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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1945/March 1946

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 1

"By Farmers . . . For Farmers"

APRIL, 1945

The Dairy Council of Milwaukee

The Dairy Council of Milwaukee has officially opened its door with Miss Elizabeth Sullivan, as Director and Nutritionist. She has come to us from Akron, Ohio, where she has been the nutritionist for the Goodyear Aircraft Corporation. Her previous experience includes her graduation from Rockford College, a dietetic internship at St. Luke's Hospital in Chicago, ten years as a hospital dietitian and more recently she was the Director of the Columbus Milk Council in Columbus, Ohio.

Miss Sullivan has been spending the time between planning for and arranging the new office by calling on many of the key people in the fields of public health, nutrition, in the schools and hospitals. The Dairy Council is receiving "a royal welcome" in Milwaukee.

Our Dairy Council materials have already been displayed in an exhibit at the Alonzo Cudworth Legion Post at a meeting attended by 175 nurses and their friends.

Early in March, two Dairy Council films "AMERICA LEARNS TO FLY," and "A GUIDE TO GOOD EATING" were shown to 700 industrial workers at a Safety First Aid and Health School, held at the Vocational School's Auditorium. This opportunity to encourage war workers in this area to DRINK ENOUGH MILK and STAY ON THE JOB was an outgrowth of a visit to the Milwaukee Association of Commerce, which is sponsoring this industrial program.

Your Director has selected the educational materials and mapped out an educational program that should most effectively encourage the people of the Milwaukee area to continue and improve on the better food habits which they and their families have formed — perhaps as a result of wartime efforts.

Now, we must not let them forget that the SEVEN BASIC FOODS (milk, fruits, vegetables, eggs, meat and meat substitutes, whole grain or enriched breads and cereals, and butter) are daily musts — now in war and later in peace.

Giving the people of the Milwaukee area — over and over again in various appealing ways — The Reason Why milk and its products are so important to general good health will be the greatest in-



ELIZABETH SULLIVAN

duce to increased milk consumption in peace-time, when more milk will be available.

This your Director realizes to be her greatest responsibility to this community, and it is her pledge to you, of the dairy industry.

Miss Sullivan hopes that you will pay her a visit at The Dairy Council offices (4023 The Plankinton Building) so that you may see the nucleus of our program's activities and to see how the Council is set up to serve your interests, now and in the future.

Oleo Goes Into A "Subsidy" Contest

A cartoon contest on the subject of oleo is being organized by the National Association of Margarine Manufacturers, it is reported this month by Editor and Publisher, trade magazine of the newspaper industry. Editor and Publisher brands the plan as part of "an insidious trend that should be stopped now," and calls it a "subsidy" contest.

The scheme, it is explained, is to give awards to cartoonists who slip oleo into their sketches which appear in various publications.

(Continued on Page 5)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street
Milwaukee 5, Wis.

Marquette 3057

Vol. 18

April, 1945

No. 1

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Grafton

Entered as second class matter April, 1928, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription\$1.00 Per Year

Dairy Council

Take time to read the article on the Dairy Council of Milwaukee. Your Board is looking forward to good results from Dairy Council work considering its real post war planning.

The amount of milk that may be sold under War Food Administration Order 79 has been increased by 15% for April which should mean that consumers can have all the milk they want. It is about the only real food that can be had in any quantity, what with points, etc., fencing in meats, cheese and butter.

Uniform Production

The heavy flow of milk since January of this year, would indicate that more cows have freshened very late in 1944 or early in 1945. Possibly the heavy receipts are due to better hay and silage and liberal feeding of grain.

Production in this market had been quite even throughout the year, due in large measure to the base plan inaugurated in 1922. Producers will be the first to suffer if uniformity in production is lost sight of. If the regular producers do not produce enough milk for the daily needs throughout the year, new farms

must be brought in during a period when milk is short. Naturally the new ones must be kept which means that a higher surplus will be in the market to weaken the blend price later on.

It's wise to plan to breed cows for early fall freshening — too late for this year — but plan ahead for several years. We can plan to feed better during the time of short pasture. Seeding sudan, millet and other emergency pasture or hay crops is wise. This aid to more even production through good care and feeding can result in good supply of milk in the late summer and fall of this year. Let's take care of our own market.

An Early Season

Through most of this milk shed, seeding of small grain was about finished in March. Early potatoes and some sweet corn was also in the ground. An early start and with good weather a good crop should result. Grass for pasture and all hay crops are very promising. Seems at this writing on the last day of March to be ten days to two weeks ahead of the season.

Feed Subsidy Payments Continue at Sixty Cents For April

The federal government has finally decided to give in to the demands of organized producers to keep feed payments at sixty cents per hundred pounds for the month of April.

We believe that since government refuses to allow us to have a fair price for milk, that we are justified in getting this feed payment which is and always was a consumer subsidy, for it had the affect of holding down prices that consumers paid for milk. What will be done about feed payments for the following months, has not been definitely announced, but the fact remains in this market at least, the price at which our milk is frozen is too low. Perhaps it would be more fair, were the feed payments to go down in May and June to a lower figure, and have them advanced sharply for the months in which feed is scarce.

A New Paint Job

Your Board of Directors decided that the interior of the headquarters looked pretty grimy and dull. Bids were asked for on a cleaning and paint job. The work has been completed and the place looks bright and clean. Stop in and look things over if you find the time.

Attention:

FARMERS and DAIRYMEN

We are happy to announce that we can *now* deliver materials for milk, hog and hen houses. Also immediate delivery of materials for your new home of fire-safe construction.

Come in and see our cooling tanks and deep freeze units.

U. S. Housing Materials Corporation. *Sample room,*
4106 Plankinton Bldg., 161 West Wisconsin Avenue,
Milwaukee, Wisconsin. Write or call. *Daly 2661.*

**Kindy
Glasses
Go To
War!**



"Down Under".... a medical private wears Kindy glasses on a job that has no end. Kindy glasses help him do HIS job better... Let them help you. Come in today!

KINDY
OPTICAL CO.

MILWAUKEE

615 N. Third St.

FARMERS ATTENTION

↓

DAIRY CATTLE

Replace boarders with **MONEY MAKERS**. A poor cow requires the same labor and feed as a good dairy cow.

Take
Advantage
of
Higher
Milk
Prices

Easy Monthly Terms

Ship more milk with fewer cows and smaller feed bills.

↓

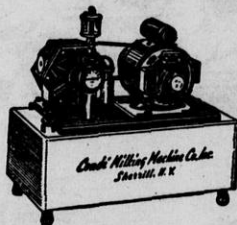
THE CONDE MILKER

*The World's Finest
Milking Equipment*



Outstanding Features

- 1 Balanced Pail with Rigid Handle
- 2 Filtered Air
- 3 Dry Pipe Line
- 4 Poppet Type Valves



This vacuum supplier is obtainable with either a 1/2 H.P. electric motor or a gas engine, is complete and ready to install as received from the factory

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Farm Machinery

- Tractor
- Hay Mowers
- Cultivators
- Tractor Plows
- Corn Binder
- Ensilage Cutter
- 3 Sets of Harness
- 2 Double Unit
- Universal Milkers
- Also Other Items

All reconditioned and ready for use. Buy now and save.

↓ ↓

Steward Clipper Blades

Sharpened by a trained attendant. Factory machine formerly operated by John Gessert.

We Offer
24-hour Service
at 50c per pair

Careful work guaranteed on all blades.

Theodore Klein & Sons, Inc.

Menomonee Falls, Wisconsin

(Continued from Page 1)

"At first glance," states the periodical, in commenting on the trend, "this practice looks like an easy way for a newspaper man to pick up a little extra money. Actually, it is a threat to the final newspaper product. The cash prizes are a temptation to reporters, photographers and cartoonists to slip into the paper an item featuring or including a commercial product. The only restraint is the news judgment and the conscience of the man involved or the man on the desk."

In the meantime, the oleo association's \$100,000 advertising campaign got under way this month with ads in Parent's Magazine and True Story.

New Supporters March, 1945

Al. Werning, Route 2, Waukesha.
Layton Stocks, Route 1, Waukesha.
Elmer Bandle, Slinger.
F. J. Winninghoff, West Bend.
Albert Roskopf, Germantown.
Norbert Braun, Route 2, Caledonia.
Laubert & Henderson, Route 1, Union Grove.
Phillip Koenigs, Route 1, Pewaukee.
Herbert Kannenberg, Route 1, Cedarburg.
Harvey Gierach, Route 1, Thiensville.
Robert Gierach, Rockfield.
Paul Bellfuss, Route 1, Colgate.
Wilmer Kurth, Route 1, Grafton.
Louis Schliepen, Route 5, Waukesha.
Joseph Bauer, Route 2, Waukesha.
Herbert H. Lamp, Route 1, Nashotah.
Varley & Garvens, Route 4, Waukesha.
Oscar Rau, Route 1, Saukville.

Chicago Market Considers Uniform Production

After going along for a number of years without any base-surplus plan, Pure Milk Association discussed uniform production at its annual meeting. In discussing this subject, Wilbur J. Swayer is quoted in Pure Milk thusly:—

"The old 'base-surplus' plan, with all of its faults, did tend to even production. While the membership as a whole would never again agree to the return of that program, nor do I believe it to be the answer to the problem, we must recognize that study must be given to this problem. Several corrective measures are being advanced, and thorough consideration must be given to ways of discouraging the trend toward excessive spring milk production."

Base-surplus as it was used in Chicago certainly was a hodge-podge, for base could be and was bought and sold and no one knew where he was going to end up. However, it is encouraging to know that the

STEWART

CLIPMASTER

Cool, Easy Running
Animal Clipper

Preferred for its
silent, smooth-
running speed,
ease of
handling,
and lasting
durability



CLIPS
COWS
HORSES
MULES
DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's. 110-120 volts. Special voltages slightly higher. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

Chicago Flexible Shaft Company, Dept. 57
5600 W. Roosevelt Rd., Chicago 50, Ill.

Over Half a Century Making Quality Products

Farm Real Estate Prices

Commenting on the raise in farm real estate prices in the past several years, W. E. Rhea, Land Bank Commissioner of Farm Credit Administration "wonders what returning G. I.'s are going to use for money if they wish to purchase farms and land prices continue to advance."

Perhaps Mr. Rhea might check up on what farmers have put into improvements on their farms in buildings, drainage, etc. He would find that in many cases improvements alone cost more than the price good farms were selling for in the years 1935 to 1939. Does Mr. Rhea, or anyone else in Farm Credit Administration, believe that a farmer and his family should spend long years improving a farm and then have to sell it for less than the cost of improvements? If such is the case, the "returning G. I.'s" do not have much to look forward to in the farm game. Many farmers and good ones at that, will probably wonder what they are going to use for money to replace wornout equipment for their farms when the war is over. Factory labor has become used to high wage, and will demand and probably get high pay after the war. Manufacturers of farm machinery are now engaged in turning out war material with very profitable returns and will not take kindly to lower returns on their output when they return to farm machinery lines.

Chicago organization is giving thought to more uniform production.

Our producers will have fairer competition if the Chicago market makes an attempt to produce uniformly.

Speed Up Daily Clean-Up Work with ONE Material!

Many Wisconsin milk producers and numerous other successful dairy operators are discovering that Oakite General Dairy Cleaner is a highly-satisfactory answer to their day-in and day-out clean-up problems.

Easy to use and quick acting, this specialized dairy detergent speeds up such daily chores as cleaning separators, vats, coolers, pasteurizers and churns.

OAKITE GENERAL DAIRY CLEANER

provides safe, THOROUGH cleaning . . . helps LOWER bacteria counts. FREE booklet describes this many-purpose dairy detergent . . . gives many helpful tips on low-cost sanitation. Write to:



A. H. BOND

OAKITE PRODUCTS, INC.

757 N. Broadway, Milwaukee 2, Wis.



Buy Bonds For Victory!

**WANT MORE EGGS?
LARGER PIGS?
MORE MILK?**

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown



Moorman Mfg. Co.
Oshtemo, Ia.

SEE THE MOORMAN DEALER

JOSEPH KEYES

Representing
MOORMAN MFG. CO.

1535 North 35th St.
Milwaukee, Wis. West 1714

Place Your Order Now For

LEMKE'S HYBRID CORN

95-100-105-110-115 day maturities

LOUIS LEMKE

RR. 1, Thiensville
2 miles north of Granville Station
Phone: Thiensville 4443

FOR SALE

Dried Brewers Grains

JAMES J. DONOHUE

Edgewood 0462W

FOR SALE

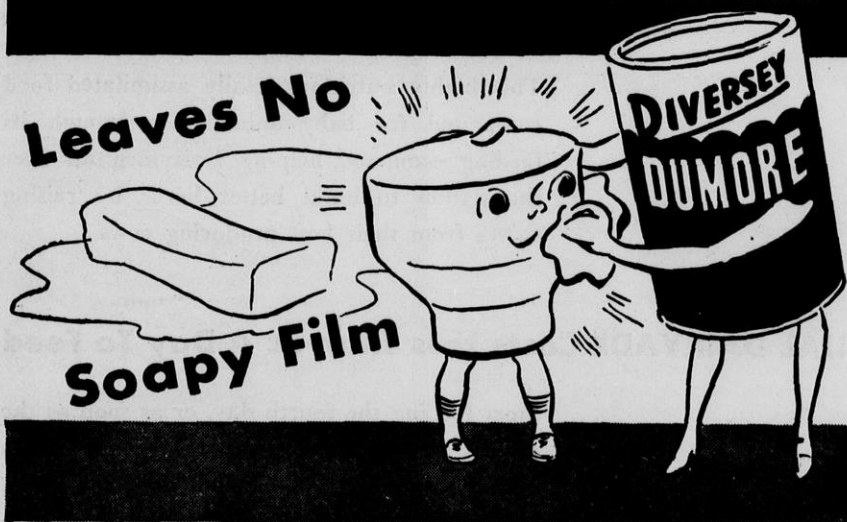
**Pair Belgian Geldings,
also Brood Mare**

T. FRED BAKER

**Highway 167 and K.
Hartford, Wis.**

DUMORE

washes milk utensils **CLEAN**



Soapy dishwater often leaves a greasy film on dairy utensils in which milk-spoiling bacteria can hide. Guard against soapy film by washing utensils with DUMORE, a soapless cleaner made especially for dairy use. Vigorously attacks milk fat and stubborn dirt. Leaves no film or scale even in hard water. Rinses quickly, completely. Economical to use. Safe for hands as well as utensils. *Ask your Hauler to bring you a supply.*

For disinfecting utensils use DIVERSOL



MUTUAL DAIRYADE —

This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

Start feeding the fourth day, or as soon as the milk is free from colostrum. One pail, with a minimum amount of milk, plus hay and grain, raises two calves to six weeks — Adds \$24 to \$36 to your milk check.

*Distributed Exclusively By Leading Milk Companies. Have Your Hauler
Bring You A Pail Today. Your Satisfaction Is Guaranteed.*

MUTUAL PRODUCTS CO.

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 2

"By Farmers . . . For Farmers"

MAY, 1945

State Milk Production May Exceed 15 Billion Pound Mark During '45

Wisconsin's milk production may pass the 15 billion pound mark this year for the first time in history, providing the necessary manpower can be maintained, Milton H. Button, Director of the State Department of Agriculture, said today. His estimate is based upon figures obtained in a state-wide survey now being completed by the department's dairy division and reports received by the state crop reporting service.

Preliminary tabulations, Button said, indicate that milk production during the flush period will exceed the 1944 peak volume by approximately 7 or 8%. Reports compiled by the crop reporting service show that production for the first three months of the year was 6% ahead of last year.

Total milk production in Wisconsin last year was 14,643,000,000 pounds. An increase of 3% for the year would put the total 1945 production well over the 15 billion pound mark. This would represent 12½% of the 1945 national milk production goal of 120 billion pounds.

Because of the early spring, the flush season this year is expected to come exceptionally early and present indications are that it will be considerably higher than normal at the peak. The length of the flush season will depend largely upon weather conditions during the coming weeks.

Reports from many dairy plants indicate that their daily milk receipts have already reached or even topped the 1944 peak, Button said. This increase is due to many factors, including a 3% increase in the number of dairy cows in the state. Farmers are also feeding a little more heavily than they did a year ago.

"You're a cheat!" the first lawyer accused his opponent.

"You're a liar!" the other retorted.

Then from the judge: "Now that these attorneys have identified each other, we shall proceed with the case."

June Is Dairy Month

Dairy Month this year is being staged for the ninth time. As in the past, it will be spear-headed by the National Dairy Council with the co-operation of all branches of the industry.

The plans, purposes and program of June Dairy Month will be geared to Government needs as outlined by War Food Administrator Marvin Jones. In a letter to President Milton Hult of the National Dairy Council, Administrator Jones states: "May I ask that your organization and the entire dairy industry again make Annual Dairy Month the occasion for a special effort to impress upon everyone the importance of dairy products in our war effort."

The dairy industry is laying its plans now to meet that challenging request of the nation's War Food Administrator. In doing so it will carry forward the theme of last year's Dairy Month program. It will (1) establish the essentiality of dairy products for human welfare on both the home fronts and the battle fronts; (2) encourage the prudent use of these vital foods; (3) explain why precious dairy foods are not always available, and (4) encourage the production of these products.

A nationwide all-coverage publicity program is being developed now for newspapers, radio, house organs and trade publications. Material for use at actual points of contact in dining cars, hotels, restaurants and shopping centers is also being prepared. Every opportunity will be given the representatives of the dairy industry to tie into this history-making campaign through the use of posters, handout materials and advertising.

All branches of the industry are developing their plans now to co-operate in this campaign. Interest in all phases of the program is gaining momentum daily. With the widespread appreciation of the vital place of the dairy industry and its products in national welfare, the industry has an unparalleled opportunity to build appreciation for its products which will carry over into the post-war era as a potent sales-building force.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, *Editor*
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 18 May, 1945 No. 2

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AMB. A. WIDMEYER, JR. Richfield	ALLEN GUENTHER South Milwaukee
	EDWIN SCHMIDT R. 12, Milwaukee 13
	WALTER AHLERS Grafton

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Subscription\$1.00 Per Year

Uniform Production

The very high production of milk all over the nation is making co-operative leaders wonder what will be done with this great amount of milk when the government ceases to buy it for lease-lend and for the armed forces.

Many markets are trying to figure out ways by which production could be leveled off at least so that the surplus does not become so great that it cannot be handled without too much loss during the flush period.

In the Louisville, Kentucky, market a plan is in effect which is called the "take-off and pay-back plan." Under this plan, a part of the money for April, May and June milk will be withheld to be paid back on September, October and November production. The Louisville market is under a federal market order and it is believed that a plan of this kind will discourage the very heavy production in April, May and June and tend to bring about heavier production in September, October and November. The plan was in effect last year and was credited with having helped fall production materially over the production in the same months of 1943. This year the "take-off" will be 20 cents per hundred pounds and will be retained by the market administrator and returned to the producers in the fall months.

Dairy Production Payments

As stated in the April issue, the feed subsidy payments continued at 60 cents per hundred pounds of milk for the month of April; according to published statements the payment will be 25 cents per hundred pounds in this area for May and June. Believing that the 25 cents per hundred pounds is entirely too small for payment considering the low price which we get for milk, your Board of Directors took action to have the office contact our Congressman asking that they use their influence to keep payments up to 35 cents per hundred during May and June. To date we have heard from three Congressmen who state that they will do their utmost to keep these payments up in order to bring a sufficient supply of milk to the market.

In our letter to the Congressmen, we pointed out that it would indeed be a tragedy to have dairy products become as scarce as meat products have. It was also pointed out that if a fair price for hogs and beef cattle had been guaranteed by the government there would not be an acute shortage of meat and there would be many more hogs on farms today than we now have. In other words, the acute scarcity of meat in butcher shops is not due to black markets, but on the contrary, black markets result from the government's unwise policy in keeping hogs and beef prices so low that it doesn't pay for farmers to produce meats. The same thing can happen to dairy products if the government continues its shortsighted policy of keeping milk prices under a low ceiling.

The Market

The price of milk in the various classifications is still \$3.00 per hundred for milk testing 3.5% fat with fat differential of 4 cents per point. OPA has not seen fit to move on this question. The total receipts for March, 1945, were 917,447 pounds per day as compared with 851,602 pounds per day for March, 1944, with 88 fewer shippers in the market. The fluid sales were 612,408 pounds per day against 569,783 pounds in March, 1944. Cream sales have increased to a point where in March there were 120,812 pounds of cream milk as against 105,909 pounds in March, 1944. A slight increase in the amount of manufactured milk is noted in March of this year over 1944. The average shipment for farm has gone up from 291 pounds per day last year to 320 pounds per day in March, 1945. This condition prevails almost all over the country and is causing some worry as to what can be done with the high production which is bound to come when all herds are on good pasture.

MILWAUKEE MILK PRODUCER

Attention:

FARMERS and DAIRYMEN

We are happy to announce that we can now deliver materials for milk, hog and hen houses. Also immediate delivery of materials for your new home of fire-safe construction.

Come in and see our cooling tanks and deep freeze units.

U. S. Housing Materials Corporation. Sample room, 4106 Plankinton Bldg., 161 West Wisconsin Avenue, Milwaukee, Wisconsin. Write or call. Daly 2661.

**Kindy
Glasses
Go To
War!**



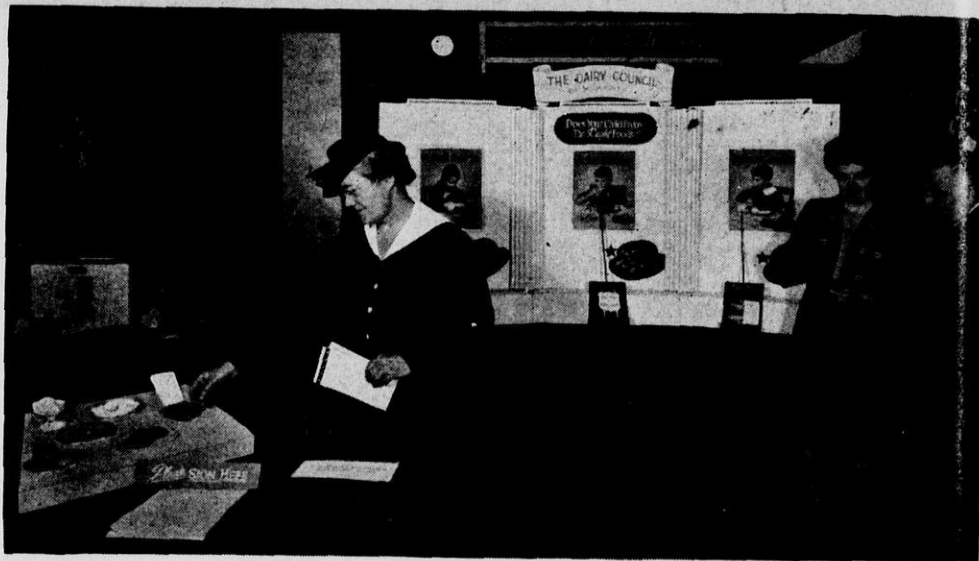
"Down Under"--- a medical private wears Kindy glasses on a job that has no end. Kindy glasses help him do HIS job better --- Let them help you. Come in today!



KINDY
OPTICAL CO.

MILWAUKEE

615 N. Third St.



Milk For Health Story Told to 2,100 People

Your Dairy Council's exhibit on Child Health, telling a very effective story of the importance of nature's most nearly perfect food, MILK, was on display at the P.T.A. District Conference on May 1st at the Hotel Schroeder, where your Dairy Council Director had an opportunity to tell over 600 P.T.A. presidents, program and health chairmen of our services available to their organizations. Each one received a copy of the Dairy Council's folder, "Program Suggestions" which tells of the wide variety of subjects on which your Dairy Council Director is prepared to speak—as a service to the Parent-Teacher groups in Milwaukee County.

On May 2nd your Dairy Council displayed the exhibit at the Health Day activities held in The Auditorium, and sponsored by the Women's Auxiliary of the Medical Society of Milwaukee.

In the picture of our exhibit your Director, is seen discussing the Dairy Council leaflet, "Food for Young Children," with Dr. Eben J. Carey, Dean of the Medical School of Marquette University, and Miss Anna Mann, Public Health Nurse on the staff of The Milwaukee Department of Health, is seen looking over the Food Model Display.

These two visitors to our exhibit, as well as the 1,500 or more people (dentists, nurses, club group leaders, science students of city schools and homemakers)

who visited our exhibit at The Auditorium were told what the Dairy Council is. These interested people were informed that our Dairy Council's educational program is being offered to the individuals and groups in Milwaukee County interested in health education as a contribution of the local dairy farmers and dealers to the welfare of our community. World War II has forced improved food habits of the American people as a patriotic duty of each American citizen. Newspapers tell us frequently of service men coming back to the U.S.A. for the first time in two or three years shouting for milk as their first wish. Milk means home to many overseas men today.

Your Dairy Council with its exhibits and its individual contacts and lectures is keeping in mind and reminding our consuming public that we cannot let the good habit of drinking enough milk slide when the war emergency ceases. We are teaching the citizens that they owe it to themselves to have an adequate daily intake of milk and its products to insure their postwar health and well-being, and also to keep the respect of the returning service men who have learned "the hard way" the importance of milk for health.

Chicago Pure Milk is considering a similar plan. It is quite evident that there are draw-backs to the "take-off and pay-back" plan just as there are to the plan which we used in this market until two years ago, but it seems that some plan will be necessary in order that production may be leveled out to some extent throughout the year.

New Supporters

Mrs. Caroline Arndt & Sons, Route 1, Eagle.

Arno J. Burhop, Route 1, Grafton.

Theo. Buth, Cedarburg.

Chas. C. Bussewitz, Route 1, Nashotah.

William J. Hamann, Route 2, Thiensville.

A. C. Oosterhuis, Oconomowoc.

Mrs. Ella Stuesser, Richfield.

Fred Schmechel, 6779 N. Pt. Washington Rd., Milwaukee.

