9
Feb.	2.10	.81	1.51	43.0	9
Mar.	2.10	.81	1.52	43.0	9
Apr.	2.10	.69	1.43	46.0	9
May	1.70	.60	1.27	36.0	8
June	1.70	.55	1.25	39.0	8
July	1.75	.56	1.23	43.0	8

1932	Fluid	Mfg.	Outdoor Relief	Cream	Ave.	% Surplus	Per Qt.
August			.71				
September			.73		1.23		8
October			.72		1.23		8
November			.82		1.23		8
Dec.	1.60	1.00	1.37		1.23	49.60	8

1933	Fluid	Mfg.	Outdoor Relief	Cream	Ave.	% Surplus	Per Qt.
January	1.60	1.00	1.37		1.27	49.73	7
February	1.60	.64	1.37	.89	1.17	30.61	8
March	1.65	.63	1.42	.88	1.17	34.07	8
April	1.76	.84	1.53		1.26	51.95	8 1/2
May	1.76	.89	1.53		1.31	49.00	8
June	1.76	.89	1.53		1.27	54.17	8
July	2.00	1.00	1.77		1.46	51.81	9
August	2.00	1.00	1.77		1.45	53.02	9
September	2.00	1.00	1.77		1.47	51.34	9
October	2.00	1.00	1.77		1.47	51.49	9
November	2.00	1.00	1.77		1.55	42.71	9
December	2.00	.75	1.77	1.00	1.38	36.82	9

1934	Fluid	Mfg.	Outdoor Relief	Cream	Ave.	% Surplus	Per Qt.
January	2.00	.77	1.77	1.02	1.47	29.43	9
February	2.00	.96	1.77	1.21	1.50	35.97	9
March	1.90	.96	1.67	1.21	1.49	29.98	9
April	1.90	.88	1.67	1.13	1.43	32.62	9
May	1.85	.91	1.62	1.26	1.44	31.37	9
June	1.85	.95	1.62	1.30	1.42	36.79	9
July	1.85	.94	1.62	1.19	1.40	39.23	9
August	1.85 & 2.30	1.06	1.62 & 2.07	1.41	1.59	37.44	9 & 10
September	2.30	1.01	2.07	1.36	1.68	36.98	10
October	2.30	1.04	2.07	1.39	1.76	33.07	10
November	2.15	1.17	1.92	1.52	1.73	30.61	10
December	2.15	1.18	1.92	1.43	1.74	28.11	10

*From August to November inclusive 1932, there was no fluid price made. The dealer paid the same average price as he had paid for the month of July, 1932.
 † In August, 1934, we had two prices, the first price shown is for the first half of the month and the last price is for the last half of the month.