Barney Stuetzgen, Richfield.

Harvey Zeisse, Route 1, Box 433, South Milwaukee.

Manpower Shortage

In an attempt to see what could be done about getting labor for dairy manufacturing plants so that milk would not be wasted during the flush period, a conference was held in the state capitol on April 17. Every branch of the dairy industry was represented, and the Department of Agriculture and the College also had representatives present. Prisoner of War labor was talked about, also the possibility of using soldiers. The War Department said that use of soldiers was out and no dairy plant operators seemed to think that it would be good judgment to employ prisoners of War.

The use of High School students was recommended. Several people including the State Superintendent of Schools were asked to work out a plan, by which High School students could be released to work in dairy plants and get credit in school for time employed in dairy plants. A plan has been worked out whereby many of the young people could be used and it is hoped that dairy products need not be wasted because of lack of help to process milk.

"Enriched Bread" Called Misnomer

The term "enriched" is too good a name to apply to ordinary flour bread enriched with only 3 vitamins and iron. On the other hand, it is certain that a bread made with 6 percent skimmilk powder and perhaps one percent of wheat and corn germ, and yeast, would be far superior to ordinary enriched bread.

These were statements this month by Dr. E. V. McCollum of Johns Hopkins University in a letter to Governor Thomas E. Dewey of New York, opposing legislation to continue the present bread enrichment program. Dr. McCollum is co-discoverer of vitamin A and recognized world authority on nutrition problems.



Preferred for its silent, smooth-running speed, ease of handling, and lasting durability

CLIPS
COWS
HORSES
MULES
DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's, 110-120 volts. Special voltages slightly higher. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

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Over Half a Century Making Quality Products

The present enrichment program, he declared calls for excessive thiamine, and an allowance of riboflavin entirely out of line with physiological requirements. It fails to recognize the desirability of a higher protein intake, and does not provide for a needed increase of calcium.

"It seems extraordinary," said Dr. McCollum, "that we should sanction the manufacture of a flour from which perhaps 30 nutrients are milled out of the whole wheat, and then by legislation require the improvement of such flour by the inadequate procedure of restoring 3 vitamins and iron * * *

"The enrichment program would appear to be of no significance for that part of the population now taking a satisfactory diet, and inadequate to meet the needs of poor people * * * It would be unfortunate to enact into law the bill which will require the continuance in peace time of a bread enrichment program."

Before any legislation is adopted concerning the quality of bread, Dr. McCollum added, thorough investigation should be made of the possibilities of a type of superior nutritive value bread.

The Difference

My father hunts tobacco worms
And cries: A plague on all that squirms.
And then with fishing trip in sight.
He hunts night-walkers half the night.
And is as proud as proud can be
Showing a bait-pail full to me.

—Dairy Lea Jr.

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TRADE MARK REG. U. S. PAT. OFF.
BACTERICIDE
PROTECTED BY U. S. PATENT

**Helps Make Quality
 Control More Certain**

An ever-increasing number of milk producers have found to their *complete* satisfaction that quality control may be made **MORE CERTAIN** by using this simple technique:

First, clean your pasteurizers, pre-heaters, coolers, regenerators and other processing equipment with Oakite General Dairy Cleaner. Then spray, flush or brush surfaces with recommended solution of that rapid-acting germicidal material, Oakite Bactericide.

The stepped-up potency of Oakite Bactericide is made possible by the extremely low alkalinity of its solutions . . . pH is between 7 and 8. The resulting rapid release of available chlorine brings swift destruction to a **GREATER** number of thermophilic, thermophilic and other bacterial organisms . . . helps provide that **EXTRA MARGIN** of protection against high bacteria counts.

Booklet Gives Details!

Booklet sets forth formulae and instructions for using Oakite Bactericide. It is yours **FREE** for the asking. Write to:

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 MORE MILK?**

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**HELP AVOID
COSTLY
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DAIRY PLANT

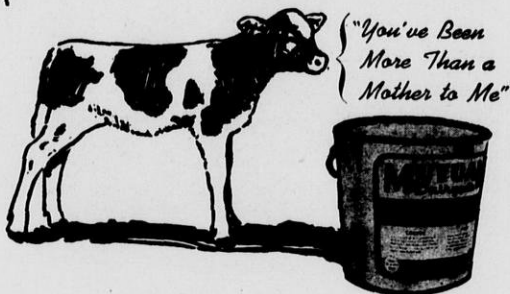
**DISINFECT
UTENSILS WITH**

DIVERSOL

QUICK... SAFE... INEXPENSIVE

More than one million dollars in a single year! That's the estimated loss due to milk rejects in one State alone. To help avoid costly rejects, make sure that *your* dairy utensils are free from milk-spoiling bacteria. One of the ways is to disinfect previously cleaned utensils regularly with easy-to-use DIVERSOL. Dissolves quickly in hot or cold water . . . drains readily . . . leaves no trouble-making film. DIVERSOL will not rust utensils or injure hands. Cost of one can of rejected milk will pay for many pounds of DIVERSOL. Approved by Health Authorities . . . used by leading dairy plants. *Ask your Hauler to bring you a supply.*

For Cleaning Utensils use DUMORE



MUTUAL DAIRYADE —

This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

Start feeding the fourth day, or as soon as the milk is free from colostrum. One pail, with a minimum amount of milk, plus hay and grain, raises two calves to six weeks — Adds \$24 to \$36 to your milk check.

*Distributed Exclusively By Leading Milk Companies. Have Your Hauler
Bring You A Pail Today. Your Satisfaction Is Guaranteed.*

MUTUAL PRODUCTS CO.
MINNEAPOLIS

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 3

"By Farmers . . . For Farmers"

JUNE, 1945

LOOKING INTO THE FUTURE WITH YOUR DAIRY COUNCIL

Since June is Dairy Month, your Dairy Council's staff looks forward to another Dairy Month, one year hence, when our following of professional, educational, and consumer groups leaders will have grown to such an extent that we may carry an effective Dairy Month story to all corners of this market through these educational channels. Then, every month will be Dairy Month.

We are pleased to tell you that during May your Dairy Council staff contacted 769 professional, educational, and consumer group leaders to encourage and arrange future program activities. Through these efforts, the Dairy Council's story of milk for health for all ages reached the eyes and ears of 4898 adults and 1553 children in classrooms and group meetings. Posters, too, on bulletin boards in schools, lunchrooms, industrial plants, and offices are telling convincing Milk for Health lessons that are bound to bring great influence at the crucial moment of decision between MILK, the food, or another beverage at meal-time or snack-time.

We are proud of the new honors which have come to Miss Gladys Gierach, office secretary, on the staff of your Dairy Council. Since coming to The Dairy Council on May 1st, she has been informed that she is one of 4 (2 young men and 2 young women) who have been selected as the outstanding 4-H club members in the State of Wisconsin. Because a great amount of Miss Gierach's 4-H Club efforts have been in the fields of **Foods and Nutrition**, and especially Dairy Products, she has already become an important part of your Dairy Council's organization, and we are certain that our entire membership takes a real pride in these new laurels which have come to her.

Insurance agent: "Do you want a straight life?"

Szanderek: "W-e-l-l, I like to step out every now and then."

"I think it's terrible, sending all those soldiers to South America. What will they do when they get there?"

"Good heavens, Tessie, ain't you never been out with a soldier?"

OVER THE MILLION MARK

Total daily receipts of 1,002,853 pounds for the month of April, with 56 fewer shippers than in April, 1944, when receipts were 918,065 pounds per day is very clear proof that production per farm is unusually high. Figures for the month of May have not been tabulated at this time, but it would seem that they will be considerably higher.

Just why production is running so high can not be easily explained, but probably good silage and good hay and rather heavy feeding of grain coupled with the fact that most barns are pretty well filled with cows provides the answer. Sales of milk are higher than last year, because of the higher quota allowed by the War Food Administration and the same is true of cream. More cream could be sold, but it is somewhat doubtful whether consumers would have taken much more milk. Dealers were reluctant to push sales too hard, fearing that the quotas would be cut back starting with the month of July which would mean that customers would be dissatisfied and it might be hard to get them to increase purchases later on when quotas might be raised.

This high production is worrying the dairy industry and if it is an indication that more milk per farm will continue to be produced the problem of disposing of it when government purchases cease will be a troublesome one. There is also some apprehension as to whether extraordinary high production during spring months will mean a shortage in the fall months, for it doesn't seem possible the high rate of production can be maintained throughout the year unless the herds are very well fed and cared for during the fall season when production automatically falls off.

Two farmers passed in their buggies on the road.

"Si," called one, "what did you give your mule when he had distemper?"

"Turpentine. Giddap."

A week later they met again.

"Say, Si, I gave my mule turpentine and it killed him."

"Killed mine, too. Giddap."

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street
Marquette 3057 Milwaukee 5, Wis.

Vol. 18

June, 1945

No. 3

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	WALTER AHLERS Grafton

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Subscription\$1.00 Per Year

Uniform Production

In practically every large milk market in the United States producers are planning to do something about leveling out production so that the peaks will not be so high a burden, and the valley so low that there is not enough of milk to satisfy the consumers' demand. Various plans are being set up in an effort to bring about more uniform or as some people phrase it, level production, throughout the year. In Ohio the Youngstown-Warren market have decided on a supply equalization plan which will allow for deductions from the May and June milk checks of 15c per hundred pounds of 3.5% milk such money to be paid back during October, November and December. This is the plan for this year, deductions for years following to be at such rate as may seem to be desirable to obtain the results wanted.

In that market it is claimed that it costs from 75 cents to one dollar per hundred weight higher to produce milk in the winter months than in the spring periods, but the rates for November milk have been only 30 cents per hundred higher than in May. Under this new price plan the fall and winter prices will be from 70 to 90 cents higher than those paid in the spring period.

Your Board of Directors has been discussing uniform production plans for the

past four months and will make a thorough study of plans proposed or used in other markets to compare with the plan which had been used here, so that something constructive and fair can be worked out. Perhaps an improvement can be made on the old plan which we used, but to date we have not seen much evidence that would convince us that these Take-Off and Pay-Back plans have an advantage over the plan we used.

American Dairy Association Building Strong

Starting out with the three states, Wisconsin, Minnesota and Iowa several years ago, American Dairy Association has been built up to a point where thirty-six states are ready to make deductions for the support of ADA in June of this year. The great dairy state of New York and many other eastern states will make deductions for the first time. Texas has come in, Tennessee and Wyoming and a number of the other states who do not rate high in the number of dairy cattle are also in the ranks this year.

Looking forward to the time when the government will no longer buy dairy products for lend-lease and for the armed forces, dairy farmers realize that they must get people to use more dairy products or face a situation such as we had in the thirties, when butter went to 16c a pound, cheese 7c and there was a flood of surplus milk in the city markets.

ADA is using billboards, magazine space and the radio to convince the consuming public that dairy products are needed to maintain good health and a high standard of living.

No producer will miss the small amount of money he puts into this campaign and now that so many states have gone into it, good results must follow.

Adeline, our blond bomber, says that after a few dates with those aviators she can't see how they rate wings.

Abie (moaning): "Oiy, Gevalt, I'm dying. Sen for me a priest."

Son: "But, papa, for you a rabbi should come."

Abie: "Do as I'm telling you. Do you vant I should be giving our good rabbi small pox?"

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Now Available!!!

MILK COOLING TANKS DEEP FREEZE CABINETS

U. S. Housing Corporation

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Milwaukee 3, Wis.

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CALL OR COME IN

Kindy Glasses

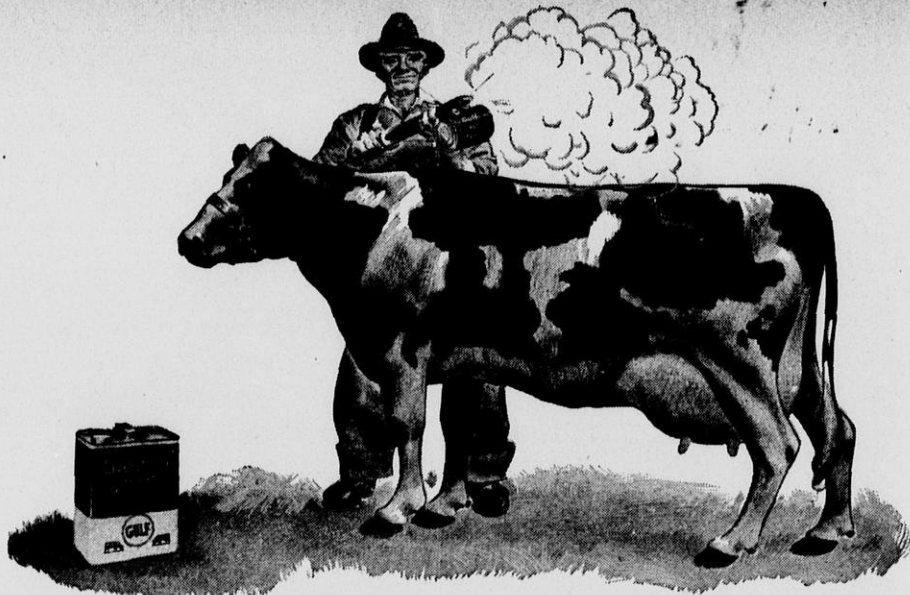
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OPTICAL CO.

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MARquette 7225



Give Your Cows Relief from Much Insect Annoyance with
GULF LIVESTOCK SPRAY

NO one needs to remind you that insect annoyance can seriously affect the milk production of your herd. You know as well as we do that cows can't do their best if they are constantly annoyed by biting, buzzing, bloodsucking insect pests. We would like, however, to remind you about and tell you a few facts about Gulf Livestock Spray.

IT KILLS flies, mosquitoes, gnats, lice, and many other pesky insects by contact—and it does the job quickly. Gulf Livestock Spray is relatively free from strong odor and taste, an important feature which makes it desirable for "in-barn" use before milking time.

IT REPELS stable flies, horn flies, mosquitoes, and buffalo gnats. The repellent action of the ingredients of Gulf Livestock Spray helps keep your cows quiet at milking time and also

provides much relief from attack by these biting, bloodsucking insects when your herd is in the pasture.

IT'S SAFE to spray twice a day. Used according to directions, Gulf Livestock Spray will not burn or blister the hides of normal, healthy cattle. Its specially treated, clean, clear, non-gumming base oil does not stain or discolor the animals' coats—something to consider since you are proud of the appearance of your herd.

IT'S USED by thousands of prudent, discriminating dairymen and stockmen who have been using and recommending Gulf Livestock Spray year after year. Such customer loyalty is an impressive endorsement. Find out about Gulf Livestock Spray's effectiveness on your own herd—and without risk!

SATISFACTION GUARANTEED OR YOUR MONEY BACK

Manufactured and Guaranteed by Gulf Oil Corp., Pittsburgh, Pa.

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MILK PRODUCERS**

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MILWAUKEE MILK PRODUCER**

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Time-Saving Aids
to Work Today!**

Put your daily clean-up work on a faster, easier, lower-cost basis. Use **OAKITE GENERAL DAIRY CLEANER**. It cleans rapidly . . . rinses freely . . . is economical . . . safe to use.



OAKITE MILKSTONE REMOVER enables you to remove bacteria-harboring milkstone deposits quickly, easily, safely. Use regularly as a rinse, dip or spray. Helpful **FREE**, 12-page booklet gives formulae!

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HORSES
MULES
DOGS**

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's. 110-120 volts. Special voltages slightly higher. Send for **FREE** catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

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LARGER PIGS?
MORE MILK?**

Then feed

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FEED SUPPLIES, INC.

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Saukville Germantown

Next to lightning, the fastest thing in the world is a nudist who has just spilled hot coffee in his lap.

First Old Maid: "I hate to think of my youth!"

Second Old Maid: "Why, what happened?"

First Old Maid: "Nothing."

NEW SUPPORTERS

MAY, 1945

Kenneth Braatz, Route 1, Fredonia.
Herbert Brandt, Route 1, Cedarburg.
Frank Ellmauer, Route 1, West Bend.
Dr. P. G. Frey, Route 2, Box 136,
Pewaukee.
Elmer Gierach, Thiensville.
Lester Holz, Colgate.

Walbert G. Keuper, Route 4, Waukesha.
John C. Schneider, 10622 W. Fond du
Lac Ave., Milwaukee 9.
Ray Walter, Route 2, West Bend.

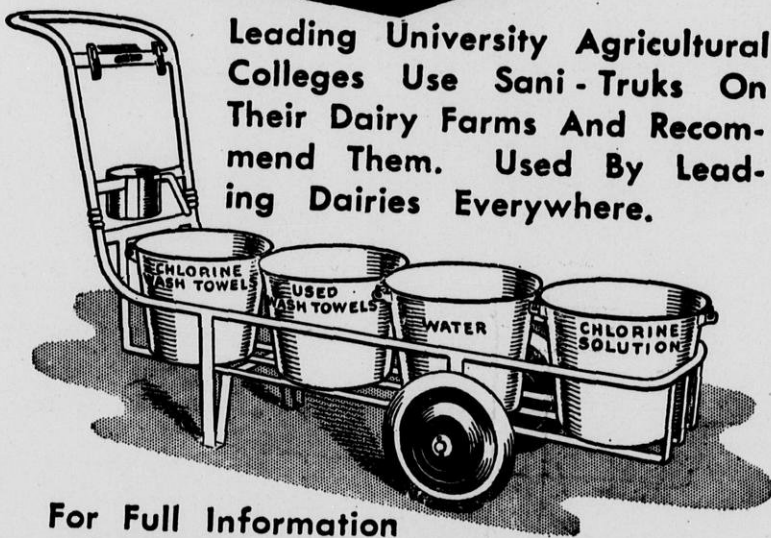
Doc Joseph (after examining his
band): I don't like his looks.

Wife: I don't either, but he's good to
the children.

Use a SANI-TRUK

For Faster, More Sanitary Milking

STOP SPREAD OF MASTITIS AND GARGET



Leading University Agricultural
Colleges Use Sani-Truks On
Their Dairy Farms And Recom-
mend Them. Used By Lead-
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**Highway 167 and K.
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Keep milking machine
rubber **CLEAN** with

DIVERSEY

Rub-R-Kleen

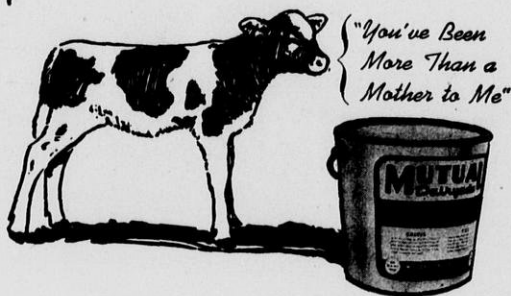


Fat-soaked
rubber
breeds
milk-spoiling
bacteria

The illustration shows a milking machine with a sign attached to it. The sign reads 'Fat-soaked rubber breeds milk-spoiling bacteria'. Several stick figures are shown running around the machine, suggesting the spread of bacteria. The background is dark, and the machine is white.

With losses from milk rejects running into millions of dollars every year, you can help avoid costly rejects by keeping milking machine rubber clean. Dirty rubber makes an ideal breeding place for milk-spoiling bacteria. Rub-R-Kleen, developed especially for soaking rubber inflations and tubing, cleans *thoroughly*. It is easy to use . . . dissolves quickly in water . . . does not lose strength on standing. No need to make up a stock solution. *Ask your Hauler to bring you a supply.*

For disinfecting utensils use **DIVERSOL**



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This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

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MUTUAL PRODUCTS CO.

MINNEAPOLIS

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 4

"By Farmers . . . For Farmers"

JULY, 1945

Mr. Anderson New Secretary of Agriculture

Clinton P. Anderson on taking the oath of office as Secretary of Agriculture on June 30, issued the following statement:

"I undertake my new duties with the firm conviction that nothing is more important now than a sound food program. It is basic to our war program, to civilian welfare, and to a lasting peace and a sound national economy after the war.

"My immediate concern will be with four chief problems that are fundamental to a sound food program:

"First, abundant production to meet our wartime requirements.

"Second, the guarantees farmers need from Government to get greater production.

"Third, the necessary action to make good on the promises of Government to farmers.

"Fourth, improvements in distribution so that our supplies may be shared more fairly among all of us.

"We are faced with serious shortages of many important foods, not on account of any failure of farmers because they have done their best, but because demand has simply outstripped the production program. These shortages cannot be quickly overcome. There is no magic wand that I can wave to increase the food supply. It takes a lot of time to grow, process, and distribute food. In the meantime our war requirements will continue at a high level. For my part, I shall do my best to bring about improvement as quickly as possible. In the task ahead I shall need the cooperation of everyone."

Sexauer Declines Election

Fred H. Sexauer, for 17 years President of the Dairymen's League, announced that he was not a candidate for election. At the meeting of the Board of Directors, Vice-President H. H. Rathbun of Hartford, N. Y., was elected to succeed Mr. Sexauer.

Fred H. Sexauer, a native of Kingston, Ill., has been president of the Dairymen's League since 1928. He became a member of the league's executive committee in 1921.

Mr. Sexauer is a member of the executive committee of the New York State Conference Board of Farm Organizations, The National Council of Farmer Organi-

zations, The National Cooperative Milk Producers' Federation and the North-eastern Dairy Conference. He is a member of the state's agricultural defense commission.

Mr. Sexauer was considered one of the outstanding leaders of the fluid milk industry. His counsel and advice was sought on all matters of national importance by the members of the National Cooperative Milk Producers Federation.

Pounds of Food Not Points for Food

In a recent radio talk, Owen M. Richards, manager of the American Dairy Association, farmer-financed organization supported by dairymen from coast to coast, advocated immediate action to place key foods such as milk, meat, butter, cheese and poultry, needed by the nation and the world, on some basis other than existing cost-loss production.

"Unless immediate action is taken, the months ahead hold only a dismal prospect for the nation's housewives and the family table, not to mention the people of the world which our government is pledged to feed," Richards warned.

The signs of breakdown of past policies, Richards said, are reflected in repeated government warnings of reduced food supplies.

"The critical nature of this situation is pointed up," he said, "by recent action taken toward limiting the rations of even America's fighting men, despite the fact that the nation is still faced with the task of winning one of the world's bitterest struggles in a war stretching out over the longest supply lines in military history."

Too much emphasis has been placed for far too long on questions of distribution, he declared. "Let's act in terms of 'pounds' instead of 'points.' You can't solve the butter problem by making it cost 24 points a pound. You can't share what you don't have. You can have more butter only by producing more pounds of butter. The solution of the food problem calls for emphasis on production."

Richards advocated the following five-phase program:

1. Shift emphasis from distribution to production of food. The problem is "pounds" not points.

(Continued on Page 5)

How About Extra Care to Keep Up Production?

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street

Marquette 3057

Milwaukee 5, Wis.

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July, 1945

No. 4

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	WALTER AHLERS Grafton

Entered as second class matter April, 1928, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription\$1.00 Per Year

Feed Payments in July

Payment by the Federal government on the dairy feed program will be made shortly after July 10. This payment will cover the months of April, May and June. The rate on milk is 60 cents for hundred pounds of milk for April and 25c for May and June. Statements or vouchers should be presented promptly.

Rate of payment for July, August and September is 35c and for the last three months of the year 60c per hundred.

Milk Sales Probably at Height More Cream Could Be Sold

People in the milk distributing business and close observers of the food habits of city people think that Milwaukee people could get all of the milk they cared to buy during the months of May and June when the dealers were allowed to sell 115% for April, May, June and July of their June 1943 sales.

The cream story is quite different, according to reports. The demand has been strong for cream and in spite of the fact that 100% of the quota of June 1943 (in fat pounds) was allowed for May and June, people asked for more than the dealers were allowed to deliver. Perhaps some people wanted to make some butter.

(Continued on Page 5)

Auditing Charge Will Be Lowered

The Wisconsin State Department of Agriculture held a hearing in Madison on June 25 and one in Milwaukee on June 26 for the purpose of getting producers' ideas on the amount that should be deducted from producers' accounts for auditing services. On the morning of June 26 your board considered this subject. Mr. Verlyn Sears, heading the accounting section of the Dept. of Agriculture, and State Attorney Anthony Madler came in and conferred with the board. Mr. Madler explained the amendments to the auditing law and Mr. Sears suggested that more services would probably be needed when O.P.A. allows us to bargain again on fluid milk prices.

Your board then went on record as favoring a reduction of auditing dues from 5 mills per hundred pounds of milk to 2 mills per hundred pounds milk. Testimony to that effect was introduced at the hearing in the afternoon of that day; no testimony to the contrary was introduced and it is presumed that the order will be so issued.

National Federation Proposes Amendment

Mr. Charles W. Holman, Secretary of the National Cooperative Milk Producers' Federation appeared before a committee of House of Representatives and asked that the price control act be amended to the end that prices on milk and milk products be gradually increased and that a light reduction in subsidies be made at the same time with the idea of completely eliminating subsidies within 2 years time and in their place have a fair price paid farmers for dairy products.

Holman stated that 14% of milk producers income now comes in government payments. He believes that a gradual increased price would not be resented by consumers and that the reduction in subsidies could take place at the same time so that when wartime regulations are over with and subsidy payments would no doubt cease, a fair price would be established for dairy products.

The National Federation has never believed in milk subsidies, preferring a fair price instead. With a new man as secretary of agriculture, who seems to understand farmers and farm problems, there may be a chance for dairymen to get a better deal.

Have You Fresh Pasture to Keep Up Production?

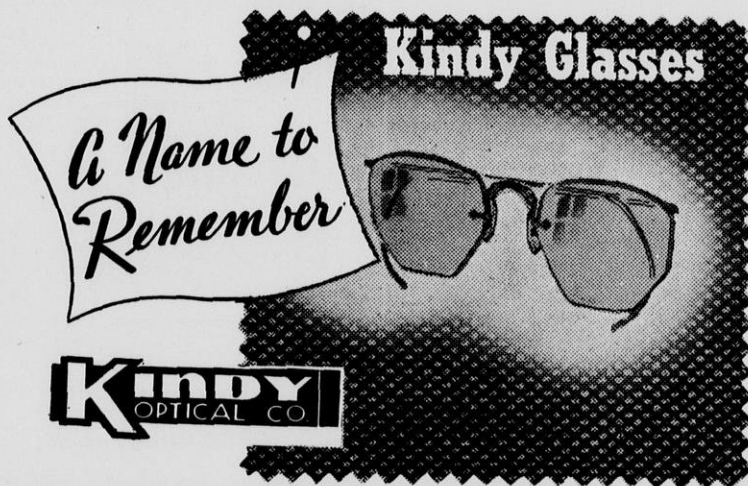
News Notes From the Dairy Council

Your Dairy Council staff wishes that each of you might hear the remarks of the school administrators and supervisory teachers who have reviewed our educational materials and are now deciding how each Dairy Council booklet and poster may fit into their Fall curriculum plans, in the city (public and parochial), county, and suburban schools. If we could fuse the ideas behind the comments of all the school leaders to whom we have presented our educational program plans, it would seem to be this: "These materials are much more than the average pieces of educational materials produced by food industries, generally. Here are units of study which incorporate the study of the right foods for health into reading lessons for the little tots, into geography, history, art and arithmetic lessons for the intermediate grades and into social studies, hygiene, biology, physical education, and home economics classes for the upper grades and high school. Then, too, these Dairy Council materials are written by educators in the special fields for which the unit of study is to be used. These educator authors know and use the most effective ways of teaching children about

milk, eggs, fruits, vegetables, meat, cheese, butter, cereals, etc., and how they work together to build healthy bodies."

Your Dairy Council's health story will be influencing the food habits of the children through playground and fun camp activities this summer. Milwaukee's Department of Municipal Recreation and Adult Education is using our educational materials in its playground activities. You'll be interested to know that Miss Dorothy Enderis, director of that department, has designed a game similar to PIT, using as cards for the game, the cut-outs of milk, eggs, butter, cheese, meat, and fish, fruits, vegetables, and cereals, listed and colorfully portrayed on our Guide to Good Eating leaflet. The children on the city's playgrounds make the cards and play the game. The idea of the game, like PIT, is to trade two for two cards until someone wins the game by holding in his hand all the essentials of a good daily diet, the basic seven foods. What an effective and interesting way for Milwaukee children to learn that milk rates ace high in the game of health!

We're looking forward to a busy year of activities and opportunities to tell Mr. and Mrs. Consumer and all the family about this most important food for health —milk.



Kindy Glasses

A Name to Remember

KINDY
OPTICAL CO.

615 N. 3rd STREET

MILWAUKEE

MARquette 7225

A Good Fly Spray Will Help to Keep Up Production!


**Low pH
HEIGHTENS
Sterilizing Power!**

Bacteria destruction is put on an unusually effective basis when Oakite Bactericide is used.

Low Alkalinity

In Oakite Bactericide . . . a chlorine material with a pH of between 7 and 8 . . . Oakite research offers a speedy, efficient dairy germicidal sanitation treatment. This extremely low alkaline factor induces rapid chlorine release . . . brings swifter, more certain destruction to a greater number of bacterial micro-organisms to give you that EXTRA MARGIN of product protection.

Immediate Solubility

Oakite Bactericide is totally soluble . . . drains freely . . . leaves no white precipitates on equipment surfaces.

Those are the reasons why Oakite Bactericide is your best answer to keeping bug counts low.

For full information, 'phone or write Mr. Bond. He'll be glad to help you on this or any dairy maintenance cleaning problems that may arise.



A. H. BOND

OAKITE PRODUCTS, INC.
757 N. Broadway, Milwaukee 2, Wis.

OAKITE  CLEANING

Plenty of Hay? Good, Feed Some to Keep Up Production!

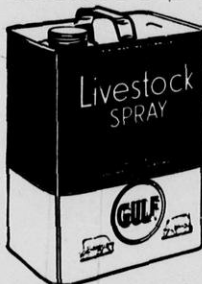
*PLEASE BOSS!
GIVE US COWS
A BREAK*



GET SOME 

LIVESTOCK SPRAY

*Effective and Economical
to Use.*



*Buy it, Try it,
without risk!*

**SATISFACTION
GUARANTEED**

*Or your
money back!*

Manufactured and Guaranteed by
GULF OIL CORP., PITTSBURGH, PA.

Order Through Your Milk
Hauler, Phone Marquette 3057,
Or Call in Person at

**THE MILWAUKEE
CO-OPERATIVE
MILK PRODUCERS**

1633 N. 13th Street, Milwaukee

NEW MEMBERSHIP, JUNE, 1945

Jacob Saaler, Menomonee Falls.
Walter Harbolds Sr., Menomonee Falls.
Alfred Schmidt, Hartland.
Theodore Mathisen, Hartland.
Arthur Roets, Hartford.
Mrs. Frances Hembel, Hubertus.
Mrs. Anna Didderrich, Milwaukee.
Walter Held, Menomonee Falls.

(Continued from Page 1)

2. Direct manpower now being released by war plants to the food producing industry instead of unemployment ranks.

3. Shift food production from a cost-loss system to a flexible formula that will allow adjustment in price ceilings to stimulate production, relieve acute shortages, and save the public money by stamping out black markets.

4. Utilize the hands and minds of experience that have the "know how" in food production.

5. Establish responsibility with authority to initiate and follow through with a production program that will provide for our armed forces, put food on the table, and still meet relief commitments.

"We must put an end to sharing scarcities, and stamp out black markets. We just can't go on with a food program that has resulted in Minnesota, the leading butter state, losing 76,000,000 pounds of its annual butter production and other states losing accordingly. We can't go on with a program that has resulted in the lowest butter production for the month of May since 1928. On the meat production side, we can't go on with moving cattle off the range weighing 600 to 800 pounds, dressing out around 40 percent and yielding around 300 to 400 pounds of meat per head. Instead we must adopt a production program — with emphasis on production — that will enable cattle to be finished in the feed lots so they go to market weighing from 1,200 to 1,400 pounds, dress out around 60 percent and yield around 800 pounds of beef per head.

"The food problem is one of great urgency," Richards asserted. "Even with a bumper crop there will be barely enough for domestic needs, military essentials, and relief commitments. A drouth would bring more than meat, cheese, poultry and butter lines, such as the country is now experiencing. We could face hunger lines."

"The situation is not bright," Richards said, "yet not hopeless. We must be realists and go to work with a true understanding of the problem, emphasizing food production that will enable us to meet our obligations to our fighting men, to hungry peoples and to the family tables of America. Production, not distribution, is the problem. Pounds, not points — the solution!"

Do You Feed Some Grain to Keep Up Production?



Preferred for its
silent, smooth-
running speed,
ease of
handling,
and lasting
durability



CLIPS
COWS
HORSES
MULES
DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's. 110-120 volts. Special voltages slightly higher. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

Chicago Flexible Shaft Company, Dept. 57
5600 W. Roosevelt Rd., Chicago 50, Ill.

Over Half a Century Making Quality Products

WANT MORE EGGS?
LARGER PIGS?
MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown

(Continued from Page 2)

Cream is wanted and the delivery men have a job explaining to people why more is not available when production of milk is so high.

Ice cream makers were told by W.F.A. to increase the fat content of their product or lower the price. Consumers probably did not appreciate the increase in fat in ice cream, but it's a good bet that they would be very thankful for an up in sweet cream allowance.

Perhaps that seems like a reflection on the good judgment of the bureaucrats. Heresy? Well, then, so be it.

SHAVING

Loose - Dry - Delivered

Ideal livestock bedding. Bed with shavings a better absorbent. Sell straw. Buy shavings and save money. Store up now for future use.

E. J. GENGLER

Brown Deer Road
Telephone: Hilltop 1826

FOR SALE:

Reg. Holstein Bull calves from high producing dams, sired by our grandson of Transmitter, whose offsprings sold for as high as \$10,000.00.

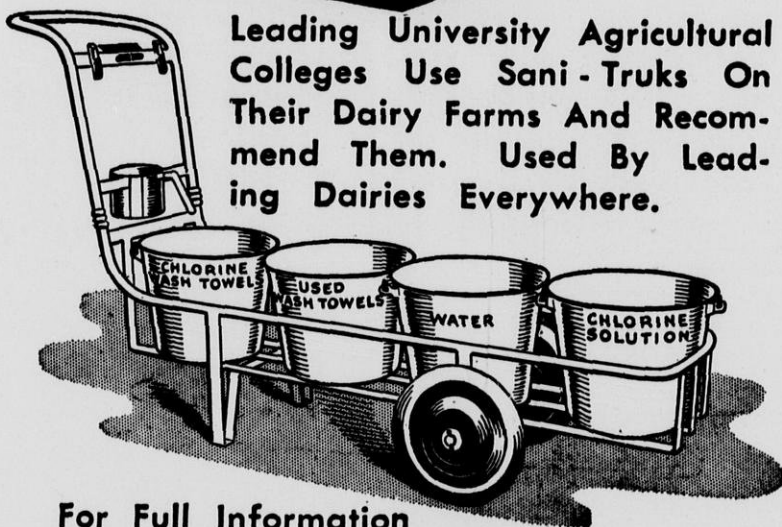
Bull's dam record is 400 pounds fat with 4 percent test as a Jr. 2 year old.

BERN SCHOESSOW & SONS
2 1/2 miles West of Thiensville, Wis.

Use a **SANI-TRUK**

For Faster, More Sanitary Milking

**STOP SPREAD OF MASTITIS
AND GARGET**



Leading University Agricultural Colleges Use Sani-Truks On Their Dairy Farms And Recommend Them. Used By Leading Dairies Everywhere.

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See Your Dealer Today

DAIRY EQUIPMENT COMPANY

1313 University Avenue

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Some Silage Left Over? Fine, Feed it to Keep Up Production!

MILWAUKEE MILK PRODUCER

FOR SALE

Dried Brewers Grains

JAMES J. DONOHUE

Edgewood 0462W

FOR SALE

**Pair Belgian Geldings,
also Brood Mare**

T. FRED BAKER

**Highway 167 and K.
Hartford, Wis.**

DANGEROUS

Milkstone

BRUSHES OFF

WITH ...

DICOLOID

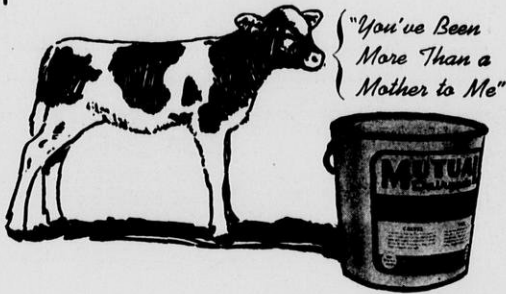


**New way to remove bacteria-breeding deposits
helps prevent costly rejections**

Present losses due to milk rejects are estimated in millions of dollars. Much of this waste is due to contaminated dairy utensils. Milkstone, for example, is a coating in which milk-spoiling bacteria thrive. Remove milkstone from pails, strainers and other utensils with DICOLOID. Just make up a DICOLOID paste . . . apply to utensils with a brush . . . and milkstone and other contaminations are removed in a jiffy. DICOLOID's powerful action makes milkstone soft as butter, yet does not injure utensils or hands. *Ask your Hauler to bring you a supply.*

For disinfecting utensils use DIVERSOL

A Good Fly Spray Will Help to Keep Up Production!



MUTUAL DAIRYADE —

This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

Start feeding the fourth day, or as soon as the milk is free from colostrum. One pail, with a minimum amount of milk, plus hay and grain, raises two calves to six weeks — Adds \$24 to \$36 to your milk check.

*Distributed Exclusively By Leading Milk Companies. Have Your Hauler
Bring You A Pail Today. Your Satisfaction Is Guaranteed.*

MUTUAL PRODUCTS CO.

MINNEAPOLIS

How About Extra Care to Keep Up Production?

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 5

"By Farmers . . . For Farmers"

AUGUST, 1945

More Co-ops Plan to Level Production

Seasonal leveling of milk production as an important step in meeting post war dairy problems is being planned today by an increasing number of milk marketing associations, according to reports this month to the National Cooperative Milk Producers Federation.

The Ohio Milk Producers Federation recently named a special committee to investigate the problem. Directors of the Milwaukee Cooperative Milk Producers have been studying for four months the plans proposed or used in other markets. In the Chicago milk shed a proposal is under consideration to incorporate a "take-off and pay-back" program in the Federal Order. The Connecticut Milk Producers Association advises that "some quota plan or something that will pay an incentive for more level production throughout the year ought to be considered again."

A committee of the 1945 Northeast Dairy Conference declared that the present general maladjustment between supplies and needs is unsatisfactory to producers because:

Excess spring and summer milk over fluid requirements returns less money than a part of it would net if it were available for fluid milk in the fall.

In some markets producers have lost part of their Class I market because dealers, in seeking outside milk in the fall, have contracted to purchase the outside milk the year round.

Repetition of fall shortages may lead eventually to enlargement of the regular milk shed.

Two general types of plans have been used to adjust production seasonally. One is to vary the rate of return to the individual producer in accordance with his previous production pattern. The other is to vary the average prices seasonally without regard to the individual producer's production pattern.

In the latter category is the "take-off and pay-back" program, under which portions of the spring milk checks are withheld to increase fall payments.—National Cooperative Milk Producers Federation.

Ann Prinz Marries Soldier

Miss Ann Prinz, bookkeeper and assistant to the Secretary of this organization, for many years, was married, Saturday, August 4th, at St. Michael's Church, Milwaukee, at 9 o'clock A. M., to T5 Hugo Woelfel, veteran of many Pacific engagements. Ann is known to practically all of the producers and by her first name. Her cheerful and courteous manners have won the good will of everyone who has visited the office.

Mr. Woelfel will report for duty shortly, and, following his departure we hope to have Ann back at her desk again, after an absence of several weeks.

News Notes From Your Dairy Council

The month of July has been WORKSHOP MONTH on your Dairy Council's schedule. Among the many activities of your Dairy Council's staff in preparation for the Fall school program and adult programs, too, and telling more and more people about MILK'S HEALTH STORY, we have presented and displayed our health education materials at four meetings where teachers were meeting in "workshop groups."

This workshop method of exchanging and developing ideas and plans for better methods of helping people to learn is being very well demonstrated in this area.

Visual aids are coming more and more to be considered the most effective tools in the teaching process. Your Dairy Council staff is greatly pleased to have been requested to present our visual aids, films, posters, food models, study booklets, and rating sheets to these groups who will be using them to give milk and its products important roles in the health education work done in their respective schools this coming year.

In these four workshop groups, a total of 206 teachers from as many schools have reviewed our materials with the purpose of using them this Fall.

After one of these meetings, the leader of the group, interested in the results, reports that the teachers in the group are drinking more milk since the Dairy Council program was presented. That, of course, is the real test for our program, and we are pleased in each case to learn that our efforts bring results.

How About Extra Care to Keep Up Production?

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 18 August, 1945 No. 5

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A Correction

In the July issue, due to a typographical error, the feed subsidy payment for July, August and September was given as thirty five cents per hundred pounds of milk. The correct figure is forty five cents.

June Production Breaks All Records

One million, one hundred seventy thousand, six hundred fifteen pounds per day for the month of June sets a production record that tops June of last year by one hundred twenty three thousand three hundred and twenty five pounds per day. This great record was set up with forty four fewer producers in the market. A big job well done in spite of a shortage of help on the farms. The haulers did a good job of getting this tremendous production to market on trucks that in many cases are almost worn out.

The dairy plants did a good job of processing the overload with some help from outside manufacturing plants and good cooperation of every one concerned.

One small dairy in a suburb required its producers to keep some milk at home. The farmers affected are not members of our organization. Had they belonged to this cooperative their production would have been taken care of.

Have You Fresh Pasture to Keep Up Production?

Subsidies May Be Out

Stories to the effect that the new Secretary of Agriculture, Clinton Anderson, does not think well of subsidies may indicate that a change from government subsidies to a fair price for farm products is a possibility. Nearly all dairy farmers think that consumers could pay a fair price for dairy products now and that it's wrong to use tax money to pay farmers for producing, instead of allowing a fair price for their products. Let the consumer pay a fair price, cut out subsidies and lower taxes for everyone.

Hartung on Citizens Committee

Edward A. Hartung, President of this organization, has been named on a committee of civic leaders to study a proposed plan to establish a penal farm as a substitute for a new House of Correction for Milwaukee County.

Your Dairy Council

In each issue of this publication a story of the current activities of the Dairy Council of Milwaukee appears. You are helping to pay for Dairy Council upkeep and you are entitled to know what is being done with your money to promote the use of dairy products.

Dairy Promotion Needed

Another straw in the wind which proves that we need Dairy Council and American Dairy Association activity is a release stating that production of uncolored oleo in May was 42,985,126 pounds compared with 30,071,318 pounds in May 1944.

Production Nose Diving

Hot weather, drying pastures and insect pests combined to bring down production of milk very fast in the last half of July.

What was a rather burdensome surplus changed to just a comfortable amount in most plants. Continued dry weather could make some dealers scout around to find enough to fill orders.

Take care of the cows so that we can keep the market supplied.

We Are Sorry that we were completely out of Gulf Livestock Spray. We have a good supply on hand now, in 1 gal., 2 gal., and the handy 5 gal. can.

MILWAUKEE MILK PRODUCER

Oleo Makers Admit Former Claims False

Further evidence of the intention of the oleo industry to imitate butter to every extent possible was seen this month in the action of at least one manufacturer in boosting the vitamin A content of the product from 9,000 to 15,000 U. S. P. units per pound. The move was made immediately following the USDA survey announcement that the average vitamin A value of creamery butter is somewhat more than 15,000 units.

Coupled with the oleo vitamin increase was the tacit admission that prior claims by some nutritionists that oleo is the nutritional equal of butter were false. By the same token present claims are undoubtedly also false because leading scientists admit that they do not yet know all there is to be known about the dietary values of butter.—National Co-operative Milk Producers Federation.

Merchant Fined for Selling Soya Butter

Merchants in the state of Minnesota selling soya butter were recently fined in a suit filed by the Department of Agriculture on the ground that the product was

Chicagans Take Over Dairy at West Allis

Three Chicagans have purchased the Maple Hill Dairy at 1827 S. 76th St., West Allis, from F. J. Honeyager, and Friday took over its operation. They are George S. Schultz, Albert A. Weber and Luke Knor. The purchase price was \$69,000, according to C. D. Shabez, attorney for the dairy. This includes a \$45,000 land contract for the real estate property. Honeyager plans to retire to a farm in northern Wisconsin.

Nurse—"I'm making out the bill for Mrs. Jones' operation. Shall I make the usual charge?"

Doctor—"Add 50 cents to it. I can't find by scissors."

a butter substitute and that the sale violated the oleo law of the state and further that it was not labeled oleomargarine as required by law.

The merchant who was fined said that he sold the product because he had seen it advocated by a WFA representative. The sale was made at the price of 40 cents for a 13 1/2 ounce carton (47 cents per pound) and 9 points, in competition with butter at a ceiling of 48 cents per pound and 24 points, or oleo at 25 cents and 12 points.

Kindy Glasses

A Name to Remember

Kindy
OPTICAL CO.

615 N. 3rd STREET

MILWAUKEE

Marquette 7225

A Good Fly Spray Will Help to Keep Up Production!

Clean Equipment Quickly, Safely This Oakite Way

Sanitary piping and fittings, pasteurizers, vats, coolers, separators, churns and other processing units are easy to clean when you use Oakite Composition No. 63. This specialized dairy detergent is the *effective* cleaner for this daily work; its remarkable *lime-solubilizing* and unusual wetting-out properties combine to insure fast, thorough cleaning action and subsequent freedom from lime-scale formation.

Oakite Composition No. 63 is mildly alkaline . . . free-rinsing . . . safe to use on metal and glass surfaces. The small quantities required in various operational solutions are an assurance of economy.

Mr. Bond, your Oakite Technical Service Representative in Milwaukee will be glad to give you full details about Oakite Composition No. 63 and many other specially-designed, cost-cutting Oakite cleaning materials. Why not phone him today?

A. H. BOND

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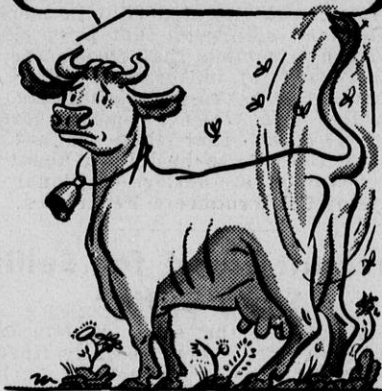
757 N. Broadway, Milwaukee 2, Wis.



Buy Bonds For Victory!

*HEY BOSS!
HOW ABOUT GETTING
SOME OF THAT*

**GULF
LIVESTOCK SPRAY?**

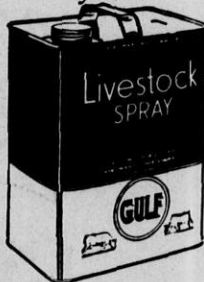


Yes, Mr. Dairyman!

Why *not* get Gulf Livestock Spray? Buy it and try it; prove its effectiveness on your own herd.

*Satisfaction Guaranteed
or your money back!*

It repels stable flies, horn flies, mosquitoes, and buffalo gnats. It kills flies, lice, mosquitoes, ticks, and many other insects by contact.



Manufactured and Guaranteed by

Gulf Oil Corp.—Gulf Refining Co.
Pittsburgh 30, Pennsylvania

*Order through your Milk Hauler,
Phone Marquette 3057, or call at*

**MILWAUKEE CO-OPERATIVE
MILK PRODUCERS**

1633 North 13th Street • Milwaukee, Wis.

F. P. Willits, Early Co-op Pioneer, Dies

Francis P. Willits, former Pennsylvania Secretary of Agriculture, pioneer cooperative leader and organizer of Inter-State Milk Producers' Association, died at his home in Ward, Pennsylvania, July 12, at the age of 88.

The Inter-State was organized in 1916 and "Daddy" Willits, as he was affectionately called, was president of it for five years. He had been honorary president since that time. Mr. Willits was also one of the organizers, along with John D. Miller of the Dairymen's League, of the National Cooperative Milk Producers' Federation and was its treasurer for many years. In 1935 he was made an honorary director of the Federation. He was also one of the founders of the American Institute of Cooperation.

Hog-Feed Price Ration Results In Pig Crop Slump

This year's spring pig crop was moderately smaller than a year earlier, reflecting the relatively unfavorable hog-feed price ratios during the summer and early fall of 1944, and the unfortunate experience of many farmers in marketing 1943 crop hogs in the winter and spring of 1944, the Department of Agriculture declares in a report recently issued.

The report, far from optimistic so far as the immediate prospect of relieving the meat shortage is concerned, admits there is no major relief in sight for at least 12 months.

The reduction in hog support prices from \$13.75 to \$12.50, Chicago basis, effective October 1, 1944, probably had some influence on farmers' plans, the Department admits. Since then the support price has been raised to \$13 and the program broadened to include all weights of butcher hogs.

Referring to the "continued slaughter of cattle and calves," the Department states "total meat output during the spring and summer of 1946 may be slightly greater than this year." Then the report adds, "Civilian supplies of meat are expected to remain below demand at ceiling prices during the remainder of 1945 and in the first half of 1946."

Larger marketing of both grass and grain-fed cattle during the last half of this year in comparison to 1944 is antici-



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HORSES
MULES
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Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's. 110-120 volts. Special voltages slightly higher. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

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LARGER PIGS?
MORE MILK?

Then feed

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FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown

pated although the increased supplies of beef and veal during coming months is not expected to offset to any great extent the low production of pork.

Apparently chief worry of the Department in its livestock report hinges on the pig crop, and the statement is made that a sharp increase in this year's fall pig crop is indicated from an analysis of farmers' intentions to breed sows for fall farrowing.

Do You Feed Some Grain to Keep Up Production?

SHAVING

Loose - Dry - Delivered

Ideal livestock bedding. Bed with shavings a better absorbent. Sell straw. Buy shavings and save money. Store up now for future use.

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Brown Deer Road

Telephone: Hilltop 1826

FOR SALE:

Reg. Holstein Bull calves from high producing dams, sired by our grandson of Transmitter, whose offsprings sold for as high as \$10,000.00.

Bull's dam record is 400 pounds fat with 4 percent test as a Jr. 2 year old.

BERN SCHOESSOW & SONS

2 1/2 miles West of Thiensville, Wis.

BAE FINDS CONSUMER DEMAND FOR DRY MILK STILL UNCERTAIN

In dry skim milk 10 years have brought more than double 1935's production, in dry whole milk an increase of more than nine times. Both products this month were still in war demand yet both faced the day when civilian outlets alone would be called upon to absorb the new production.

Whether or not United States consumers will accept dry milk in retail packages became a subject for formal study a year ago, had this month been brought to a tentative conclusion. Reported the Bureau of Agricultural Economics after a year's work in the Houston, Texas, retail market: "Consumer acceptance of dry milks has been neither an unqualified success nor an unqualified failure."

Most apparent trend discovered by BAE was perhaps the fact that only 13 percent of the individual housewives who made purchases of dry milk found it satisfactory as reconstituted fluid milk. Its widest acceptance came as an ingredient in cooking, convenient, economical, particularly nourishing. There were very few unfavorable comments. More than half the housewives expressed a voluntary approval.

Yet in spite of a promotional program that launched the retail sale of dry milks in Houston, only 17 percent of the shop-

ping housewives had tried them at all, 83 percent had still to make their first purchase. In the months ahead, dry milk's problem would center in consumer awareness rather than in consumer acceptance.

Diplomacy

Fred—What is meant by diplomatic phraseology?

Emil—If you tell a girl that time stands still while you gaze into her eyes, that's diplomacy. But if you tell her that her face would stop a clock, you are in for it.

Lost

Mother (to young son)—Whose little boy are you?

Son (disgustedly)—Gosh! don't tell me you don't know.

"Mother shall I run out and post this letter?" asked the little girl.

"No child, certainly not," answered mother, "It's raining in torrents and not fit for a dog to be out. Let your father go."

Some Silage Left Over? Fine, Feed it to Keep Up Production!

FOR SALE

Dried Brewers Grains

JAMES J. DONOHUE
Edgewood 0462W

FOR SALE

Pair of sorrel white faced geldings,
well matched; also sorrel mare; would
make fine three horse team.

T. FRED BAKER
Highway 167 and K.
Hartford, Wis.

DANGEROUS

Milkstone

BRUSHES OFF

WITH...

DICOLOID

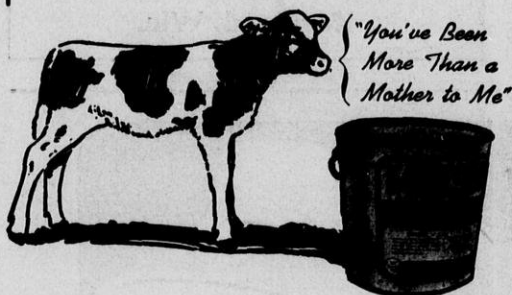


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Vol. 18 — No. 6

"By Farmers . . . For Farmers"

SEPTEMBER, 1945

An Invitation to Milwaukee County Farmers and Any Others Who Choose to Attend

Why does a cow hold up her milk?

What causes a cow to let down her milk?

Why do some cows let down their milk more readily than others?

After a cow has started giving her milk, what can cause her to stop it?

Can milk be obtained from an udder after it is removed from a cow?

Have you seen an artificial heart or an artificial lung?

Does a cow need a pituitary gland?

Where is the pituitary gland located?

How does milk get from a cow's udder to the cow's teats?

Have you heard Dr. W. E. Petersen by radio or read any of his writings? Do you want to see him and listen to him at the same time? He is one of the world's outstanding dairy scientists and comes to us from the University of Minnesota.

Your chance to get all the answers and right from the man who learned them by many years of experiments, will be on Wednesday, Sept. 26, at the Greenfield Town Hall, beginning at 8:30 p. m. Dr. V. E. Petersen is widely known for his very outstanding work with dairy cattle, and not only will he talk in person, but also through a motion picture which shows some of the unusual apparatus he used to get the results which helps a dairyman to much better understand the behavior of different cows in his herd.

The Milwaukee farmers have arranged for this splendid presentation as one of their programs and have permitted me to extend the invitation to you to come to this meeting. I am quite sure that if you come, you will see and hear things you thought hardly possible.

I do not hesitate to urge you to come and bring your wife and the older children who help milk.

Sincerely,

S. S. MATHISEN,
County Agricultural Agent.

Board Considers Even Production

The Board of Directors, meeting on August 27, spent considerable time in a discussion of even production of milk for this market. The Board realizes that the demand for milk may not be as urgent after the federal government quits buying and shipments abroad cease. If prices of dairy products become lower due to curtailed sales, an even production of milk throughout the year will mean that fewer producers need be taken in, even though some may quit producing.

Other arguments in favor of even production are (a) a regular and stable income each month; (b) labor evened up; (c) more uniform loads saving trucks, drivers and roads; (d) less danger of producers being shut off because plant capacity to process milk may not be available for a very heavy flush; (e) danger that a shortage may develop in fall months and that some people might resort to canned or powdered milk—and stay with it.

The directors believe that an even production plan will have to be put in effect in 1946 and that producers should plan now to have cows freshen in the early fall months of that year. Please give this subject your very careful consideration.

Post War Sucker Lists Are Being Prepared, State Bureau Warns

"Birds of Prey" are making post war plans too, the fair trade practice division of the state department of agriculture warns.

Their eyes are turned hungrily toward the pent-up purchasing power which will be turned loose when war time restrictions are removed. "Get-rich-quick" sharpers are already making plans for their attack upon the savings of the American public, Robert A. Merrill, chief of the division, declares.

"According to the Security and Exchange Commission, the purchasing power of the American public is at the tremendous peak of 130 billion dollars at the present time, and may reach 150 billion at the close of the war with Germany."

(Continued on Page 6)

How About Extra Care to Keep Up Production?

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street
Milwaukee 5, Wis.
MArquette 3057

Vol. 18 September, 1945 No. 6

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KEEP THE COVERS ON

Occasionally a fly or two are found in a can of milk. These pests probably sneak in when a can is left uncovered while cooling. Most people used to think that it was wise to keep the cans uncovered until the hauler came for the milk with the idea that milk had to be exposed to the air while cooling, so that animal heat could escape. The use of refrigerated milk tanks where the covers are kept on tight has exploded that theory. So it's just good judgment to keep the cover on the cans except while stirring if you have to stir the milk in order to cool quickly.

Twin Cities Want Federal Order

Elsewhere in this issue there appears a release from the United States Department of Agriculture on a proposed federal milk order for Minneapolis and St. Paul. This proposed order provides for a rather drastic difference in the premium to be paid in various months, ranging from 70 cents per hundred July through December, to 40 cents for May and June. This is evidently an effort to level out production by a price incentive at times of low production and a price penalty when production is high.

Have You Fresh Pasture to Keep Up Production?

AMA Report Raises Doubts on Oleo

Doubts as to the adequacy of present standards for vitamin-fortified oleomargarine have been raised recently by a report of the Council on Foods of the American Medical Association, according to Charles W. Holman, secretary of the National Cooperative Milk Producers' Federation.

"In its announcement that its seal of acceptance will no longer appear on brands of fortified oleo," Holman pointed out, "the Council significantly admits that 'recent surveys indicate a higher average value for butter' than the standard vitamin A content of fortified oleo.

"A previous American Medical Association report stated that 'Since the nutritional factors have not all been identified and since butter contributes numerous additional fatty acids of unknown nutritional significance, the consuming public has a right to demand that the practice of clearly distinguishing between margarine and butter so that everyone can recognize them be continued.'

"Those who advocate lifting the revenue tax on colored oleo," continued Holman, "contend that oleo is a food product in its own right and that it is unfair to low income groups to tax such a product. The dairymen's answer is that when oleo is fortified and colored to simulate butter, it is an imitation food. As such it is subject to controls to protect both consumers and the product which it seeks to imitate.

"Dairymen have no desire to penalize low-income consumers. If the oleo consumption of an individual consumer is 20 pounds a year—about 20 percent more than the average pre war consumption of butter—his tax on uncolored oleo is only five cents a year."

Milk and Cream Quotas Suspended

All quotas on sales of fluid milk, etc., and on light cream were suspended as of Aug. 1. Effective as of Sept. 1, restrictions on the sale of heavy cream were removed.

Sales quotas have been in effect in the 138 largest cities of the nation and in considerable territory around the large cities since the fall of 1943 under War Food Order 79. A market agent or a deputy has had charge of administering the order at the milk dealer's expense until lately.

Unrestricted sales have not spelled out increased use of milk probably because many people are either idle or working fewer hours than formerly.

MILWAUKEE MILK PRODUCER

Immediate Delivery!

COOLING TANKS — DEEP FREEZES

Fire Resistant Material For Your New Barn, Hen House, and Homes

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Bacteria - harboring milkstone deposits on vats, cans, separators and similar processing and handling equipment are easily removed when Oakite Milkstone Remover is brought into service. Oakite Milkstone Remover possesses qualities which are specifically designed to rid surfaces of milkstone contaminants. Complete solubility, free-rinsability, safety in use are properties which combine in Oakite Milkstone Remover to assure economical, thorough removal of milkstone with a minimum of time and manual effort.

For complete information on this widely-used daily maintenance aid, write or 'phone Mr. Bond at the address below. He'll be glad to visit you at your request and demonstrate Oakite Milkstone Remover and other specialized dairy cleaning and germicidal compounds.

A. H. BOND

OAKITE PRODUCTS, INC.
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OAKITE  **CLEANING**

HEY BOSS!
HOW ABOUT GETTING
SOME OF THAT
GULF
LIVESTOCK SPRAY?

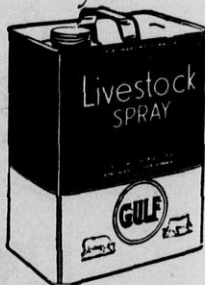


Yes, Mr. Dairyman!

Why *not* get Gulf Livestock Spray? Buy it and try it; prove its effectiveness on your own herd.

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or your money back!

It repels stable flies, horn flies, mosquitoes, and buffalo gnats. It kills flies, lice, mosquitoes, ticks, and many other insects by contact.



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News From Your Dairy Council

Our entire membership will be interested to know that your Dairy Council's Board of Directors have met each month to discuss and approve the financial transactions and program activities of your Dairy Council. Your director wishes, at this half way mark in the first year of the Dairy Council of Milwaukee, to extend her appreciation to your representatives on our board for their good counsel and time spent in aiding her to get our council's program off to a good start.

Our School Materials Win Approval

The Curriculum Planning Committee of the Milwaukee Public Schools is having for its first project this year, the expansion in program and direction the health education in the entire curriculum. Our Dairy Council materials, some planned for use at each grade level, have won high praise from members of this committee. The chairman, Miss Paukner, said, "It would be a waste of time for us to work out many phases of our program now, because you have it all worked out for us in these materials." It is likely that our program materials will be used first in a few selected test schools where the Milwaukee Department of Health will be doing intensified health testing and the curriculum plans include increased emphasis on health education.

The administrators of the Milwaukee County schools, some suburban schools, the Lutheran Parochial schools and the Catholic Parochial schools have approved our program, and from now on your director will be calling on schools, meeting the principals and teachers to display and interpret to them our Dairy Council units of study and visual aids and to offer our nutrition services to the schools.

Wisconsin Anti-Tuberculosis Association Requests Dairy Council's Help

Miss Katherine Mullen, Social Service secretary of the WATA, at the suggestion of Miss Hedwig Poehler, nutritionist for the Milwaukee Department of Health, paid a visit to your council's office recently to learn all about the Dairy Council's program, its services and materials. Your director later paid a visit to the WATA offices and tentative plans have been made for her to be on the program at a staff meeting there in the near future. That organization is doing a splendid educational program in Wisconsin and we are looking forward to helping them to use our services and materials to emphasize the importance of milk in their prevention and curative programs in Milwaukee County. Our educational posters hanging on the walls of those mobile units



Preferred for its silent, smooth-running speed, ease of handling, and lasting durability

CLIPS COWS HORSES MULES DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. \$21.95 complete at your hardware or farm implement dealer's. 110-120 volts. Special voltages slightly higher. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing Machines. Made and guaranteed by

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WANT MORE EGGS?
LARGER PIGS?
MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

which travel in Milwaukee County, will be used as educational tools as part of tuberculin testing in schools and industries.

Just ask and you will get a copy of a special circular entitled, "Feeding the Dairy Herd," prepared by Geo. M. Werner and I. W. Rupel, College of Agriculture, University of Wisconsin, Madison, Wis.

Another good pamphlet called "14 Steps to Good Milk," written by H. C. Jackson and Evert Wollenfeldt of the College of Agriculture, will also be sent on request.

Do You Feed Some Grain to Keep Up Production?

FOR SALE

Reg. Holstein Cow, Fresh, produced over 11,000 lbs. milk last year. Also a few bull calves.

BERN SCHOESSOW AND SONS

2 1/2 miles west of Thiensville, Wis.

FOR SALE

Registered service age Holstein Bull, well grown, straight, mostly white by our 1945 1st prize County Fair Aged Bull and by a beautifully uddered young cow. Certified herd.

LAUNFAL FARM

Highway 57, one mile north of Saukville

Proposed Milk Order

A proposed order to regulate milk handling in the Minneapolis-St. Paul, Minn., marketing area has been submitted to producers and handlers in that area for their exceptions. The proposed order is contained in a report prepared on the basis of a recent hearing and issued by the United States Department of Agriculture August 11. Producers and handlers are required to send their exceptions to the Department not later than the close of business on August 31, 1945.

The proposed order would provide for two classes of milk. Class I comprises all milk, skimmilk, and cream made into milk, skimmilk, and cream drinks. Class II includes milk, skimmilk, and cream used in the manufacture of dairy products.

Class I price would be arrived at by addition of a premium to the value of milk sold for manufacturing purposes. The manufacturing value of this milk would be the highest of the prices resulting from the following formulas: (1) average price paid for milk by a specified list of condenseries; (2) a combination of market prices for butter and cheese; (3) a combination of market prices for butter and non-dry milk solids.

The premium added to this manufacturing value July through December of each year would be 70 cents; January through April, 50 cents; during May and June, 40 cents. The price for Class II milk would be based on the market prices for butter and nonfat dry milk solids, the principal products manufactured in the area which supplies the Minneapolis-St. Paul marketing area. For June 1945 the Class I price would have been \$3.007 per hundredweight if the proposed order had been in effect at that time, while the price actually paid was \$3.05. During December 1944 the price would have been \$3.339, while price actually paid was \$3.12.

Had the currently proposed order been in effect July 1944 through June 1945 the average Class I price would have been \$3.2125. During the same period the average of the prices actually paid was \$3.1325, a difference of eight cents per

hundredweight for the 12-month period. Other provisions of the order are concerned with its administration and are similar to those contained in other milk orders.

(Continued From Page 1)

Merrill said. "This huge sum, in the form of war bonds, bank savings or hoarded cash, averages over \$1,000 for every one of our 130 million people."

These plans to swoop down upon an unsuspecting public, he said, are indicated by the increase in the number of "snoopers" who, under the guise of making "surveys" for legitimate business institutions, are really compiling "sucker lists" to be used in selling new or revised and remodeled frauds.

An extraordinary progress of invention during the war has expanded the field greatly, Merrill asserted. Among the items which are likely to appear are "plastic formulas" with promises of easy wealth; fake scientific instruction and correspondence courses, and stock in shaky or fictitious manufacturing corporations.

That the "stuffed flat" racket has already started has been reported by the Better Business Bureau of Milwaukee.

To combat this menace and reduce losses to a minimum, Merrill makes these suggestions: "Keep your own business to yourself. Seek expert advice from your attorney or banker before making an investment. Be satisfied with a safe small return rather than gamble with a 'get-rich-quick' scheme. You can help others by reporting possible fraud attempts on yourself. These gyps have a common approach. They shroud their dealings with utmost secrecy and resent any attempt at investigation. They invariably attempt to 'sign you up' on the first call. Remember! If you sign something, it may pop up later as a note. Do not sign anything until you have thought it over and investigated."

"You have done your part to combat inflation and finance the war by saving your money and investing in war bonds," he said. "Now you can help in the post war period by keeping these birds of prey on a starvation diet."

Some Silage Left Over? Fine, Feed it to Keep Up Production!

FOR SALE

Dried Brewers Grains

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FOR SALE

Pair of sorrel white faced geldings,
well matched; also sorrel mare; would
make fine three horse team.

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MILK REJECTS

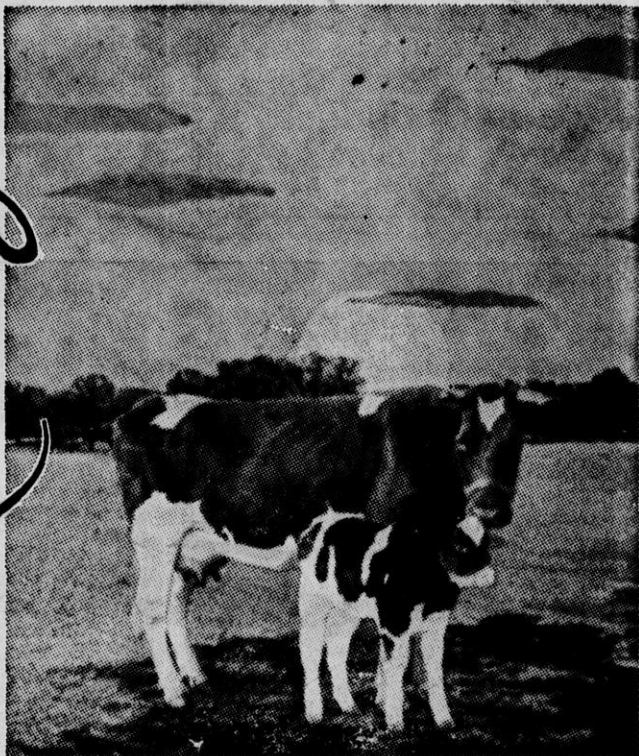
**Protect your milk! Disinfect dairy
utensils regularly this new, safe way**

Milk is needed *now*, more than ever before, both at home and abroad. Yet, milk rejects run into millions of dollars every year. One way to help make sure that *your* milk is free from milk-spoiling bacteria is to disinfect previously cleaned dairy utensils with *safe*, quick-acting DIVERSOL right before milking. Will not harm utensils or hands. Dissolves quickly in hot or cold water. Approved by Health Authorities . . . used by leading dairy companies. *Ask your Hauler to bring you a supply.*

For Cleaning Utensils use DUMORE

A Good Fly Spray Will Help to Keep Up Production!

The
Dawn of
a New
Day



DAIRYMEN with high producing herds face the future with confidence. They get more milk per pound of feed. Their production costs are lower.

Mutual Dairyade is distributed exclusively by milk companies throughout the nation as a service to patrons.



Raise your own herd replacements. Through culling, proper breeding and feeding an average herd can be built into high producers in three generations. Farm school experiments have proved this fact.

For more than twenty-five years successful dairymen in every part of the country have been feeding Mutual Dairyade and raising fine herd replacements. They have proved by experience that they can start baby calves on Mutual Dairyade. They sell most of their milk—and get bigger milk checks. Manufactured by the Mutual Products Company, Minneapolis, Minnesota. Ask your milk company for a pail today!

MUTUAL DAIRYADE IS GUARANTEED TO SATISFY OR YOUR MONEY BACK

How About Extra Care to Keep Up Production?

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 7

"By Farmers . . . For Farmers"

OCTOBER, 1945

Summary of Board Meeting THE NATIONAL COOPERATIVE MILK PRODUCERS' FEDERATION

Washington, D. C., September 25-26, 1945

At its first meeting since V-J day, directors of the National Cooperative Milk Producers' Federation considered and adopted a number of policies affecting peacetime adjustments in the dairy industry. The board called upon Secretary of Agriculture Anderson and presented a preliminary policy statement. At a subsequent session with Congressional leaders John Brandt, Federation president, outlined the Federation's proposal for a self-financing price stabilization and surplus disposal program.

Following is a summary of the Federation position on the several matters that were considered:

Preliminary Suggestions Made to Secretary Anderson

In the meeting with Secretary Anderson, the Board urged:

1. Assistance of the Department of Agriculture in extending a highest quality production program throughout the nation.
 2. Assistance of the Department toward more efficiently adjusting seasonal milk supplies to consumer demands.
 3. Continuance of government participation in the campaign to stimulate consumption of milk as a beverage.
 4. Assistance in maintaining dairy farm income on a basis equivalent to that of other economic groups, with dairy income returned to farmers entirely on a direct-price (non-subsidy) basis.
- * * *

Parity Support for Dairy Products

A detailed report on the parity situation was made, based on cumulative studies by the Federation extending over several years and on recent concentrated revision studies by the Federation economist working in conjunction with a number of college authorities. In view of the inadequacy of the present parity formula as the basis for dairy price support, the Board ordered a special committee to continue efforts to secure a new parity that will effectively take care of milk and butterfat.

Extension of Social Security Benefits

The need is recognized for federal aid to improve the nation's health standards through expansion of hospital, medical, and dental facilities and services. The Federation believes, however, that the many matters covered in social security bills should be segregated for legislative action so that each can be considered on its merits.

A survey of needs is recommended by a committee headed by the Surgeon General of the United States, with appropriation for conducting studies and surveys. The Federation did not endorse socialized medicine but recommended:

Encouragement of paid medical, hospitalization and dental insurance plans on a voluntary basis.

Extension of Old Age and Survivors insurance to farmers and their employees, providing that self-employed persons may elect whether they come under the program.

The handling by the individual states of unemployment insurance, including the payment of benefits and the operation of government employment services.

Increasing within reasonable limits aid to needy persons, indigent, blind, and dependent children.

* * *

Amendments to Wage-Hour Law

The Federation favors retaining and clarifying present Fair Labor Standards Act exemptions for agricultural plant workers in the "area of production" and in the first processing of dairy products. It asks the extension of first processing exemptions to also cover ice cream and casein, and for additional technical classification to cover all agricultural workers engaged in first processing.

* * *

Federal Price Policies and Surplus Disposal

The Federation requests:

1. Immediate removal of the 5-cent roll-back on butter and the subsidy

(Continued on page 4)

MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor

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Marquette 3057

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No. 7

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R. 12, Milwaukee 13

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Subscription\$1.00 Per Year

Out of the Mouths of Babes and City Editors

A MILLION NEW FARMERS
(New York Herald Tribune)

The rather surprising report is that more than a million American servicemen want to become farmers and are only awaiting the chance to reconvert from uniforms to overalls. It has always been said that sailors have a yearning to turn farmer—perhaps the result of a wish to exchange the unstable sea for solid earth. There is, of course, no reason why both sailors and soldiers, young and muscle-hardened, might not have the stuff out of which good farmers are made. For they do have to be made.

Boys who went to the war from homes on the land can know farming for what it is. But a city ex-soldier, with a yen to take up agriculture, is likely to believe, as has many a city civilian before him, that all that is necessary to become a farmer is to buy a farm. Given the land and a few assorted animals and a living follows—just as surely as cows give milk, hens lay eggs and potatoes grow ten to a hill.

But there is a lot more to it than these pleasant simplicities. Today's farming, like today's industry, is a thing of skills and mechanization. An apprenticeship in

barn and field is as necessary as in shop or plant. The inexperienced ex-serviceman who wants to become a farmer would be well advised to become, first of all, a hired man. For, in all truth, farming is something to be learned from the ground up—and as a hired man one can learn it that way and, at the same time, make some farmer happy who has been struggling with a manpower shortage for several seasons.

National Federation Notes

This issue contains articles on a meeting of the Board of Directors of the National Cooperative Milk Producers Federation held in Washington, D. C., on September 25-26.

Your Board of Directors authorized the secretary to attend this meeting since he is a member of the Federation's Board of Directors.

Outstanding on the Federation's program was a discussion on parity prices for dairy products. The present parity formula needs revision, according to a report of a special committee of the Board which has studied the findings of Federation economists and others who have been working on this subject. A new committee was named to make further efforts to secure a new parity that will be more fair for dairy farmers.

Retain Milk Economies, Secretary Anderson Urges

Many of the economies in milk distribution developed during the war should be continued in peacetime in the opinion of Secretary of Agriculture Clinton P. Anderson.

"The Department of Agriculture is very keenly interested in efficient processing and distribution of whole milk," he said, "as fresh whole milk is one of our most nutritious and healthful foods. All authorities are anxious that its per capita consumption be expanded. We are all especially anxious that our wartime gains in per capita milk consumption be retained.

"At the same time, the sale of whole milk for fluid purposes is one of our leading sources of cash income to farmers. Fair prices for a large volume of fluid milk sales, therefore, are a major peacetime objective for American agriculture. The attainment of this dual objective requires maximum efficiency in milk processing and distribution.

"Many lessons in economy and efficiency in food processing and distribution

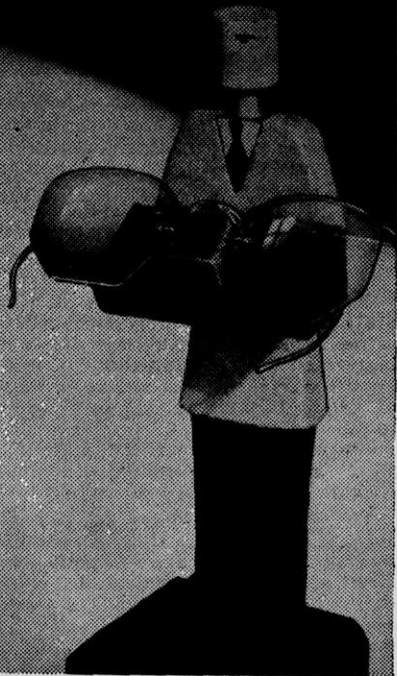
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Being Nice To People**

Of course, we prize our reputation for friendly courtesy . . . BUT the true measure of optical service is behind the scenes. No laboratory effort is spared to make every pair of Kinky glasses an optical masterpiece. See Kinky . . . today!

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have been learned during the recent war years when it was necessary for reasons of national security to conserve on the use of rubber, gasoline, trucks, labor, and materials. Some of the wartime practices may prove to be impractical in peacetime or to be inconsistent with basic peacetime objectives of full employment and full freedom of individual initiative and action.

"Many of the wartime economy measures, however, should be equally applicable in peacetime, and may well help materially to achieve peacetime objectives. This would appear to be true of most of the wartime economy measures developed for the processing and delivery of fresh whole milk, and to this extent both government and industry will be remiss in their responsibilities to public welfare if such measures are allowed to be abandoned.

"The Department of Agriculture is wholly sympathetic with the efforts which the milk industry is making to retain war time efficiencies, and within the framework of national policy, stands willing to encourage and promote progressive action in that direction."

Secretary Anderson's views were expressed in a statement made to Col. B. F. Castle, of Washington, D. C., president of the Milk Industry Foundation.

News Notes From Your Dairy Council

During October many school children will be bringing home their first report cards for the school year of 1945-46. Our News Notes this month could easily be considered our report card to you on our initial activities in the school programs this past month.

On September 14, your Dairy Council, at the request of Mr. Michael Kies, County Superintendent of Schools, exhibited our health education materials at the Milwaukee County Teachers' Institute. Six hundred teachers, principals and school nurses from the county and suburban schools attended. Your director attended the exhibit and explained the use of our materials and services. As a result many principals have made and will make arrangements for your director to present our program services and materials to the teachers of their schools in meetings.

Principals of several parochial schools have called or come into our office for materials on which to base their health education activities this year.

Several teachers in schools not yet contacted by your Dairy Council have heard about us "by the grapevine" and have come in to get materials for milk and dairying projects. In some of the teachers' meetings conducted by your director, the

teachers of first and second grades have begged immediate delivery of their selected materials, as they believe a milk project is the best way to start their health program for the year and they want to start immediately.

Mrs. Hintz, the First Aid Nurse and Counsellor of Milwaukee Vocational School visited our office this summer to get materials and help for planning her program for this year. At her request, subsequent visits by other faculty members of that school have started Milk and Health projects in five classes in Health and Hygiene there.

Miss Meyeral Engelberg, R.N., of the State Department of Health, visited our office recently to request a display of our materials for presentation to the public health nurses in the county. As a result of this presentation, requests are rolling in to us for P.T.A. program activities, more teachers' meetings and plans for film showings in county and suburban schools and clinics.

Dr. Gerlach, director of Dental Hygiene at the Milwaukee Department of Health, met, by appointment, with his staff of dental hygienists, in your Dairy Council's office one day last week. The dentists and dental hygienists of that staff meet the teachers and students of each classroom in Milwaukee schools during each year. To see and hear the enthusiasm of this group over the materials and services we have to offer, and their plans for use of them makes us feel that our Dairy Council's story is to receive great emphasis in the classroom teachings in Milwaukee's public and parochial schools.

Your Dairy Council staff is finding each day busier than the previous one, but enthused and pleased that our previous month's contacts are bringing results that will help us to attain our goal . . . to bring to mind the importance of milk for health to every man, woman and child in Milwaukee County . . . and then remind and remind them again.

(Continued from page 1)

on cheese, with compensating ceiling price increases.

To prevent holders of inventory from unduly gaining from the ceiling price increase, such operators should be obliged to declare their inventories and return the 5-cent roll-back to the government.

2. Extension of dairy feed production payments through June 30, 1946, unless legislative action is earlier obtained to protect dairy farmers from harmful price declines.

The Federation also reiterates its support of a self-financing price stabilization and surplus disposal program through holding pool operations. In lieu of this

Low pH of

OAKITE
BACTERICIDE

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Too little time is available today for germicidal treatment of processing equipment. That's why speed in killing bacteria is an important factor in keeping "bug" counts low. The bactericidal agent you use must work FAST . . . perform effectively!

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D.P.M.A. operations should be expanded, with losses borne by the government.

Draft and Peacetime Conscription

Upon the basis of material and analysis prepared by the Federation; member organizations will be asked to express their opinion on these matters.

* * *

Full Employment Legislation

Although opportunity for full employment is desirable, the Federation believes that the Full Employment Bill (S. 380) "unduly emphasizes the responsibility of the government for achieving a rising standard of living and minimizes the responsibility of individuals and private enterprise."

The Federation also believes that the procedure set up in the bill would destroy the legislative process, paralyze the work and destroy the influence of the regular Senate and House Committees on Appropriations.

* * *

National Nutrition Legislation

The large percentage of draftee rejections "emphasizes the need for some program that will channel our government policy of providing food for those in need so that a part of the vast resources of nutritious food produced by the American farmers will go to that class of people whom records show have in the past received inadequate amounts.

"To the extent that government appropriations for consumer subsidies are necessary, there is no better use which can be made of them than to assure the growing youth of our nation a full and adequate diet where the income of the family is such that there is reason to believe such adequate diet will not be supplied otherwise."

Wisconsin Livestock Shipped to Colombia to Head Future Herds

One of the finest shipments of pure bred livestock ever to leave Wisconsin has been selected for shipment to Colombia, South America, as foundation animals for the future herds of that country, according to Charles C. Brace, fieldman for the Holstein-Friesian Association of America.

Selections were made by three Colombians who have been in the state for some time. They are Dr. Bonilla, head of the Colombia veterinary department; Dr. Ochoa, representing the Agricultural Credit Bank, and Dr. Gomez, veterinarian and Holstein breeder. A. C. Oosterhuis of Oconomowoc, who spent considerable time in Colombia last winter setting up a registry department for purebred Holsteins, assisted them in the selection and prepara-



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2 Holstein Bulls
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5 and 6 years old

A. F. BURHOP
Highway 141 at Lakefield Creamery
GRAFTON, WIS.

tion for shipment of the animals from Oconomowoc.

A large part of the shipment consisted of dairy heifers which will be used to supply milk for the cities of Colombia as well as furnishing foundation stock for future breed development in that country.

About 200 registered Holsteins were included among the animals selected. They were purchased from the following Wisconsin herds: Pabst Farms, Oosterhuis Farms, Ventnor Farms, Kyle Farms and Harvdale Farms, all of Oconomowoc; Milford Meadows Farms and John Last of Lake Mills; Charles and Donald Brace and Harley Martin and Son, Lone Rock; Piper Bros., and Clyman Farms, Watertown; Elmer Kloehn and Ed Rusch, Forest Junction; Theodore Christoph and George Tremberger, Chilton; Chas. Jones, Dodgeville; Fred Witwer, Mt. Horeb; Oregon State Farm, Oregon; M. L. Arneson and Otto Hill, Barneveld; Wisconsin State Prison Farm, Waupun; Industrial Home, Taychedah; State Reformatory, Green Bay; Northern Colony and Training School, Chippewa Falls; Winnebago State Hospital, Winnebago; John Wuethrich, Greenwood; Imig Bros., Neillsville; Mendota State Hospital, Mendota; Arthur Gafke and A. J. Glover, Ft. Atkinson; Rock County Farms, Elton Broege and L. A. Markham & Son, Janesville; Jake Nehrbaas, Rockfield; and Baird Bros., Albert Steinke, H. W. Carr & Son, Woelfel Bros., Wm. Owens and Ed Weyker, Waukesha. Additional animals were also purchased in Illinois and Michigan.

About 40 Brown Swiss were purchased from Wisconsin Breeders, including Geo. Drunasky, Sun Prairie; Jake Voegell, Monticello; Roy Weaver, Shullsburg; Fred Ingold, Monroe; Emil Fritsch, Monroe; Fred Reuter, Middleton; H. G. Lenz & Son, Tomah; Wm. J. Henzel Estate, Alma Center; Virginia Chapin Drake, Lake Geneva; John Oster, Burlington; E. R. Stone-man, Madison; J. W. Hess, Jefferson; Joseph Allyn, Delavan; Dr. Roy Hansen, Wauwatosa; and Earl Zick, Forest Junction.

Foundation Jerseys were selected from the herd of Dr. A. J. Rheineck, Oconomowoc.

Shades of Butter Color May Vary Greatly Depending on Breeds, Climate and Feeds

Yellow is the natural color of butter, but there may be infinite variation in the shades, says Prof. Fred H. Abbott of the Division of Dairy Industry of the University of California.

"Place a dozen samples of butter in a row, ranging from light to deeper yellow,

and you wouldn't know the difference," he suggests. "But when a sample from each end is placed side by side, you are astonished to discover the difference in shades. The reason for this is tied in with a number of factors." Milk fat holds the key to the color of butter. Depending on the cow, feed, and time of year, the color of butter is naturally anywhere from a bright canary yellow to a warm deep yellow. Consumers always get butter of the same standard shade because the dairy industry has worked out a method to ensure uniform color.

"Dairying is a nationwide industry, carried on over a wide range of climates, where different breeds of cattle may predominate," Abbott points out. "Where cows have plenty of green grass to feed on, butter has a deeper shade of yellow. Elsewhere, and when the winter comes around, dry grass and grain feeds cause butter to become progressively lighter in color until green feeds are available again."

After calving takes place, he also says, the color of the milk globules is also likely to be altered. Color may depend, to some extent, on the breed of cattle being employed. It has been found that some breeds—the Channel Island breed is an example—produce milk fat with deeper shades of yellow than other breeds, regardless of what they are fed.

Butter is shipped in bulk-form from rural areas all over the nation to chief points of concentration like New York, Chicago, San Francisco and Los Angeles. There, butter is no longer considered a local product but a national commodity. As such it will have to mingle with butter from other dairy areas and other states.

At the concentration points, when the bulk-butter goes into the machines to be "printed" and wrapped, it has to be of exactly the same shade. Otherwise, the consumer would find several shades of butter in every package. So, in order to make butter fit perfectly into the color scheme at the concentration points, the creameries standardize the color in the churning of the butter.

"This method," explains Abbott, "helps the consumer to know that the butter he buys will always be of a uniform and standard shade of yellow, regardless of the time of year or the original home of the butter."

(Editor's note: The question is frequently asked, "Why may butter be colored and sold tax free while margarine is taxed if colored?" The above article which explains that yellow is the natural color of butter and that coloring is used only to make the color uniform, gives the true answer. Yellow is not the natural color of oleo, and that product is colored only to make it look like butter.)

FOR SALE

Dried Brewers Grains

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Report of the National Nutrition Bill (S-1151)

By the Board of Directors of the National Cooperative Milk Producers Federation

Since the early thirties it has been the policy of our government to see that no individual lacked food. Those wholly dependent upon government charity were often better and more nutritiously fed than even those in low income group who were either too proud to ask government assistance or were excluded by regulation.

The large percentage of draftree rejections for physical defects were in many cases directly traceable to malnutrition during youth. This emphasizes the need for some program which will channel our government's policy of providing food for those in need so that a part of the vast resources of nutritious food produced by American farmers will go to that class of people whom records show have in the past received inadequate amounts.

The the extent that government appropriations for consumer subsidies are necessary there is no better use which can be made of them than to assure the growing youth of our nation a full and adequate diet in cases where the income of the family is such that there is reason to believe such adequate diet will not be supplied otherwise. This should be done with the minimum of supervision over individuals in order that there may not be built up feeling on the part if the recipient that by acceptance of such assistance that they become wards of the government.

It is our opinion that to the extent that, and so long as, S-1151 introduced by Mr. Aiken (for himself and Mr. La Follette) incorporates such principle, it should have the support of the National Cooperative Milk Producers Federation.

It is the further opinion of the Federation that the word "suitable" in Section 4(b) should be so amplified, so clarified by definition that it can neither be abused in its interpretation by those who wish to avoid real work or by those who would deny the benefits of this bill to the deserving.

General Policy Statement to Secretary of Agriculture Anderson

By the Board of Directors of the National Cooperative Milk Producers Federation

It is a matter of great satisfaction to us that our Secretary of Agriculture is a dairy farmer. That in itself gives us a feeling of particular confidence because the problems of the dairyman are of a sort which the average person does not understand in any way except through experience. We count greatly on this understanding to assist us as we go into the problem of the post-war era.

During the war the demand of the Nation was for milk and more milk. Dairy farmers responded to this need with the largest volume of production in history. As we now go into the period of peace, we realize that we must shift our emphasis from quantity to still higher quality; that we must make the finest possible product for the American people. We therefore want first of all to ask you that we be given every possible assistance of the Department of Agriculture in helping to stress this aim to our people throughout the country.

The next problem facing us is that of adjusting our supplies more evenly to market requirements. As you well know, the war and its demands disrupted our orderly breeding schedules. Our need is to establish these schedules so that our milk production will be more efficiently balanced throughout the year.

The third thing we have to ask is that the Government give the same emphasis in peace time as in war to the use of milk, not only as a food but as a beverage. It is our studied judgment that in further developing this beverage outlet we can do quite as much toward preventing any possible post-war surpluses as by any other means which can be taken.

Finally and equally important, we enlist your assistance in maintaining for dairy farmers an income equivalent to that of other economic groups. We trust that at the earliest possible time such an income can be returned to farmers on a direct price basis.

Further, the benefits under this Act should not be made available during strike to new clients affected by such strikes or increased to those receiving benefits at the time the strike started.

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and STILL

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for
Herd Replacements
by feeding

Mutual DAIRYADE

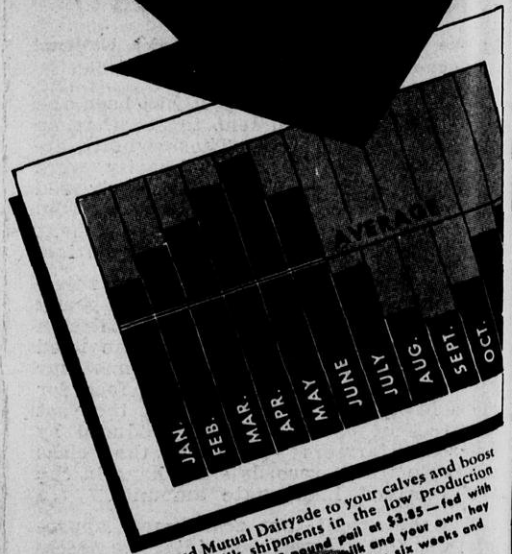
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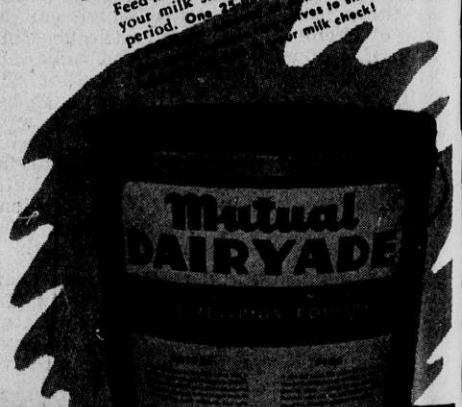
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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 8

"By Farmers . . . For Farmers"

NOVEMBER, 1945

News Notes

From Your Dairy Council

Last month's issue of *The Milwaukee Milk Producer* told of the presentation of your Dairy Council's educational materials and services to a group of county school nurses, in a meeting directed by Miss Meyeral Engelberg, R. N., of the State Department of Health. Results? Through calls and visits to the Dairy Council's offices, fourteen of the nurses who attended that meeting are now effectively using our materials and services in the schools in their territories.

As a result of this activity, and our previous contacts with school administrators, principals and teachers of county, public, and parochial schools, the use of our units of study, posters, and other visual aids have been displayed and explained to 253 teachers in 50 schools during October, some in teachers meetings and in other cases, groups of teachers have visited The Dairy Council offices to select materials for their classroom activities. As a result of these October meetings your Dairy Council's health story will become an effective part of the educational program in these 253 classrooms.

Our films are being requested more and more by school principals, to help emphasize to the children the importance of the right food for health.

This morning's mail brought us a thank you note from a group of second grade students to whom your Director showed some films last Thursday. In the typical manuscript writing style of students of the 2nd grade (we wish you might see the original), the words of this letter are as follows:

Dear Miss Sullivan:

Thank you very much for showing us the movies. We enjoyed them very much. We will drink more milk every day so we can be like Husky.

Miss Reinhart's 2nd grade class,
Bartlett Avenue School.

This is only one of the evidences which your Dairy Council has received and welcomed as indications that our program is needed, well received and appreciated.

Some New Supporters

Elsewhere there is printed a list of new supporters. The majority were signed by the new fieldman, but some were signed previous to his employment.

We need more producers on our list. Do you, interested reader, talk for your organization when chatting with a neighbor? If you don't, it's just like neglecting your farm work, letting the cows go without salt or water or not fixing a fence that is in need of a little repair.

In other words, if you don't boost your own organization you are hurting yourself. If you think something is wrong, tell us for we may be able to do something about it.

Council Of Agriculture

The annual meeting of the Wisconsin Council of Agriculture will be held in Madison at the Lorraine Hotel on November 6 and 7. The program may be found on page 5.

Farmers who can spare a day might do well to fill up the car with the family or friend and attend the meeting of the Council on November 6. It will be a worthwhile visit to the Capitol City.

Though the school program is keeping your Dairy Council's staff very busy, we are also being of service to adult groups as well. Your Director presented a lecture and film at the October meeting of members of the National Ave. Advancement Association, their wives and daughters. Subsequently one of the members has presented us with a complete list of all civic and service organizations in Milwaukee, as he believes that we have a great contribution to make to these organizations, and suggests that we offer them such a program as we presented to this group.

Another interesting detail of our job for you. We recently had a mother visit our office with her 5 1/2-year old son. One of the dentists on the corridor had suggested that she stop in to the Dairy Council office and get some information which would be helpful in overcoming the slightly underweight condition of her son.

It is a real pleasure to your Dairy Council's staff to have so many opportunities to promote health and human welfare in Milwaukee County.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 18 November, 1945 No. 8

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Fieldman Hired

Your Board of Directors have interviewed a number of applicants for the fieldman's job, vacant since Ed. Held left the organization last April.

At the October 2nd meeting, Monroe Schoessow was selected by the Board as fieldman. Mr. Schoessow was born and raised on a good dairy farm in Ozaukee County and has had experience in testing association work and farm inspection. He has a good background, a cheerful personality and can be helpful to the members in their production problems.

Monroe has visited a great many farms the past month and has been well received. A number of new supporters have signed at his solicitation.

What's Ahead

Thinking farmers are pondering on what will happen to farm prices when government buying for the armed forces dwindles down and when we stop exporting to foreign markets.

Milk is in very good demand at present, in fact many markets are short and will be short for several months. This condition is due to a demand from the consuming public for more milk and milk products. People in the cities have money and are willing to spend it. How long this condition will last is anybody's guess. If labor and management get together and go to

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912 AND MARCH 3, 1933

Of Milwaukee Milk Producer, published monthly at Milwaukee, Wis., for October 1, 1945. State of Wisconsin, County of Milwaukee, ss.

Before me, a Notary Public, in and for the state and county aforesaid personally appeared Charles Dineen, who, having been sworn according to law, deposes and says that he is the editor of Milwaukee Milk Producer, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 411, Postal Laws and Regulations, printed on the reverse side of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher: Milwaukee Co-op Milk Producers, Milwaukee, Wis.; editor, managing editor, business manager, Charles Dineen, 1633 No. 13th St., Milwaukee, Wis.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other incorporated concern, its name and address, as well as those of each individual member must be given): Milwaukee Co-op Milk Producers, 1633 No. 13th St., Milwaukee, Wis.; Pres. Edward A. Hartung, Station Dv Rt. 2, Milwaukee, Wis.; Vice-President, Grover Dobbertin, Hartland, Wis.; Secretary, Charles F. Dineen; Treasurer, James R. Taylor, Rt. 2, Mukwonago, Wis.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (if there are none, so state): None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

CHARLES F. DINEEN, Manager.

Sworn to and subscribed before me this 21st day of September, 1945. C. J. Linden, Notary Public.
(My commission expires June 5, 1949.)

work, buying power will step up for many months for there is a pressing need for many things that were not made because of war conditions. When more goods are turned out than people need, employment will not be at a high peak and all prices may go down. If the things that farmers buy decrease in price at the same time as farm products go down, it won't be bad, but if on the contrary, products get cheap and farmers must pay high prices for manufactured articles, the situation will be bad.

Farmers need to work together and for-

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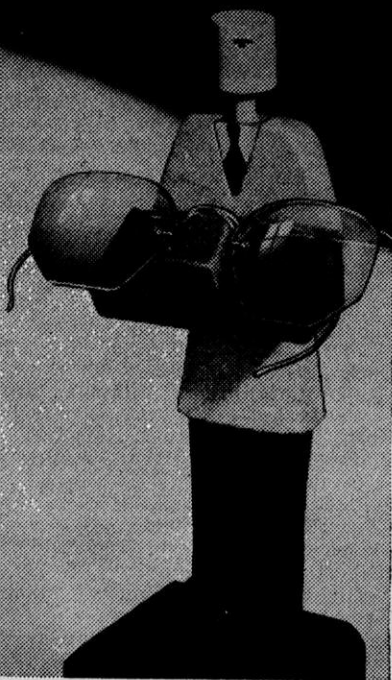
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get little differences that may be keeping them separated for in solidarity there is strength and ability to get results.

We are not all alike, and can't all see things the same way, but we can work together so that it will be better for all of us.

Cost something to belong? Sure! Can't get anything for nothing. Getting the penny too close to the eye may shut out the sight of the dollar that could be obtained if the penny was not held so close.

Quality Milk

In almost every dairy cooperative's publication, we read about the need of better quality dairy products as an insurance against a falling off in sales.

By and large, the milk produced for this market is of good quality. Some producers, because of too much work and perhaps in some cases better returns from some cash crops, have slipped a little in their methods.

Producing good milk is not so much a matter of fancy barns or high priced equipment, as it is healthy cows kept clean and fed wholesome feed and a regular routine of caring for the milk and milk utensils. Sure it takes a little time to wash a milking machine, pails and strainer, but if done regularly and at a regular time, it pays well.

W. H. Hutter To Get Council Recognition

William H. Hutter, Spring Green, president emeritus of the Wisconsin Council of Agriculture (Co-operative) will be honored at the Farmers' Get-Together Conference here on Nov. 6 for his long service to agricultural co-operatives.

He was one of the incorporators of the council in 1928. Hutter retired as president of the council in 1944 after four years in office. He was vice-president from 1928 to 1940.

Hutter also is vice-president of the Wisconsin Cheese Producers Co-operative.

All former council officers and original incorporators have been invited to the conference as council guests to participate in the recognition ceremony at the banquet.

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Alex Kuenzi, Route 3, Box 793R, Milwaukee 9

Ed. Steinke, Route 1, Box 21, Pewaukee
Edwin R. Laubenstein, Fredonia
Wesley Rosenthal, Fredonia
Reinhard Beimborn, Route 2, West Bend
George Miller, Fredonia
Mike J. Rodesch, Belgium
Demge Bros., Belgium
Harold Abrahamson, Route 4, Box 41, Waukesha

Rosa Caspary, Route 1, Richfield
Walter H. Keuper, Route 4, Box 294, Waukesha

John Radloff, 6971 N. 60 St., Milwaukee 9
Edgar Henn, Rockfield
Clarence Kannenberg, Rockfield
Hilbert Roell, Fredonia
Armin W. Meissner, Route 1, Hartland
Egbert Orchard, Palmyra
John E. Jones and Leslie Clapper, Route 1, Box 122, Waukesha

Jacob Saaler, Menomonee Falls
Walter Harboldt, Sr., Menomonee Falls
Wm. W. Weiss, Route 1, Saukville
Walter Kahnt, Route 2, West Bend
Nic Wilger, Route 1, West Bend
Maders Farm, Germantown

Hi-Lo Acres, Germantown
Theo Mathisen, Hartland
Alfred Schmidt, Route 1, Hartland
Art Bauer, Rockfield
Art Roets, Route 1, Hartford
Mrs. Frances Hembel, Route 1, Hubertus
Walter Held, Menomonee Falls
Alf. Bezold, Hubertus
Alvin Kruse, Sr., Mukwonago

Production Down, Sales Up

Too much cold, wet weather, fermenting silage and in some cases lack of help on the farm have been contributing cause that have lowered milk production in the last six weeks. Ordinarily, the period when cows are first being stabled and are not satisfied either in or out of the barn, is the time when production goes off. This year it came earlier and there is no relief in sight.



Accelerated Can Washing Efficiency . . .

. . . came with the spray jet washing machine. However, the increased speed of mechanical processing created the need for a new, fast-acting detergent that would keep pace with the machine . . . whose efficiency, of course, depended greatly upon the cleaning power of the detergent.

Once again the versatility of Oakite Research rang the bell. The proved answer to this can washing question is Oakite Composition No. 82.

And here's why: (1) Unusual lime-solubilizing properties make Oakite Composition No. 82 ideal in hard water areas to prevent lime scale from clogging jets and piping; (2) the vigorous detergent-emulsifying action quickly, completely lifts off milk fats; (3) Oakite Composition No. 82 is free-rinsing, leaves no film on cans; (4) it's economical . . . high concentration of active ingredients permits small working quantities; and (5) while Oakite Composition No. 82 is hard on foreign matter, it's safe on tinned surfaces . . . contains no abrasive or caustic.

Mr. Bond, your Oakite Representative in Milwaukee, will be glad to demonstrate the advantages of Oakite Composition No. 82. Remember too, that titration equipment goes free to all users of Oakite cleaning materials. Phone or write Mr. Bond TODAY . . . there is no obligation.

A. H. BOND

OAKITE PRODUCTS, INC.

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MILWAUKEE MILK PRODUCER

DDT, Its Present Uses and Limitations

A new circular on DDT has just come from the Extension Service of the College of Agriculture, Madison.

This circular contains a great deal of information on DDT and it may be gotten by writing to Warren W. Clark, Associate Director, Agricultural Extension Service, College of Agriculture, University of Wisconsin, Madison, Wis.

Farm Reconversion Will Be Theme for Council Conference

Six widely-known guest speakers will headline the annual Farmers' Get-Together Conference to be sponsored at the Hotel Loraine by the Wisconsin Council of Agriculture (Co-operative) in Madison, November 6 and 7.

"We are stressing farm reconversion," Milo K. Swanton, executive secretary, said today. "Most of the speakers will deal with this vital problem."

Charles F. Dineen, Milwaukee, Council vice-president, will preside at the morning meeting. The opening address will be by C. F. Claflin, Council president and general manager of Equity Co-operative Livestock Sales Association of Milwaukee. He will be followed by Ira K. Baldwin, newly-appointed dean of the university College of Agriculture, who will speak briefly on the road ahead for agriculture.

Milton H. Button, director of the Wisconsin Department of Agriculture, has chosen "Post War Is Now" for his topic, while Daniel W. Hoan, former Milwaukee mayor, will discuss the proposed St. Lawrence seaway.

The farm family luncheon and program is scheduled for noon, with the afternoon meeting beginning at 2 p. m.

After a report by Swanton, the conference will hear Prof. R. K. Froker of the College of Agriculture speak on "Conflicting Interests in Co-operation." An open forum on co-operatives, "Information Please," will follow Professor Froker's talk.

Men who will lead the discussion and supply the answers are W. L. Witte, chief, division of markets, State Department of Agriculture; Emerson Ela, counsel, Northern Wisconsin Co-operative Tobacco Pool; Prof. Asher Hobson, chairman, department of agricultural economics, College of Agriculture; Ed Tiedeman, general manager,



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ease of
handling,
and lasting
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LARGER PIGS?

MORE MILK?

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West Allis
Germantown

FOR SALE

Dried Brewers Grains

JAMES J. DONOHUE

Edgewood 0462W

Central Grade "A" Co-operative; and Louis Zahradka, director, Youth Education, Consolidated Badger Co-operative.

John Brandt, president of the Land O'Lakes Creameries, Inc., Minneapolis, Minn., will close the afternoon session with "Problems in Post War Farm Reconversion."

From 4:30 until the banquet at 6:45 p. m. has been set aside for meetings by boards of directors of member organizations. The banquet and entertainment will feature guest musicians. Claude O. Ebling, amateur magician and publisher-editor of the Stock and Dairy Farmer, will lead the community singing. Philip F. La Follette, former governor, will speak on the "War in the South Pacific."

Time to Think of the Future

The greatest mass production miracle in all history was performed on Wisconsin farms during World War II. Now with farm production up 35 percent and with government purchases dwindling, the question is, "Where do we go from here?"

One dollar out of every eight received by our farmers during World War II came in the form of subsidy. Thirty percent of the volume of farm money came from government purchases and subsidy. About one-third of our Wisconsin dairy income came from Uncle Sam. Both subsidies and the volume of government purchases may end sooner or later. What then? Organized agriculture had better get together on some basic planning.

From now on will American consumers eat 25 percent more? Are American consumers willing to pay 45 percent more? At present levels of production, this will be necessary when government purchases and government subsidies end if farm income is to stay at present levels. Must industrial prices and wage rates rise in the face of falling farm prices? Can inflation be halted? The crux of post war reconversion for agriculture lies in these questions. Planning, understanding and co-operation are essential to the final answers.

Co-operation Must Play a Larger Role in Post-War Days

Farmers need their co-operatives now more than ever. Can misunderstanding about co-operatives be cleared? How can co-operatives best serve our agriculture? Co-operatives through the Council of Agriculture are working to build and strengthen co-operatives to meet the post war challenge.

—Wis. Council of Agriculture.

Boosting Milk Shipments in the Low Period

You can boost your milk shipments in the low production period by selling most of the milk now fed to calves and feeding them a concentrated food compound dissolved in water. We handle a product, Mutual Dairyade, which is designed for this purpose.

By selling most of the milk you formerly used to feed calves during the low production period, you can still keep your milk checks at the maximum while raising healthy, sturdy calves with Dairyade. Fed with hay and grain, and a minimum amount of milk, this food compound raises fine baby calves for herd replacements.

Feeding directions are simple. You start on the fourth day when the milk is free of colostrum. Then gradually decrease the amount of milk and increase the amount of Dairyade, dissolved in water. Your calves will like it. It may also be fed in your dry grain ration. Full instructions are given with each pail.

Dairyade is the only product of its kind handled exclusively by milk plants throughout the country for the past 25 years. We handle it at cost as a service to our patrons. It is guaranteed to satisfy or your money will be refunded. Mutual Products Company of Minneapolis is the manufacturer.

Your milk hauler brings Dairyade right to your farm. Ask for a pail today.

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VICTORY BOND DRIVE**



NOV. 12 and 13WAUKESHA, WIS.

NOV. 14WATERTOWN, WIS.

275 Head America's Best Purebred Holsteins

Selected from the United States and Canada

SOME OF THE BULLS CONSIGNED:

Pabst Burke Dore, a son of "Burke" from one of the greatest cows at Pabst Farms with 21,000 lbs. of milk.

A son of King Bessie Model Johanna from Redfield Gypsie Julia Johanna with 827 lbs. of fat, 20,327 lbs. of milk from State Home and School for Feeble-Minded at Redfield, S. Dak.

A son of Sir Bess Ormsby Dean from Bess Ormsby Fobes De Kol Sunnyside with close to 20,000 lbs. of milk from Bess.

A son of Montvic Rag Apple Chief from Dunloggin Mistress Queen rated "Excellent" from Martin Buth & Son.

A son of Montvic Rag Apple Sovereign from Seiling Pietje Jean with 735 lbs. fat as a 4-yr.-old, 4.22% test from Tom Dent.

AMONG THE FEMALES

The Grand Champion at the Ozaukee County Fair 1945 with 648 lbs. of fat on 2X a day milking in 305 days from Geo. Weidman.

The State Record 2-yr.-old Trumpy Ollie Bess Lass with 659 lbs. of fat on 2X a day milking with a 4% test and due in December to Carnation Imperial Senator from A. C. Oosterhuis.

The Illinois State Record 3-yr.-old Dougvic Pathfinder Pearl with 337 lbs. fat as a 3-yr.-old on 2X a day milking from Douglas Knights.

The Michigan State Record 5-yr.-old Hillview E. H. M. Fayne with 825 lbs. of fat on 2X a day milking 4.1% test from Martin Buth.

We could go on and enumerate a great many more top producers and show ring animals, but space does not permit.

We cordially invite everyone interested in Holstein cattle to attend this three-day event. No other sale in America affords the opportunity to make selections as this sale. There are show ring animals, high producers, and herd sires for everyone. Eight states and four Canadian provinces represented. You will see more good cattle in this three-day sale than in any other sale in America. Now is the time to get started in purebreds at your own price. All animals sold without reserve, no bybidding.

Among the Consignors are: Leaman C. Amos, Alfred Bohl, Edward P. Boyd, M. D. Buth & Sons, Lyle Carns, W. Childress & B. Junkunc, Clyman Farms, Curtiss Candy Co., Tom Dent, Dorl Farms, Du Page River Farms, Elmcroft Farm, Elmwood Farms, J. M. Fraser, Horace Fuller, Leslie Geddes, Goodman Bros., Hogan & Merchant, R. A. Hood, R. F. Howden, Douglas Knights, Raymond Kuns, Kyland Farms, G. A. LaMunion, Walter H. Lewis, Chris Mayer, Maytag Farms, H. J. McFarland, Francis McKibbon, W. H. McKibbon, Milford Meadows Stock Farm, Barton Miller, Pabst Farms, Robert Panzer, Arthur Puls, Wm. F. Quandt, Rawleigh Farms, Raymondale Farm, L. S. Schroeder, Jack Scripsma, Shanley Farm, John K. Smith, Smith Haven Farm, Edward Solem, St. Charles Home for Boys, St. Croix County Asylum, State School & Home for Feeble Minded, Paul P. Stewart, Trempealeau County Asylum, Ventner Farms, John Ummel, Jr., E. M. Wardlaw, Henry Wegener, Wern Farms, Wm. C. Wittmus & Sons, Wisconsin School for Boys, John Wuethrich.

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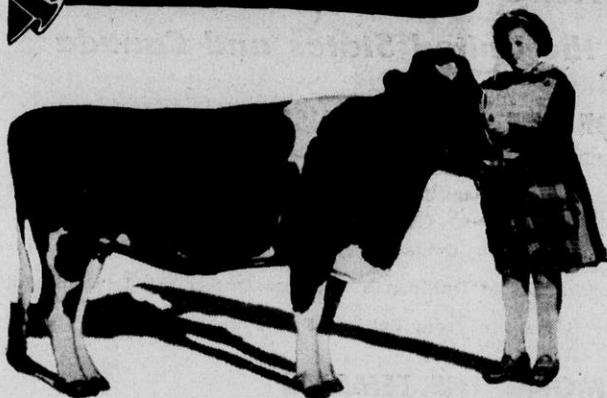
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To insure catalog in advance of sale send 50 cents

Another Blue Ribbon Winner Raised on DAIRYADE



Raised with Mutual Dairyade, this registered Holstein, Diamond Pontiac Holly Fobes, won a blue ribbon for her owner, Mary Arlene Carver of Orfordville, Wis.

Bought when a few days old, this registered Holstein calf, Diamond Pontiac Holly Fobes, was immediately started on the Mutual Dairyade feeding program.

By feeding her Dairyade this fine dairy calf received only a minimum amount of milk with the recommended amounts of home grown hay and grain. Yet she weighed 1200 pounds at 19½ months and won a blue ribbon this fall at the Rock County 4-H Club Fair at Janesville, Wis., one of the largest 4-H fairs in the country.

By feeding your calf on Dairyade, you too can raise fine, sturdy animals for herd replacement and boost your milk checks at the same time.



MONEY BACK GUARANTEE

For 25 years Mutual Dairyade has been used successfully for young calves, pigs and poultry. Your satisfaction is guaranteed or your money will be refunded.

SELL MORE MILK AND STILL RAISE GOOD HERD REPLACEMENTS

University farm experiments prove that average herds can almost double their production in three generations by culling, proper feeding and breeding. The surest and most profitable way to build your herd is to raise herd replacements from your own high producing cows and purebred, high index bulls. **GET BIGGER MILK CHECKS** and still raise your own calves with Dairyade.

Dairyade, food compound for champions, is used and recommended by leading dairymen throughout the country.

1. A highly concentrated animal food compound.
2. Easy to feed—just dissolve in water.
3. Saves most of the whole milk for human consumption.
4. Raises good calves economically.
5. Delivered by your milk hauler.

Ask Your Milk Hauler for a Pail TODAY!

MUTUAL PRODUCTS COMPANY

MINNEAPOLIS, MINNESOTA

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 9

"By Farmers . . . For Farmers"

DECEMBER, 1945

News Notes From Your Dairy Council

Eight demonstration schools in Milwaukee have been selected by the Milwaukee Department of Health and the Curriculum Planning Committees of the schools in Milwaukee this past month. In these schools, four public, two Lutheran parochial, and two Catholic parochial, there is to be intensified emphasis on health education in the classroom and on health testing as well. Early in the month your director was asked by Miss Gertrude Mulaney (educational director of the Milwaukee Department of Health and also coordinator of the new health emphasis in the curriculum of these demonstration schools) to call on the principals of each school to work out the best plan, in each case, for presenting and explaining to their teachers your Dairy Council's units of study on health and its nutrition services generally.

Your director has had a very interesting month working out with the teachers in these schools the most effective use of our health education materials. Following these teachers' meetings we have been asked to put on classroom film showings and lecture programs and in some cases have made future plans for direction of the health education theme into the home of each child studying our projects in the classroom.

At the request of Mrs. R. J. Kieckhefer, program chairman of the Wisconsin Public Health Nurses' Association, your Dairy Council presented a display of health materials at that association's annual meeting on October 9th and 10th at the Pfister Hotel.

* * *

During the month your director presented a lecture and showed our films, "More Life in Living" and "A Guide to Good Eating" to four groups, totaling 300, of Science and Health classes at Lincoln Junior High School. From all reports the teachers and students appreciated very

much this method of climaxing their Dairy Council units of study on foods, which have become their classroom text material.

These boys and girls now have a real appreciation for the importance of a quart of milk a day for today's efficiency and tomorrow's good health.

Our Milk Story has been "in the limelight" recently at student assemblies at W. Clarke Street School, Fox Point School, and Luther Burbank School, and the results in interest have been splendid.

* * *

A nutrition lecture and our film, "Making Ends Meet," was presented to a group of 65 parents, teachers, and 7th and 8th grade students at MacArthur School. As a result of this meeting, your director was asked to come to the school at a future time to present a program to the entire student enrollment.

* * *

Each month finds your Dairy Council becoming more far reaching in the health education efforts of this community. We see so many evidences of intensified emphasis on the values of milk in classroom teaching through use of our materials. They are great incentives and aids to the teacher. We have evidences too, that our Dairy Council story is going from the classroom into the homes, too. That is the real goal of health education in the schools.

Milk Federation Program Announced

What's ahead for dairy farmers in post war markets, government programs, and new utilization of milk products will hold the center of discussion at the 29th annual convention of the National Co-operative Milk Producers Federation in the Morrison Hotel, Chicago, December 4, 5 and 6.

Delegates from producer groups in 45 states will hold 2½ days of open sessions
(Continued on Page 4)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEN, Editor

1633 North 15th Street

Marquette 3057

Milwaukee 5, Wis.

Vol. 18

December, 1945

No. 9

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Entered as second class matter April, 1928, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription\$1.00 Per Year

Milk Supply Is Short

Government Price Policy Shortsighted

There is a shortage of all dairy products over the entire country. The federal government's policy of keeping the price of dairy products low has much to do with the scarcity of these vital foods.

Too long has the Administration listened to so-called labor leaders' (who are supposed to control and deliver votes) demand for low price dairy products, with the result that dairy farmers can't hire help in competition with wages and hours in industry.

Farmers and their wives have worked too hard and are forced against their will and inclination to dispose of cows. Auctions are held every day and the statement most every farmer makes is, "Can't get help."

It may be that when city people get real short of food they may decide that it's not so smart to keep farm prices too low. Some must live and learn—the hard way.

As this is the last issue of The Milk Producer before Christmas, your Board of Directors, the Office and Laboratory Staffs, wish all readers a Joyous Holiday Season.

2

Dairy Council Work

In each issue of this publication a column or two of space is used to tell about your Dairy Council. We are pleased to have the Dairy Council Director, Miss Sullivan, use this space for we think that you should know how your money is spent.

The need for dairy products sale promotion is understood by everyone in the industry, for we all know that we have a product that can't be over promoted.

Dairy Council work is being done in some 47 large cities throughout the United States. Toledo, Ohio, is the latest city to get a Council unit organized.

Production, Sales, Top Last Year

The report issued monthly by the Wisconsin State Department of Markets on receipts and disposition of milk in the Milwaukee market shows that 30,748 pounds of milk per day more were received in October of this year than in the same month of 1944.

There were 45 fewer producers in the market this October which proves that they are doing a good job, shortage of help and unfavorable weather notwithstanding. Sales of milk and cream were higher for the same month this year, leaving a relatively small amount in the manufacturing class.

Some dealers were short and had to buy from others who had some to spare.

Wisconsin Council of Agriculture

Meeting at Madison on November 6-7 in the 17th Annual Get-Together, Council leaders expressed fear that farmers again will be caught in a pincers movement between falling farm prices and rising costs unless definite government action is taken.

It was pointed out that prices received by farmers fell seven points in September and costs increased one point. As one of 19 resolutions, the Council urged Congress and the government to maintain agriculture on an equitable basis with labor and industry.

More than 400 Wisconsin farm people attended the sessions here. The directors
(Continued on Page 6)

MILWAUKEE MILK PRODUCER

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FARMERS ATTENTION



DAIRY CATTLE

Replace boarders with **MONEY MAKERS.** A poor cow requires the same labor and feed as a good dairy cow.

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Higher
Milk
Prices

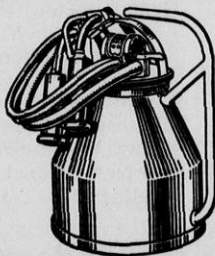
Easy Monthly Terms

Ship more milk with fewer cows and smaller feed bills.



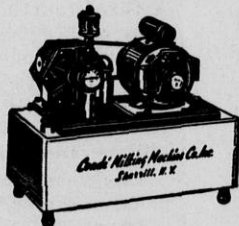
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November, 1945**

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Mrs. W. Dellmann, Route 13, Box 284, Milwaukee 7.
Frank Danihlek, South Milwaukee.
Lawrence Bezold, Germantown.
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Ed. Andrus and F. G. Riesen, Route 2, Oconomowoc.
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Anthony Searing, Route 2, Hales Corners.
Aloys Roskopf, Hubertus.
George J. Hauser, Rockfield.
Hattie Salentine, Route 4, Box 700, Waukesha.
Arthur Beeheim, Waukesha.
Harold Truax, Route 13, Box 236, Milwaukee 7.
Ernest A. Fryda, Sussex, Wis.
Tony Wiedmeyer, Richfield.
Andrew Rinzel, Germantown.
Melius Bros., Jackson.

Federation Program

(Continued from Page 1)

before which will appear prominent dairy co-operative authorities, representatives of national farm organizations, congressional leaders, and nutritional research experts. A three-fourth day executive meeting will pass on Federation policies. The second national women's luncheon conference will be devoted to the uses of dry milks, and an evening dinner meeting for co-operative press and public relations workers will be another feature.

Congressional speakers will include Senator Elmer Thomas of Oklahoma, chairman of the Senate Committee on Agriculture and Forestry; Representative John W. Flannagan, Jr., of Virginia; Representative Clifford R. Hope of Kansas, chairman and ranking minority member, respectively, of the House Committee on Agriculture; and Representative John Taber of New York, ranking minority member of the House Appropriations Committee.

National farm organizations will be represented by Homer L. Brinkley, Lake Charles, La., president of the National Council of Farmer Co-operatives; Edward

MILWAUKEE MILK PRODUCER

READ THE ADVERTISEMENTS. PEOPLE WHO

A. O'Neal, Chicago, president of the American Farm Bureau Federation; and H. D. Newsom, Columbus, Ind., master Indiana State Grange, representing the National Grange.

A post mortem on what subsidies and war did to dairy farmers, by W. P. Davis, general manager of the New England Milk Producers Association, will open the second day's session. Tom G. Stitts, chief of the U. S. Department of Agriculture dairy branch, will discuss "Developments Ahead for Dairying," to be followed by a panel discussion on developments ahead for co-operatives in the specific fields of fluid milk, cream and ice cream, the dry milks, butter, evaporated milk and cheese.

Panel speakers will include Arthur H. Lauterbach, Chicago, general manager, Pure Milk Association; B. F. Beach, Adrian, Mich., manager, Michigan Producers Dairy; Russell S. Waltz, Seattle, Wash., general manager, United Dairymen's Association; C. W. Hibbert, Los Angeles, Calif., general manager, Challenge Cream and Butter Association; George W. Ruple, Shawano, Wis., general manager, Consolidated Badger Co-operative; and Frank D. Stone, Minneapolis, director of sales, Land O'Lakes Creameries, Inc.

The special national women's conference will have as principal speakers Harry R. Leonard, St. Paul, manager, Twin City Milk Producers Association, on "Modern Industrial Uses of Dry Milks"; Dr. Ethel Austin Martin, Chicago, director of the National Dairy Council nutrition service, on "What a Woman Can Do with the Dry Milks"; and Dr. Henry T. Scott, Madison, Wis., director of biological research of the University of Wisconsin Alumni Research Foundation, on "Compulsory or Voluntary Food Enrichment."

Also featured on the general program will be a discussion on building co-operative membership, by O. H. Hoffman, Jr., Philadelphia, general manager of Inter-State Milk Producers Co-operative, Inc., and a review of parity problems concerning dairy farmers by Louis F. Herrmann, Washington, D. C., economist of the National Co-operative Milk Producers Federation. John Brandt, president of the Federation and of Land O'Lakes Creameries, Inc., will address a general session, and Charles W. Holman, Federation secretary, will present his annual report.

The Federation is comprised of 74 farmer-owned co-operative associations with an aggregate farm family membership of more than 350,000 in 45 states.

DECEMBER, 1945



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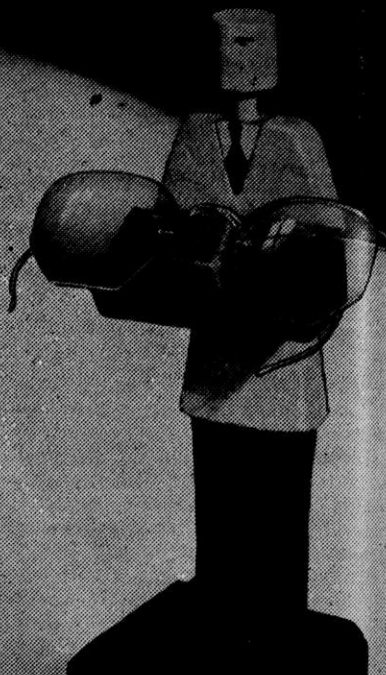
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The dam made 44 pounds of fat at 2 yrs. on 2x, and is now well under way toward a 500 pound record at 3 yrs. Here is a bull that is backed by great 500 pound cows on both sides of his pedigree, and will insure buyer of good udders with high production.

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2½ miles west—Thiensville, Wisconsin

(Continued from Page 2)

re-elected C. F. Claflin, Milwaukee, president; Charles F. Dineen, Cedarburg, vice-president; and Fred W. Huntzicker, Greenwood, treasurer.

Another resolution called for extension of social security benefits to farmers and their employees.

The Council also recommended a study of rural education to determine what factors contribute to Wisconsin's ranking 44th among states in the percentage of

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farm youth attending high school. Continued development of the vocational agriculture and homemaking programs and the teaching of co-operation as a form of business also were favored by the Council.

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6
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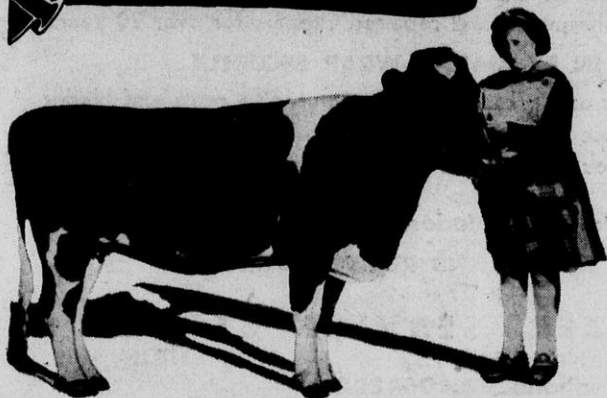
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MUTUAL PRODUCTS COMPANY

MINNEAPOLIS, MINNESOTA

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 10 "By Farmers . . . For Farmers"

JANUARY, 1946

Notice of Annual Meeting

Notice is hereby given that the annual meeting of the stockholders of the Milwaukee Cooperative Milk Producers will be held at the Milwaukee Auditorium, in the city of Milwaukee, Wisconsin, on the 22nd day of January, 1946 at 10:00 o'clock A. M. for the consideration of annual reports, election of directors and such other business as may properly come before an annual meeting, including:

1. A resolution to amend the articles of incorporation to change the form of organization from a capital stock cooperative to a membership cooperative.
2. A resolution to provide for the recall and retirement of all outstanding capital stock for cash at par and to provide for the cancellation of all stock subscriptions and the refunding of any partial payments made thereon.
3. A resolution to provide for the allocation of all capital funds on hand, other than capital stock, to the patrons on the basis of paid in service fees.
4. A resolution to amend the by-laws of the association to conform with the proposed amendment to the articles of incorporation.

The proposed articles of incorporation and by-laws will better enable your association to meet the requirements of the more recent state and federal laws and regulations, especially the federal income tax exemption provision. The resolutions relating to the retirement of stock and the allocation of patrons' equities are a necessary part of the proposed re-organization. Your board of directors has given all of these resolutions careful study and recommends that all four resolutions be adopted.

Copies of Resolutions 1, 2 and 3 are herewith enclosed. The resolution relating to the by-laws will be presented at the meeting. Attached to each of the enclosed resolutions is a ballot on which you may cast your vote if you can not attend the meeting. To cast your vote it is necessary that you mark each ballot and return them with the resolutions attached to the cooperative at once. An envelope addressed to the Ballot Committee is enclosed for your convenience in returning your ballot.

Four directors will be elected to succeed the following directors whose terms expire:—

James R. Taylor, Route 2, Mukwonago
Albert Steinke, Route 3, Waukesha
Allen Guenther, Rt. 1, S. Milwaukee
Art J. Allen, Route 1, Waukesha

If possible you should attend the meeting and help your fellow stockholders formulate future plans that will benefit your association. Representatives from the Wis. Dept. of Agriculture will be present to explain the proposed amendments and to answer questions you may have relating to them.

(Signed) Edw. A. Hartung,
President.

BOARD RECOMMENDS REORGANIZATION

For several years, your board of directors at various times, has discussed reorganization plans in order to increase membership and effect a more democratic set-up.

This cooperative was organized in 1916 with a capital stock setup which provided among other things, that a producer must purchase a share of stock at ten dollars, in order to become a member. Funds were needed in order to get started and probably the organizers felt that selling a membership share for ten dollars was as good a way as could be devised to get working capital. Later on when the management decided that it was necessary to manufacture butter, cheese, etc. more stock was sold, some producers putting in as much as one thousand dollars. The original ten dollars, however, was always regarded as a membership payment, would not pay interest or dividends and probably the great majority of producers never expected that it would be paid back. Manufacturing dairy products did not prove a paying venture for reasons that need not be discussed here. When plants and equipment were finally disposed of the stock had no value and the cooperative was deeply in debt. Selling stock then became a tough job and no great effort has been made to sell stock since, although the organization has been out of debt since 1930 and the stock is worth 100 cents on the dollar.

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 18 January, 1946 No. 10

OFFICERS — DIRECTORS

EDW. A. HARTUNG President Sta. D. R. 2, Box 626, Milwaukee 7	CLARENCE MAERZKE Burlington, R. 1
GROVER DOBBERTIN Vice-President Hartland, R. 1	ROY LEKFIELD Mukwonago, R. 3
CHARLES DINEEN Secretary Cedarburg, R. 2	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JAMES R. TAYLOR Mukwonago, R. 2 Treasurer	ART J. ALLEN Waukesha
AMB. A. WIEDMEYER, JR. Richfield	ALLEN GUENTHER South Milwaukee
	EDWIN SCHMIDT R. 12, Milwaukee 13
	WALTER AHLERS Grafton

Entered as second class matter April, 1928, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription\$1.00 Per Year

Order of Business, Annual Meeting, Milwaukee Auditorium, Jan. 22, 1946

1. Call to order by President Hartung at 10:00 o'clock A. M.
2. Roll call.
3. Reading of minutes of last annual meeting.
4. Naming of tellers.
5. Nomination of Directors.
6. President's address.
7. Discussion on revision of articles and by-laws.
8. Recess for lunch at 11:45 A.M.
9. Afternoon session. Voting for directors and revision of by-laws and articles.
10. Discussion of annual report.
11. Result of elections.

RESOLUTION

Resolved, that the Articles of Incorporation be amended to read:

ARTICLE 1. The name of this association shall be Milwaukee Cooperative Milk Producers and its location shall be in the City of Milwaukee, County of Milwaukee, state of Wisconsin, P. O. Address: 1633 North 13th Street, Milwaukee, Wisconsin.

ARTICLE 2. The purpose of this association shall be to represent the members on any matters pertaining to the production and marketing of their milk or other dairy products, especially to act as bargaining agent in the sale of the members' milk; to develop better markets and better marketing systems and practices; to buy, sell, process, manufacture, handle, transport, store and market milk and other dairy products or supplies used in the production of dairy products and to provide capital and facilities for conducting such operations; to provide and supervise such weighing, testing, checking and related services as may be deemed necessary; to assist the members in the production of quality milk; to cooperate with other cooperative associations having similar purposes; to represent the members in matters of legislation and regulation; to have and to exercise all the powers necessary and proper to carry into effect these purposes and to do any and all things incidental thereto.

ARTICLE 3. This association shall be operated without profit. All of the net savings (not proceeds) as received by the association are retained by it only as a part of its capital furnished by patrons on the basis of patronage. The records of the association shall always show the interest of each patron in such capital.

ARTICLE 4. This association is formed without Capital stock.

ARTICLE 5. (a) All producers now delivering milk to any distributor selling milk in the Milwaukee and adjacent milk market area who by agreement are paying to the association the service fees required by the by-laws are members of the association.

(b) Any producer who delivers milk to any distributor selling fluid milk in the Milwaukee and adjacent milk market area may become a member by agreeing to the check-off for association fees and by being accepted by the Board of Directors.

(c) A member may withdraw from the association at any time by notifying the secretary in writing.

(d) Should a member cease to be a producer or cease to deliver milk to a distributor selling fluid milk in the Milwaukee and adjacent milk market area, he shall immediately lose his right to vote or to hold the office of director in the association. The board of directors shall cancel his membership.

(e) A member may be expelled for cause by a two-thirds vote of the directors after the member has been notified of the charges preferred against him.

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(f) Any termination of membership, voluntary or involuntary, shall cancel the membership rights to any unallocated reserves or surpluses belonging to the association, but shall not affect any share in any reserve or equity allocated or set up to be allocated.

(g) Membership may be transferred only by action of the board providing a transfer is to a person, partnership, or corporation which has taken over the farming operations of a member in good standing.

ARTICLE 6. (a) The property rights of this association shall be unequal.

(b) Upon dissolution or winding up of the association in any manner, any sum outstanding after the payment of debts shall be distributed proportionately to the patrons and former patrons on the basis of their recorded interest in patronage capital up to the full amount thereof. Any sum remaining shall be distributed to the patrons on the basis of the patronage.

ARTICLE 7. The number of directors of this association shall be twelve.

ARTICLE 8. The general officers of this association shall be a president, a vice president, a secretary and a treasurer.

The principal duties of the president shall be to preside at all meetings of the members and of the board of directors, and with said board to have general supervision of the affairs of the association. He shall sign all certificates of membership and all contracts and other instruments.

The principal duties of the vice president shall be to discharge the duties of the president in the event of the absence or disability of the latter.

The principal duties of the secretary shall be to keep a true and correct record of the proceedings of all meetings of the members and of the board of directors; to countersign and affix the seal of the association to all papers and documents requiring such action; and to systematically and safely keep such books, papers, records and documents pertaining to the business of the association as may be assigned to him by the board of directors.

The principal duties of the treasurer shall be to have custody of the corporate funds and securities; to keep full and accurate accounts of receipts and disbursements in association books and records; to disburse the funds of the association as may be ordered by the board, taking and retaining proper vouchers for such disbursements; to render, as may be required, true accounts of all financial transactions of the association and accurate statements of the financial condition of the association.

Whenever the board of directors so order the offices of secretary and treasurer may be held by the same person.

The board of directors may provide for such other officers as they deem for the best interests of the association. The officers shall perform such additional duties as shall from time to time be required by the board of directors or as may be prescribed by the by-laws. The board of directors may authorize any officer or agent of the association to perform the stated duties of any officer unless prohibited by law.

ARTICLE 9. The officers shall be elected by the directors. The directors shall first be elected by the members of the association from among their own number. Authorized representatives of member-cooperatives may be elected as directors and officers.

ARTICLE 10. The association may amend these articles in the manner provided by statute at the time of amendment.

MAIL

No. 1

FOR THE RESOLUTION ()
AGAINST THE RESOLUTION ()

RESOLUTION II

Resolved, that all of the outstanding capital stock of the Milwaukee Cooperative Milk Producers be recalled by the association at par value and retired as of June 1, 1946; that thirty days written notice of such recall be given to each stockholder by mail addressed to the holder's last post office address as shown by association record; that upon failure to receive any certificate of stock within the time so fixed for redemption the stock evidenced by such certificate be cancelled on the books of the association and that an account equal to the par value of such stock be set up on the books of the association without interest, until the certificate is presented.

Resolved further, that all subscriptions for capital stock be cancelled and that any money received by the association as part payments thereon be immediately refunded to the subscribers.

MAIL

No. 2

FOR THE RESOLUTION ()
AGAINST THE RESOLUTION ()

RESOLUTION III

Resolved, that all of the net earnings (net proceeds) heretofore accumulated by the association and not disbursed or specifically allocated, represented on the

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Sanitary piping and fittings, pasteurizers, vats, coolers, separators, churns and other processing units are easy to clean when you use Oakite Composition No. 63. This specialized dairy detergent is the effective cleaner for this daily work; its remarkable lime-solubilizing and unusual wetting-out properties combine to insure fast, thorough cleaning action and subsequent freedom from lime-scale formation.

Oakite Composition No. 63 is mildly alkaline . . . free-rinsing . . . safe to use on metal and glass surfaces. The small quantities required in various operational solutions are an assurance of economy.

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CLEANING
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Howard Borenitsch, 1136 W. Brown Deer Rd., Milwaukee 9
Walter Chmiel, Route 3, Box 212, Waukesha
Harold Dobberpuhl, Cedarburg
John Elias, Route 8, Box 854, Wauwatosa
Eugene F. Griswald, Route 2, Pewaukee
Alvin Guhr, Mukwonago
Harvey E. Gunderson, Route 1, Oconomowoc
Harold Heine, Helenville
Robert Henningfeld, Waterford
Harley Jacobson, Route 2, Mukwonago
John E. Jacobson, Route 1, Waterford
Allen Krueger, Route 2, Cedarburg
Kenneth LaBarre, Brookfield
Waldemar Luft, Fredonia
Erwin Mayer, Route 3, Box 238, Waukesha
A. J. Meyer, Route 2, Box 26, Pewaukee
John Meyer, 5434 N. 76th St., Milwaukee 9
Mrs. Auguste Parlow, Route 1, Saukville
Plainview Farm, Box 55, Merton
Walter Rode, Hartford
Donald Schlise, Route 1, Box 259, Pewaukee
Arnold C. Schoessow, Thiensville
Melvin Schulz, 1430 W. Brown Deer Road, Milwaukee 9
Frederick J. Tess, Route 1, Hales Corners
Mrs. Ella Traxel, Germantown
Herb. Zimdars, Cedarburg

financial statement by the following items: (a) Members Equity, (b) Surplus by Redemption of Stock and (c) Capital Stock Credits, be now set upon the records of the association as the Patrons Equity Reserve and that it be promptly allocated to patrons and former patrons by years, on the basis of service fees paid to the association.

MAIL

No. 3

FOR THE RESOLUTION ()
AGAINST THE RESOLUTION ()

Instead of trying to sell a membership for ten dollars, producers were asked to sign an agreement for a deduction from their milk check. Producers who signed the agreement got all the services and benefits that a member who owned a share of stock had, but could not vote at a stockholders meeting or hold office.

The original stockholders have become fewer in number as the years go by because of old age or retirement. We now have a large percentage of people paying dues who are not members. To remedy this situation, your board asked the State Dept. of Agriculture for help in changing the bylaws and articles so that all producers who sign an agreement to pay dues may be recognized as members. Attorney Runge had given the subject considerable

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study early in the year, as had other members of the Department's staff. However, Mr. Runge died and there was no one to carry on with this job until Attorney Anthony Madler and Wilbur Witte found time to take care of it. Mr. Madler and Mr. Witte met with the Board at two different times and on December 9, the Board voted to approve a draft of articles and by-laws, and submit them for a vote at the stockholders annual meeting on January 22, 1946. Mr. Madler states that only fully paid stockholders may vote. A mail vote on the resolutions providing for the change is legal, Mr. Madler declared. These resolutions are numbers 1, 2 and 3 and are being mailed to all stockholders of records as of December 31, 1945. Resolution No. 4, which is the change in by-laws and articles will be presented at the annual meeting for action.

Stockholders who do not vote by mail may vote at the annual meeting on all the resolutions. All mail votes are to be mailed in a special addressed envelope which requires no postage. A special ballot committee will open and count the mailed ballots at the annual meeting. A copy of the resolutions appears in this issue. It will be noted that the new articles provide that all producers who sign an agreement to have dues deducted automatically become members with full voting rights, if the proposed resolution is adopted. Thereafter no stock will be issued. All outstanding stock will be retired at face value and capital funds on hand other than capital stock will be allocated to the patrons on the basis of paid in service fees.

Committee on Resolutions

Your Board of Directors named the following men to act as a resolution committee for the annual stockholders meeting:

- Paul Bast, Rockfield, Washington County
- Ed Bussewitz, Merton, Waukesha County
- Erwin Bartelt, Grafton, Ozaukee County
- Harvey Mierow, Waukesha, Waukesha County
- Clem Hanrahan, Hartland, Waukesha, Wisconsin

Resolutions should be sent to this address, care of the resolutions committee.

BUTTER SCARCE

The season of low production of milk with very small storage stocks to draw from, has brought about an acute shortage of butter.

There is no ceiling on the price of wholesale cream and since the demand from consumers for cream is strong, milk dealers all over the county are paying prices for fat in cream that are much higher than the



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LARGER PIGS?
MORE MILK?

Then feed

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Milwaukee West Allis
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FOR SALE

**Wet and Dried Brewers
Grains**

Edgewood 0462W

Immediate Delivery

JANUARY, 1946

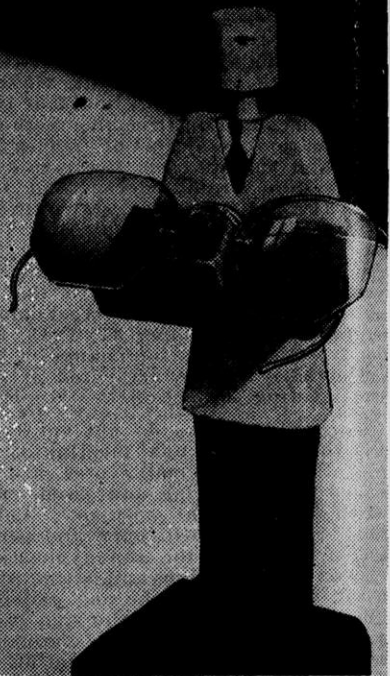
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ANDIS CLIPPER CO., Dept. 37 A RAGINE, WISCONSIN

OPA frozen price on butter. As a result, butter is not being churned in any great volume.

After deducting government purchases for 1945, there is almost 45% less butter for civilian consumption as compared with 1941. The butter price would have to be

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upped from 20 to 25 cents per pound to encourage creamery men to churn instead of selling sweet cream. Whether OPA will allow butter prices to be upped remains to be seen. Action on this butter price should be taken at once.

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FARMERS ATTENTION



DAIRY CATTLE

Replace boarders with MONEY MAKERS. A poor cow requires the same labor and feed as a good dairy cow.

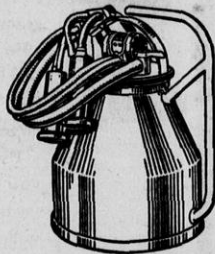
Take Advantage of Higher Milk Prices

Easy Monthly Terms

Ship more milk with fewer cows and smaller feed bills.

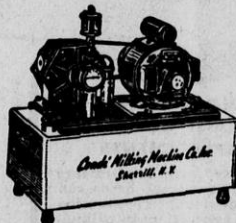
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Careful work guaranteed on all blades.

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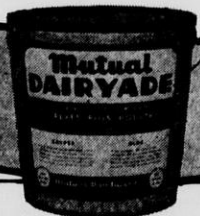
Raised with Mutual Dairyade, this registered Holstein, Diamond Pontiac Holly Fobes, won a blue ribbon for her owner, Mary Arlene Carver of Orfordville, Wis.

Bought when a few days old, this registered Holstein calf, Diamond Pontiac Holly Fobes, was immediately started on the Mutual Dairyade feeding program.

By feeding her Dairyade the dairy calf received only a normal amount of milk with the recommended amounts of home grown hay and grain. Yet she weighed 1200 pounds at 19½ months and won a blue ribbon this fall at the Rock County 4-H Club Fair at Janesville, Wis., one of the largest 4-H fairs in the country.

By feeding your calf on Dairyade, you too can raise fine, sturdy animals for herd replacement and boost your milk checks at the same time.

One 25-lb. pail of Dairyade at \$3.85 with minimum milk, hay and grain raises two calves to six weeks and adds \$24 to \$36 to your milk checks.



Dairyade, food compound for champions, is used and recommended by leading dairymen throughout the country.

MONEY BACK GUARANTEE

For 25 years Mutual Dairyade has been used successfully for young calves, pigs and poultry. Your satisfaction is guaranteed or your money will be refunded.

SELL MORE MILK AND STILL RAISE GOOD HERD REPLACEMENTS

University farm experiments prove that average herds can almost double their production in three generations by culling, proper feeding and breeding. The surest and most profitable way to build your herd is to raise herd replacements from your own high producing cows and purebred, high index bulls. GET BIGGER MILK CHECKS and still raise your own calves with Dairyade.

1. A highly concentrated animal food compound.
2. Easy to feed—just dissolve in water.
3. Saves most of the whole milk for human consumption.
4. Raises good calves economically.
5. Delivered by your milk hauler.

Ask Your Milk Hauler for a Pail **TODAY!**

MUTUAL PRODUCTS COMPANY

MINNEAPOLIS, MINNESOTA

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 11

"By Farmers . . . For Farmers"

FEBRUARY, 1946

ANNUAL MEETING

The 30th Annual Meeting of our organization did not bring out a large crowd. Sub-zero weather and the acute shortage of help on most farms probably kept many farmers at home.

Close harmony prevailed throughout the meeting. Election of directors resulted in three old members of the board: Messrs. Albert Steinke, Art Allen, and James Taylor, being chosen to succeed themselves, and Mr. William Lyman elected in place of Mr. Allen Guenther who did not care to run because of ill health.

The stockholders listened to a talk by Miss Elizabeth Sullivan, Director of the Dairy Council of Milwaukee, on Dairy Council activities. Short talks were made by Prof. William Mortinson of the Extension Division of the University of Wisconsin, Mr. Anthony Madler, attorney for the State Department of Agriculture, and Mr. Wilbur Witte of the Cooperative Division, State Department of Agriculture.

Four resolutions pertaining to changing the articles and by-laws were adopted by an overwhelming vote. Resolutions were also adopted asking the Federal Government to promote school work programs, food stamp plan for indigent people, and expand export sales if it seems necessary to move surplus dairy products. Action was taken to support the Dairy Council of Milwaukee and the American Dairy Association. To oppose compulsory military service and also asking the Federal Government to announce its intention in regard to suspension of federal payments and if federal payments are discontinued that a raise in price of dairy products be allowed to compensate for federal payments if such payments are discontinued. The resolution stated that "Farmers are entitled to know what the government intentions are so they may plan farm programs intelligently." The stockholders also voted to commend Secretary of Agriculture, Anderson, for his forthright statement in favor of the removal of subsidies and a compensatory raise in price of dairy products. O.P.A. director Bowles was condemned for holding the price of dairy products down to the present low level.

We Were Criticized

Following our annual meeting at which the OPA came in for some criticism because of its refusal to raise the price of milk in this market, an OPA official gave a radio address in which he was rather critical of statements reported in the newspapers as having been made at our annual meeting.

His remedy for the whole situation, butter shortage and impending milk shortage in the fluid milk market, was to put a ceiling on the price of manufactured milk and cream. He evidently believed that the price received by farmers at condenseries and creameries is too high.

He also stated that not all producers were in accord with what was said at the annual meeting. He quoted one leader of a farmers' group as having said that the members of that group did not want to see anything happen which might raise the price of milk to the consumer from 13 to 14 cents per quart.

Evidently this so-called leader of the farmers' group, did not want his name mentioned for the OPA man did not say who it was. Our own idea is that if some so-called Cooperative leader had made this statement to the OPA office, he did it to curry favor, in other words, he is an "apple polisher" who thought that by agreeing with the OPA man, he might get some special consideration.

People who have had occasion to watch operations in this market can make a pretty fair guess as to who the individual is.

Subsidies Instead of Fair Price

If President Truman has his way, Congress will act to continue subsidies instead of allowing farmers a fair price for dairy products.

This policy, of course, is in line with the president's statement that wages should go up and living costs stay down. This is the administration's idea of preventing inflation it seems.

Well, is that true? It would seem that if industrial workers get more pay, which increases their buying power for scarce goods, inflation will get a big boost.

Where will the money to pay subsidies and the cost of administering the program come from? Out of taxes of course, and that also leads to inflation.

MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 18 February, 1946 No. 11

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	JAMES R. TAYLOR Mukwonago, R. 2
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	AMB.A. WIEDMEYER, Jr. Richfield
CHARLES DINEEN Secretary Cedarburg, R. 2	CLARENCE MAERZKE Burlington, R. 1
ROY LEKFIELD Treasurer Mukwonago, R. 3	ALBERT C. STEINKE Waukesha, R. 3, Box 7
EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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Directors Confer With O.P.A.

Your board of directors met with O.P.A. officials at the O.P.A. regional office in Milwaukee, Wednesday, January 30th, 1946, to impress on the O.P.A. the necessity of raising the price to farmers producing milk for the Milwaukee market. After an afternoon of discussion in which evidence was presented showing that competing markets were paying more money than Milwaukee dealers are allowed to pay because of O.P.A. regulations, it was decided that a committee frame a report to be presented to O.P.A. officials in Milwaukee and also in Washington, D. C. The Milwaukee O.P.A. officials said that they would study the report and petition and forward it to Washington with recommendations for approval. This report is being worked out now and will be a very comprehensive one, setting forth all the facts regarding the difference in the price paid in competing markets; labor costs as compared to when the price freeze went on, also feed prices and other operating costs which have risen materially in the past 3 years. The executive committee, assisted by Prof. Mortinson, and Dept. of Agriculture Auditing Staff, feels that when this report is complete, O.P.A. must take action to raise the price.

2

Heavy Production Needed Can We Get It?

High government officials and practically everyone who is familiar with the great need for abundant production of foods for our own people and to help out the starving people of Europe, are wondering whether we can get the production that will equal what farmers have turned out in the last three years.

Commercial fertilizers have been used to a larger extent than in former years in the better farming areas of this country and resulted in big crops being raised. Question in the minds of many farmers is can the soil keep on producing because of this "shot in the arm" program of using commercial fertilizers heavily, if they are not supplemented by stable manure and humus returned to the soil through ploughing under growing crops.

Good farmers know, that commercial fertilizers are a stimulant in most cases rather than a soil-builder. It may well be, that lower production will result because much has been taken from the soil to produce the large crops of the last several years. If dairy farming is curtailed, because of low returns due to present ceilings, less food in the way of manure will be available for plant food. Poorer crops are bound to result sooner or later. Government officials in their desire to keep food prices low, may defeat their own demands for more and more food. Secretary of Agriculture Anderson and men on his staff, apparently understand the agricultural situation, but their voices may not be heard above the clamor of those who insist that food prices must remain low.

Farm Machinery

All indications point to a very low output of farm machinery to start spring work with. Labor troubles are chiefly responsible for low production of machinery and all farm implement dealers are pessimistic about being able to supply the demand for equipment. Their floors are empty of new machinery and shelves are bare of parts for repair. Much machinery on farms is almost beyond repair, having been patched and fixed up for the past five years until there is nothing left but some parts held together by hay wire and still the government does nothing about it.

Timid Air Line Passenger: "Steward, how often do big planes like this crash?"

Steward: "Well, madam, as a rule only once."

MILWAUKEE MILK PRODUCER

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Anderson About Faces

At our annual meeting we praised Secretary of Agriculture Anderson for his stand on raising prices and eliminating subsidies, believing that there was at least one man in Washington who understood farmers and farming and had the courage to act accordingly.

Looks like we guessed wrong for on February 6, this same Mr. Anderson advocated the retention of wartime food subsidies in a speech delivered at the meeting of the National Cannery Association at Atlantic City. Thus it appears that Mr. Anderson has lined up with his boss and OPA Bowles. Pay part of the consumers' food bill with taxpayers money now seems to be the unanimous verdict of the heads of all federal departments having to do with the nation's food.

News Notes From Your Dairy Council

It was a real pleasure for your Director to have the privilege of participating in the program of your annual meeting January 22. It was a welcomed opportunity to meet so many of our members whom your Director had not met before.

On March 1, your Dairy Council will have been in operation one year. During this first year, your Dairy Council's staff has endeavored to form the basis for an over-all, long range health education program that will adequately meet the health and welfare needs of your community, and create a wholesome consumer attitude toward the values of milk and its products.

We are looking forward to another very busy year, developing and carrying on new projects to effectively tell our story in various ways to all age groups.

Dairy Council Materials Tell Dental Health Story

Your Dairy Council's health education materials are being used in many interesting ways to teach the dental health program in this area.

Dr. L. A. Gerlach, Chief, Dental Hygiene Division, Milwaukee Department of Health, reports that a teacher in one of the Milwaukee elementary schools is having her class build a puppet show on dental health. Dr. Gerlach, because he believes that "proper nutrition is a very important part of every dental program" has given this teacher a kit of our Dairy Council's Educational materials as good nutrition reference sources. Dr. Gerlach's department will make a film of the completed puppet show, so that the story may be carried to all classrooms with facility.

It is interesting to note that during January seven schools have requested our

units of study on health as a result of learning about our services from the Dental Hygiene Division.

Industrial Workers Learn The What and Why of Milk

Your Director, during January, gave two lectures to a group of 125 men and women employees of the Milwaukee Goodwill Industries, as a part of a long range employee health improvement program being directed by Miss Lissie Farrow, industrial nurse for the corporation.

Nursery School Programs Planned

Through the efforts of Miss Stromberg, a nurse on the staff of the Milwaukee Health Department, your Director has been asked to speak to the teachers of the Volunteers of America Nursery School, displaying and explaining our health education projects and making suggestions for their efficient use. A meeting has also been arranged for your Director to speak to the parents of the children attending the school, on the evening of March 19.

Study Milk for Personality's Sake In English Classes

Miss Ruth Allen, Instructor of English classes at Custer High School has requested our PERSONALITY COUNTS project as a means of integrating health education into the English lessons presented in her classes. This project introduces the importance of milk and otherwise good diet for general appearance improvement and good social relations. The Dairy Council is pleased to find our health projects fitting so well into the new curriculum.

Four Girl Scout Troops Have Used Dairy Council Services As Nutrition Plays An Important Role In Girls' Efforts To Acquire Cooks Badges, Homemakers Badges, Health-Safety Badges.

Sounds Good

"Top-placed government officials don't carry the weight they used to carry," says H. E. Babcock, reporting his impressions of the Chicago annual meeting of the National Council of Farmer Cooperatives, in February's Cooperative Digest.

"I've been to farm meetings when they were dominated by a single bureau chief. I've been to farm meetings when there was an undue amount of bowing and scraping toward government brass," continues the Digest's editor-at-large, in his signed column, "One Man, One Vote."

"But I conclude that big government has finally gotten so big that it is defeating itself. For there has been none of this sort of thing evident at the NCFC's annual meeting.

(Continued on page 6)

FEBRUARY, 1946

8

PLACE HELP PAY FOR YOUR PUBLICATION

New Members January, 1946

Remove Milkstone Deposits This Easy Low-Cost Way!

Clean-up men's time today can be saved, your product quality can be protected and equipment life extended by using

OAKITE MILKSTONE REMOVER

(Protected by U. S. Patent)

to rid cans and other equipment of bacteria-harboring milkstone. This problem — the industry's most stubborn — can be overcome by **THOROUGH, FAST-ACTING, SAFE-TO-USE** Oakite Milkstone Remover. Simply apply the solution . . . allow it to soak for a short time . . . brush lightly (no tedious scrubbing or scouring!) . . . and rinse. Then follow with regular cleaning. Further details are given in a **FREE** booklet. Write today to the address below for your copy.



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Schmidt, Charles, Cedar Grove.
Schoessow, Elmer, Random Lake.
Siegel, Lawrence, Route 13, Box 423, Milwaukee 7.
Vogt, Hubert, Route 12, Box 557, Milwaukee 13.
Weide, Hubert, Route 1, Sullivan.

People Want Dairy Products

Demand for fluid milk, fluid cream, ice cream and, in fact, all dairy products is way ahead of production. Return of servicemen for one thing, has something to do with this increased demand for it seems they are all hungry for dairy products. Probably because they did not have dairy products in sufficient volume while in the service has something to do with it.

Powdered milk did not seem to go over very well when reconstituted, so these people want good milk in fluid form. Of course, not enough ice cream, cheese or butter could be furnished to service people abroad, and they are now making up for lost time.

People seem to appreciate the value of dairy products and having money they are buying freely.

Stories to the effect that city people buy cream to make butter for themselves are frequently told. Of course, butter made from fluid cream comes pretty high, in fact up to 80c to 90c per pound, but people are so anxious to get butter that some of them may be paying that high price.

Wartime educational programs have convinced individuals in all age groups of the importance of dairy products for healthful and happy living.

Wartime records on safety, health and production efficiency have also proven to workers, the importance of milk with their meals and between meals.

MILWAUKEE MILK PRODUCER

READ THE ADVERTISEMENTS. PEOPLE WHO

If the OPA allows our price for milk to go up so that we can compete with other markets, enough milk will come in to supply the demand. If prices are held down, a shortage of milk and cream is bound to come about.

Fletcher Named President Wisconsin Technologists

Chester Fletcher, Milwaukee, was elected president of the Wisconsin Dairy Technology Society at the meeting in Milwaukee recently. He succeeds Paul Mandt, Milwaukee; George Rydzewski, Milwaukee, was named as vice-president, succeeding Charles Mohr, Madison. Elected as treasurer is Verne Melhuish, Oconomowoc, taking the place of F. W. Krause, Waukesha. Dr. K. G. Weckel, Madison, was re-elected secretary.

Potato and Skim Milk Wafer

(From U.S.D.A. Food and Home Notes —
For January 23, a.m. release)

A crisp light brown salted wafer with a slight cheese and toasted potato flavor has been developed from potato and skim milk by dairy scientists of the U. S. Department of Agriculture in the course of research on new ways to use surplus milk. Sticks or croutons also may be made of this potato and skim milk mixture by bakers, biscuit makers or other food specialty manufacturers. The product offers a new outlet not only for skim milk, so valuable nutritionally yet so frequently in surplus supply, but also potatoes, especially smaller and cheaper grades, also often in surplus.

Because the wafers contain no fat and do not absorb moisture readily, they keep better than such products as potato chips or shoe string potatoes yet have much the same flavor appeal.

The process of making, on which there is a public service patent, is simple and requires no complicated manufacturing equipment. A mixture of riced boiled potatoes and dry or concentrated skim milk is seasoned with salt and whipped until it resembles mashed potatoes, then pressed through a tube and nozzle into the shape of wafers or other desired form, and dried on wire screen in a hot air tunnel. The dried wafers are then toasted to a light brown color. The drying and toasting develops the cheese flavor from the casein of the skim milk.

The wafers keep well in any moisture-proof container such as a tight cellophane bag, lined paper bag or can.

FEBRUARY, 1946

Board Elects Officers

The board of directors met immediately after the annual meeting adjourned and voted to adjourn to Jan. 25, 1946. At the annual meeting of the board of directors on Jan. 30th, the following officers were elected: Grover Dobbertin, Town of Merton, Waukesha Co., was elected President. Edwin Schmidt, Town of Brookfield, Waukesha Co., Vice President. Roy Lekfield, Town of Muskego, Waukesha Co., Treasurer. Charles Dineen, Town of Mequon, Ozaukee Co., Secretary.

Mr. Edward Hartung, Mr. Edwin Schmidt, Mr. Ambrose Wiedmeyer, Jr., and Mr. Charles Dineen, were elected by the board to represent the Cooperative as directors of the Dairy Council of Milwaukee.

The auditing committee consists of Messrs. Ahlers, Allen and Lyman.

The executive committee is made up of the four officers of the Cooperative.

Teacher: "If a number of cattle is called a herd, and a number of sheep is called a flock, what is a number of camels?"

Johnny: "A carton."

**WANT MORE EGGS?
LARGER PIGS?
MORE MILK?**

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

FOR SALE

**Wet and Dried Brewers
Grains**

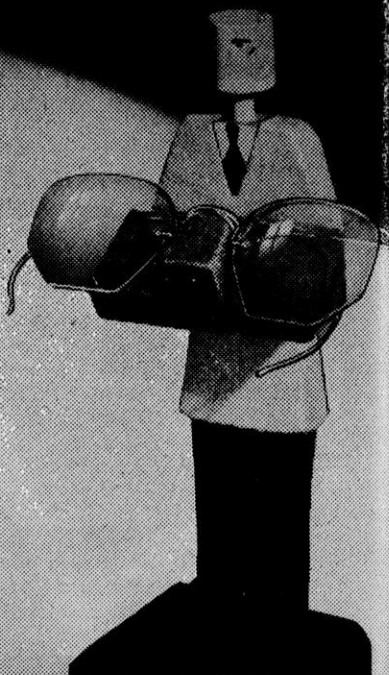
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FOR SALE

Reg. Holstein Bull Calf sired by our Transmitter bull and from Belle Bessie Ornsby Minnie who produced 554 lbs. butterfat testing 3.75% as a 3 year old.

Also other bull calves up to 5 months of age.

BERN. SCHOESSOW & SONS

2 1/2 miles west of Thiensville, Wisconsin

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Keep your ANDIS Electric Clippers in good repair so you can continue to keep your stock clean with minimum work. Save costly repair bills later by having your Andis Clipper serviced AT THE FACTORY, now. We can help you make your old clippers last longer.
ANDIS CLIPPER CO., Dept. 37-C RACINE, WISCONSIN

(Continued from page 3)

"The market for government representatives appears to have declined to 'a dime a dozen.'

"The delegates seem to be glad to have them present, but nothing could be more obvious than that not a single cooperative, from the Maine Potato Growers to the California Fruit Growers Exchange, has

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the slightest intention of depending upon the government to solve its problems."

"To me," he concludes, "this is the most refreshing thing about a meeting that will go down in cooperative history as a most important event."

Cooperative Digest.

FARMERS ATTENTION



DAIRY CATTLE

Replace boarders with **MONEY MAKERS.** A poor cow requires the same labor and feed as a good dairy cow.

Take
Advantage
of
Higher
Milk
Prices

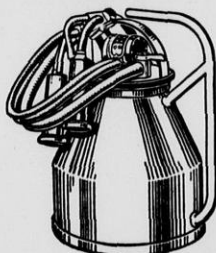
Easy Monthly Terms

Ship more milk with fewer cows and smaller feed bills.



THE CONDE MILKER

The World's Finest Milking Equipment



Outstanding Features

- 1 Balanced Pail with Rigid Handle
- 2 Filtered Air
- 3 Dry Pipe Line
- 4 Poppet Type Valves



This vacuum supplier is obtainable with either a 1/2 H.P. electric motor or a gas engine, is complete and ready to install as received from the factory



Farm Machinery

New Blizzard Silo Fillers

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2 Double Unit Universal Milkers

Rubber-tired Wagons, \$150



Steward Clipper Blades

Sharpened by a trained attendant. Factory machine formerly operated by John Gessert.

We Offer
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at 50c per pair

Careful work guaranteed on all blades.

Theodore Klein & Sons, Inc.

Menomonee Falls, Wisconsin

Another Blue Ribbon Winner Raised on DAIRYADE



Raised with Mutual Dairyade, this registered Holstein, Diamond Pontiac Holly Fobes, won a blue ribbon for her owner, Mary Arlene Carver of Orfordville, Wis.

Bought when a few days old, this registered Holstein calf, Diamond Pontiac Holly Fobes, was immediately started on the Mutual Dairyade feeding program.

By feeding her Dairyade this fine dairy calf received only a minimum amount of milk with the recommended amounts of home grown hay and grain. Yet she weighed 1200 pounds at 19½ months and won a blue ribbon this fall at the Rock County 4-H Club Fair at Janesville, Wis., one of the largest 4-H fairs in the country.

By feeding your calf on Dairyade, you too can raise fine, sturdy animals for herd replacement and boost your milk checks at the same time.

MONEY BACK GUARANTEE

For 25 years Mutual Dairyade has been used successfully for young calves, pigs and poultry. Your satisfaction is guaranteed or your money will be refunded.

SELL MORE MILK AND STILL RAISE GOOD HERD REPLACEMENTS

University farm experiments prove that average herds can almost double their production in three generations by culling, proper feeding and breeding. The surest and most profitable way to build your herd is to raise herd replacements from your own high producing cows and purebred, high index bulls. **GET BIGGER MILK CHECKS** and still raise your own calves with Dairyade.

1. A highly concentrated animal feed compound.
2. Easy to feed—just dissolve in water.
3. Saves most of the whole milk for human consumption.
4. Raises good calves economically.
5. Delivered by your milk hauler.

Ask Your Milk Hauler for a Pail TODAY!

MUTUAL PRODUCTS COMPANY

MINNEAPOLIS, MINNESOTA

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 18 — No. 12 "By Farmers . . . For Farmers" MARCH, 1946

NEWS NOTES FROM YOUR DAIRY COUNCIL

Approximately ninety leaders of professional, educational and consumer groups of Milwaukee County attended the First Annual Meeting of the Dairy Council of Milwaukee, which was held at the Hotel Pfister on Tuesday evening, February 26.

Thirty-six members of the dairy industry (members of the Board of Directors of the Milwaukee Co-operative Milk Producers and representatives from each of the nine member dealer firms) attended and served as a welcoming committee.

First anniversaries are always pleasant occasions and it was especially worthwhile to have so many physicians, dentists, nurses, nutritionists, public health officials, school superintendents, teachers and leaders of civic groups (adult and youth) join us in the review of our accomplishments of the past year and discussion of the plans for the future.

Our guest speaker, Dr. Morris Fishbein, editor of the Journal of the American Medical Association, gave us a very fine message on the outlook for the future as to the health of Americans, and paid high tribute to your Dairy Council's educational program, filling the great need for distribution of scientific information on the subject of nutrition to adults and children both.

Since it is of prime importance that community group leaders be well informed as to the values of milk and its products in the daily diet, and that they know the full extent of the health education services of the Dairy Council, this large attendance was welcomed as a great opportunity.

In the recent days since the annual meeting, we have planned several programs for some of the leaders who attended. The Dairy Council of Milwaukee is on its way to another busy year of service to the communities of Milwaukee County.

Trouble Brewing

Visitor—"Is the manager in?"
New Office Boy—"Sure he's in. He's always glad to see pretty girls."
Visitor—"Oh, is that so? Well, tell him his wife is here."

Price Increase Requested

A petition for an increase in the price of fluid or Class I milk has been filed with the Milwaukee Regional Office of Price Administration.

The opening statement which reads as follows was signed by all of the members of the Board of Directors:—"This report to the Office of Price Administration is being made by the Milwaukee Co-operative Milk Producers, a bargaining and service organization of 2,460 farmers producing milk for the Milwaukee Market Area. The Cooperative is asking for an increase in the ceiling price of fluid milk in the amount of forty cents per hundred pounds, which it deems necessary in order to attract a sufficient supply of milk to this market. Facts showing the needs for adjustment are presented in the attached report."

Prof. W. P. Mortenson, Wisconsin Department of Agricultural Economics, and Geo. J. Gutmann, Wisconsin Department of Agriculture, Milk Auditing Division, assisted in preparing the report and accompanied the board of directors when the petition and report was presented to the Milwaukee OPA office. A short resumé follows:

Figure I is a graph showing Wisconsin milk production, milk production in the 5 counties, Waukesha, Washington, Ozaukee, Milwaukee and Racine, which comprise the Milwaukee milk shed. Chicago Milk receipts and Milwaukee Milk receipts. All lines on this graph begin at the same date in 1940 and continue through 1945. Chicago receipts went up every year as did total Wisconsin production, and the production in the Milwaukee milk shed, also showed an increase every year. Milwaukee area receipts went down sharply. This graph shows that the Milwaukee market suffered a price disadvantage during war years.

Table I supports the graph with figures showing the production in pounds in the five counties and the Milwaukee receipts in pounds. The percent of milk coming from the five counties declined from 45% of the total production in 1940 to 35% in 1945.

Figure II is a graph showing that farm wages went up, feed prices also went up but not to as great an extent as labor while the Milwaukee Class I milk price showed very little increase proving that the price

(Continued on Page 3)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

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Marquette 3057 Milwaukee 5, Wis.

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Petition to OPA

The editor has attempted in this issue, to give a review of a petition and report submitted to OPA regarding the necessity of an increase in price of Class I milk.

A review of this 39 page report had to be rather sketchy. The board of directors believe that the report is very complete and comprehensive. All of the information is set forth in such graphic form that Office of Price Administration officials must concede that a raise in the price of milk in this market is justified and necessary.

Much credit for the preparation of the report rightfully goes to Prof. Wm. Mortenson of the Wisconsin Department of Agricultural Economics, University of Wisconsin; Geo. J. Gutmann of the Auditing Division of the Wisconsin State Department of Agriculture was also very helpful.

WARNING!

DDT is good, but buy with caution.

Your Association has been very much interested in the subject of DDT for fly control on dairy farms.

We think it wise to urge farmers to buy DDT sprays with caution, for there appear to be a number of kinds of mis-information about DDT.

Certain facts do exist. DDT will kill flies and if properly used, DDT will do a

great deal in stopping the nuisance and danger to health from flies and from many other insects.

DDT kills insects slowly. Flies die in 30 minutes to two hours or so after they have crawled over a surface that has a coating of DDT. The idea is to have 90 to 100 milligrams of DDT deposited on each square foot of surface where insects may light or crawl. This is done by spraying or brushing a solution of DDT over such surfaces and allowing the solution to dry. The deposit of DDT crystals do the rest. About a gallon of 5 percent DDT solution in oil, or about a gallon of 2 ½ percent DDT made from an emulsion or a wettable dust to each 1,000 square feet are required.

DDT will be available through the Association in forms suitable for use on dairy farms, and at reasonable prices. The packages will carry adequate instructions for use, and the necessary cautions about misuse.

As examples of the use and limitations of DDT compounds:

The only safe form of DDT to be sprayed on cows is a wettable dust. This is a dust to be mixed with water. The mixture of water and DDT dust may also be used to coat the walls and ceilings of barns. Properly applied, this kind of spray will kill flies on cows for about 10 days, or on barn walls for 30 to 60 days. The cost of the material to spray the walls and ceilings of an average barn will cost about \$2.00. It can be applied with an ordinary compression-type sprayer set to throw a coarse spray, or it can be brushed on any surface. It will whiten the surface, but it will not take the place of whitewash, and it is not to be mixed with whitewash.

Another form of DDT is a concentrate that will make an emulsion when mixed with water. This is excellent for spraying barns, hog houses, poultry houses, or fly breeding places in the yard, but it must not be used on animals. Because of the volatile solvents, this sort of concentrate must be used with some caution so the spray operator doesn't get it on his skin for any length of time, or inhale the spray.

For places where the stain or white-wash-like residue of either of the above forms is objectionable, as on the porches or in the kitchen and elsewhere around the house, for the control of flies, mosquitoes, moths, and the like, a 5 percent solution of DDT in a light petroleum distillate is most satisfactory, and is available.

We will have all of these forms of DDT available about the 1st of April, and we urge you to consult us for additional information at any time.

(Continued from Page 1)

did not keep pace with labor and feed costs.

Figure III is a graph showing the difference in price of Class I milk in Chicago and Milwaukee. In 1940 and '41, Milwaukee had a higher Class I price than did Chicago. When a federal market order was obtained in Chicago that market received a higher Class I price while Milwaukee Class I price was frozen by OPA causing a difference of .303 cents in favor of Chicago Class I milk over that allowed to be paid in Milwaukee for 1945.

Figure IV is a graph with the prices paid in 80 U. S. markets. January, 1946 showing very clearly that Milwaukee producers did not get a fair break in price adjustment from OPA. Comment on this graph follows:

"The price paid producers for Class I milk in Milwaukee is among the lowest in the country. Of the 80 markets listed by the U.S.D.A., only six markets pay fluid prices lower than Milwaukee. These are mostly small midwestern markets in butter manufacturing areas where there is little competition. They include Mandan, North Dakota; Winona, Minnesota and Burlington, Iowa.

"As an average the 80 U. S. markets were paying 54 cents per hundred pounds above Milwaukee on January, 1946. Of these 80 markets, 18 paid \$1.00 or more above Milwaukee, 18 paid between 80 to 99.9 cents above, and in twenty cities the price was 40 to 60 cents above."

Figure V graphically portrays the fact that in 78 U. S. markets price increases were granted with Milwaukee down at the bottom of the list because of no adjustment. Comment on this graph follows:

"Since January, 1943, 71 out of the 80 leading U. S. fluid milk markets have been granted increases in the producer's price. These increases have varied from a few cents to 95 cents per hundred pounds of milk. The average increase for the 71 markets was \$.35 per hundred pounds of milk. Table 3 gives the information on the markets and the price increases. For example 14 markets were granted increases from 30 to 40 cents, 10 markets from 40 to 49 cents, while 6 markets received a consideration of 50 to 60 cents per hundred and 10 an adjustment of 60 cents or more.

"During this period, Milwaukee has received no price adjustment whatsoever, despite the fact that requests have been made in writing, as well as verbally, to the OPA on numerous occasions. A formal request being filed with that office in March, 1944. Producers in this market, even though among the more conservative

of the nation, are reaching the point where unfortunate conditions may develop unless immediate action can be obtained through the OPA.

"The facts set forth in this report furnish undisputed proof that during the war (a) Milwaukee has not been able to hold its share of the milk produced in the milk shed, (b) that the cost of producing milk — especially feed and labor — have mounted while the Milwaukee fluid milk price has been held relatively fixed (c) that Milwaukee has been forced into a weaker and weaker position compared with its outstanding competitor — Chicago (d) that the producer price in Milwaukee for fluid milk is among the lowest of similar markets in the United States, and (e) that out of 80 markets in the country, 71 have been granted price increases since January, 1943 in order to obtain the needed milk supply, while Milwaukee has had no price adjustment.

"On the basis of the facts presented in this report, it should be abundantly clear that a price adjustment is imperative if Milwaukee is to hold the supply needed for its people."

Appendixes relating to all graphs take up 9 pages in this report. A map of the Milwaukee milk shed spotting all Chicago plants as well as condenseries, cheese factories, creameries and other milk plants is included in the report. Separately listed are the names and locations of those plants. Chicago plants number 18. Condenseries located in our milk shed add up to 16. There are 18 cheese factories in the shed and 4 creameries. Eight other dairy plants buy and process milk in the shed.

Also included are the fluid milk markets of Racine, Cudahy, South Milwaukee and Waukesha. Chicago and Milwaukee monthly receipts are given using Jan. 1940 as 100%. Chicago shows an increase each year, the highest being for 1945 when the percentage was 139, as compared to 100 in Jan., 1940. Milwaukee receipts increased 5% in 1940, 3% in 1941, dropped 7% in 1942 and 1943, came up to 94% in 1944 and was just 100 in 1945.

Cost of Producing 100 Lbs. of Milk

Appended to the report is a table based on information prepared by Dr. P. E. McNall, Prof. of farm management, University of Wisconsin. "Based upon original figures obtained from farmers in the Milwaukee Market area, adjusted to price changes for 1940 and 1945. Feed prices are taken from the publication figures of the Wisconsin Crop Reporting Service. Labor rate changes are based upon changes in labor rates as reported by the United States Bureau of Agricultural Economics."

(Continued on Page 4)

Have You Seen Mr. Bond Lately?

Mr. A. H. Bond is your Milwaukee Oakite Technical Service Representative. May we suggest that you cultivate Mr. Bond . . . invite him to your plant often? Not for social prestige, you understand, but good business! Because Mr. Bond can show you many ways to save time and money in your daily clean-up. For example:

Washing Milk Cans!

He can show you how, by adding a recommended solution of Oakite Composition No. 82 to your can-washing machine, you will speed the safe, thorough cleaning of cans. This free-rinsing Oakite detergent is safe on tinned surfaces because it contains no abrasive or caustic. Its strong emulsifying action quickly lifts milk fats from cans. Its lime-solubilizing properties prevent lime scale from clogging spray jets and piping. And to top it off, Oakite Composition No. 82 is economical because you use only small quantities in solution to do heaps of work!

FREE In Plant Help!

This is but one of the many effective, low-cost Oakite dairy-tested detergents Mr. Bond will gladly demonstrate for you. Remember, that as fast as Oakite Dairy Research finds new materials and methods to help you . . . we pass them along to Mr. Bond. That's why it will pay you to keep in touch with him. Call him TODAY!

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OAKITE *Specialized*
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Lawrence Gruenberger, 6201 W. Howard Ave., Milwaukee 14.
Alex Hansen, Route 3, Milwaukee 9, Wisconsin.
F. C. Harning, Menomonee Falls.
Holtz & Ramlow, Route 2, Box 360, Hales Corners.
Charles Jennerjahn, Route 2, Mukwonago.
G. Kashou, 2169 N. Farwell Ave., Milwaukee 2.
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Raymond Krueger, Colgate.
Joseph Limbach, Hubertus.
Walter Limbach, Colgate.
Elmer Mielke, Route 3, Box 19, Waukesha.
Lawrence Neu, Germantown.
John Nirschl, Route 1, Box 329, Pewaukee.
William E. Popp, Route 3, Box 171, Waukesha.
Oscar Probst, Helenville.
Hugo F. Schlei, Route 1, Box 92, Menomonee Falls.
Albert Wolter, Route 2, Hales Corners.
Aug. J. Wiedeman, Route 2, Box 153, Pewaukee.

(Continued from Page 3)

This table shows that all feed cost including pasturage, had increased very materially from 1940 to 1945. The same holds true of man labor, building costs, herd depreciation and other farm costs. The percentage of cost increase for 1945 as compared to 1940 being 208%.

Map of Territory Supplying Chicago Market.

(Source Chicago Federal Milk Market Reporter, Feb. 1944 issue)

This map, a part of our report, shows that Chicago buyers go through our milk shed and as far as 370 miles N. W. of Chicago for milk and cream. The report contains this statement:

"The concentration of a number of Chicago milk receiving plants near Milwaukee is clearly apparent from Exhibit B."

Invariably milk goes to the highest bidder. This is only natural and probably as it should be. Chicago and Milwaukee are traditional competitors for milk and it is obvious that the net price return to the producer at the farm in the competing areas of the two markets must be about equal over a period of time to maintain a balance. Under truly competitive conditions this did prevail. But, at present, the Milwaukee market, operating under

MILWAUKEE MILK PRODUCER

OPA ceiling price control, is at such a disadvantage that it is no longer able to obtain the amount of milk needed. This is clearly apparent from the facts set forth in this petition.

A letter signed by Geo. J. Gutmann, Wisconsin Dept. of Agriculture, Milk Auditing Division indicated a shortage of dairy products in November and December 1945 in the Milwaukee Market. This letter further strengthens our contention that the Milwaukee frozen price is too low to attract a sufficient supply of milk to this market.

Also included in the report is a mention of a request addressed to the U. S. Dept. of Agriculture by Pure Milk Association of Chicago for a higher price for the last six months of the year.

That a shortage of farm labor exists in the Milwaukee area is shown by letters from county agents which are appended to the report. Those letters are signed by County Agents, J. F. Thomas, Waukesha; E. A. Polley, Racine; E. E. Skallskey, Washington and Farm Labor Assistant Ray N. Nedden, Ozaukee. A letter from C. A. Mathiesen of Milwaukee County came in too late for inclusion.

Dairy Production Payments Continued

The U. S. Dept. of Agriculture has announced that dairy production payments will be paid through June of this year at the same rate as last year. Wisconsin payments last year were at the rate of 60 cents per hundred for Jan., Feb., Mar. and April and 25 cents per hundred for May and June.

The Dept. of Agriculture stated that payments "will be subject to termination or revision in the event of any general increase in ceiling price of milk and its products."

WAUKESHA DAIRY SHOW

The Twenty-eighth Annual Dairy Show, Waukesha County, will be held at the Sales Pavilion at Waukesha on March 19 to 22, inclusive. This is the first county fair of the year and judging from the premium list it ought to be up to the usual standard of that Fair.

There is a great deal to be learned attending fairs of this kind, for there is always something new or a little different to see or hear about. The good livestock and farm exhibits of Waukesha County will be on display.

MARCH, 1946

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LARGER PIGS?
MORE MILK?**

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

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2 Single Unit Universal Calf Nose Milker
Heads and Buckets complete.

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Table Manners

City Boy — Do you mind if I borrow your pitch fork?

Farmer Boy — No. What do you want it for?

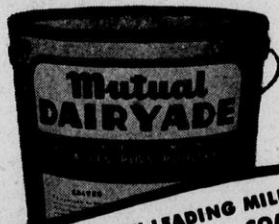
City Boy — I want to see how a horse eats hay.

DO YOU KNOW...

WHAT IT COSTS 37¢ A DAY TO FEED A CALF WHOLE MILK?

It's a fact! Most dairymen feed an average of 14 lbs. of 3.5% milk a day per calf, or .49 lbs. of butterfat.

Figuring the fat at 76c a pound (adding the subsidy and the market value of skim milk to the butterfat price) the milk you feed is worth 37¼c.



DISTRIBUTED BY LEADING MILK
COMPANIES from COAST to COAST

Unconditionally GUARANTEED
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Your Milk is Too Valuable to Feed

Any way you figure it, whole milk—and skim milk, too—is *still* too expensive to feed to calves.

MUTUAL DAIRYADE—with a *minimum amount of milk* and your own hay and grain—provides needed food elements at low cost . . . Helps raise thrifty calves, boosts your milk checks. *Try a pail NOW. Order from your milk plant or hauler TODAY!*

One 25-lb. pail of DAIRYADE

*With a minimum amount of milk and
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RAISES 2 CALVES FOR 6 WEEKS

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Low Wage Rate to Farmer

Wisconsin farmers' earnings per hour of labor multiplied nearly four times from 1939 to 1943 — but the catch is that they averaged only 14 cents an hour in 1939, on the basis of a study by Walter Wilcox and P. E. McNall of the University of Wisconsin.

Poorest of the years studied, from the standpoint of farmers' earnings, was 1939. Then the gross farm income — including cash as well as the value of home-consumed farm products and the use of the house — averaged only \$1,922 for the state. Operating expenses, plus real estate and capital costs, averaged \$1,041, leaving \$881 net. The return per hour of labor for farmers and members of their families averaged 14 cents.

Gradually improving conditions brought the average hourly return up to 17 cents in 1940, 31 cents in 1941, 40 cents in 1942, and 53 cents in 1943.

The hourly return thus even in 1943 was relatively modest, even though farmers

handled a good deal of money that year. Gross income averaged \$4,474 and net income \$2,856.

By comparison with the 1935-1939 average, expenditures increased about 60 per cent by 1943, while the net income and hourly return were about three times as high as the pre-war average.

Although this study did not extend to 1944 or 1945 incomes, there is no reason to believe that farmers' net earnings have gone up since 1943, for other investigations have indicated that was the peak farm income year in Wisconsin. Since then, receipts have increased but little, while expenses have kept going up, thus reducing the net return.

Wartime production on the typical farms studied was about 37 per cent above the 1935-1939 level. The increase was quite uniform throughout Wisconsin, although both production and income went up somewhat more than elsewhere in the west and southwest sections of the state.

Wisconsin Agriculturist and Farmer