



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## **Milwaukee milk producer. Volume 11 April 1938/March 1939**

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1938/March 1939

<https://digital.library.wisc.edu/1711.dl/3PKXSN5Y2MFK78J>

This material may be protected by copyright law (e.g., Title 17, US Code).

For information on re-use, see

<http://digital.library.wisc.edu/1711.dl/Copyright>

The libraries provide public access to a wide range of material, including online exhibits, digitized collections, archival finding aids, our catalog, online articles, and a growing range of materials in many media.

When possible, we provide rights information in catalog records, finding aids, and other metadata that accompanies collections or items. However, it is always the user's obligation to evaluate copyright and rights issues in light of their own use.

# MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

APRIL, 1938

Number 1

## APRIL FLUID MILK PRICE IS \$2.71

While the dealers did not vote on the price of fluid milk for April at the conference held on March 26, there will be no change in the price of fluid milk.

### MANUFACTURED PRICE CONTINUES DECLINE

Butter prices held at 29½ cents for the first 23 days of March. Due to lack of government buying the price then slumped to reach 27⅞ cents on the 26th but went up to 29 cents on March 29 when the government resumed buying.

The average for the month was \$0.29266. As a result the differential is three cents per point of fat instead of four cents. This is the first time since the month of June, 1935, that 92-score butter on the Chicago market averaged under 30 cents.

### NEW YORK MARKET DEMORALIZED

The price of class I milk was cut to \$2.00 per hundred for milk testing 3.5 per cent fat delivered at country plants on March 26. This is the third cut since the first of the year and since the percentage sold in that classification is small, the farmers in the New York milk shed will have a very low composite price.

A new program is being proposed by the Bargaining Agency, control of surplus milk to prevent its use in chiseling and close co-operation with other groups to bring about stabilization, are the principal things talked about.

### HOLMAN ADDRESSES CHEESE FEDERATION

Your editor drove Charles W. Holman, Washington, D. C., secretary of the National Co-operative Milk Producers, from Milwaukee to Sheboygan on March 31.

In talking with Mr. Holman, on the way to Sheboygan, your editor gathered that things in the East are not improving. Department stores were laying off many employees and while the retail prices of goods had not gone down, in proportion to wholesale prices, Mr. Holman was of the opinion, that lower resale prices had to come soon. Milk production in most of the Eastern fluid markets was especially high and chiseling was the rule rather than the exception in the principal markets in the East.

Mr. Holman addressed the annual meeting of the Wisconsin Co-operative Cheese Producers on that date. His talk, which follows, should be read carefully.

Holman characterized the administration's foreign trade policy as an insidious attack upon our foremost agricultural industry; predicted the likelihood of even further concessions to dairymen of other nations.

"The dairy farmer," he said, "is caught in a cross-ruff between conflicting federal programs. The economic stability of his industry is being scuttled at a time when his

(Continued on page 4)

### NEW DIRECTOR TALKS COMMON SENSE

While services of the state department of agriculture and markets and other agricultural agencies should be utilized by the dairy farmer, they should be accepted by him only as supplementary to his main job of thinking for himself and running his own business, Ralph E. Ammon, acting director of the department, stressed at the Wisconsin dairymen's convention.

Speaking on the services performed for the dairy industry by the department of agriculture and markets, Ammon emphasized that the department tends to function as a service rendering department in addition to carrying on its regulatory duties.

"Regardless of services received from the department and other agricultural agencies," he said, however, "the dairy industry will not go anywhere, any faster than the dairy farmer wishes to take it."

The man who must run the dairy industry, he maintained, is the dairy farmer.

"The most unfortunate thing that could happen to the dairy farmer in Wisconsin would be for him to assume that the department of agriculture and markets or any other governmental agency can run his business for him, and for him to quit thinking and acting for himself because of such an assumption."

### MARCH PRICES

GRIDLEY DAIRY CO.			LUICK DAIRY CO.			EMMER BROS. DAIRY			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	55.07	\$2.71	Fluid	57.83	\$2.71	Fluid	74.47	\$2.71	Fluid	57.50	\$2.71
Out. Relief.	3.03	2.48	Out. Relief.	3.11	2.48	Cream	15.50	1.47	Out. Relief.	1.65	2.48
Cream	19.66	1.47	Cream	18.54	1.47	Manuf'd	10.03	1.22	Cream	20.14	1.47
Gov't sales.	1.44	1.47	Manuf'd	20.52	1.22	Composite price		\$2.35	Manuf'd	20.71	1.22
Manuf'd	20.80	1.22	Composite price		\$2.16				Composite price		\$2.15
Composite price		\$2.13									
BLOCHOWIAK DAIRY CO.			TRAPP'S GOLDEN RULE DAIRY CO.			LAYTON PARK DAIRY CO.			SUNSHINE DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	65.26	\$2.71	Fluid	54.24	\$2.71	Fluid	55.90	\$2.71	Fluid	49.89	\$2.71
Out. Relief.	4.60	2.48	Out. Relief.	.81	2.48	Out. Relief.	3.82	2.48	Out. Relief.	1.34	2.48
Cream	13.52	1.47	Cream	21.89	1.47	Cream	10.71	1.47	Cream	16.40	1.47
Manuf'd	16.62	1.22	Manuf'd	23.06	1.22	Manuf'd	29.57	1.22	Manuf'd	32.37	1.22
Composite price		\$2.27	Composite price		\$2.08	Composite price		\$2.11	Composite price		\$2.02

LIBRARY

COLLEGE OF AGRICULTURE

UNIVERSITY OF WISCONSIN

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINNEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 APRIL, 1938 No. 1

## BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
WM. KERLER, *Treasurer*, R. 5, West Allis.  
CHARLES DINNEN, *Secretary*, Cedarburg.  
A. C. KIECKHAFFER, R. 2, Thiensville.  
FRED KLUSENDORF, Waukesha, R. 5, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription .....\$1.00 Per Year

## ANNIVERSARY EDITION

With this issue, the MILWAUKEE MILK PRODUCER starts its tenth year, having come out for the first time in April, 1928. The Board of Directors discussed the matter of an official publication at many meetings before it was finally decided to begin publication.

On the editorial page of the first issue was an article headed, "This is Your Paper." The article goes on to say that it is published solely in the interests of the members of the Milwaukee Co-operative Milk Producers and it also stated that it was the hope of the Board that through its pages, the members would be better informed about their organization and its work and that the members would be kept posted on what is going on in the Milwaukee Metropolitan market and in other markets.

Today, we can again say that this is your paper and that its aims always have been and still are to carry information to you that will be helpful in your job of producing good milk for the best market in the country.

A paragraph on the editorial page that bears repeating follows:

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

Among the advertisers who took space in our first issue were the Walsh Harness Company, Wacho Manufacturing Company and the International Harvester Company of America. You will find the same people advertising in this issue.

Five of the men who were on the

Board then are no longer members. John A. Davitz and John Wick have gone to their eternal rest, while the other three, Mike O'Connel, Louis Witt and Arthur Christman, are still conducting their farms.

Regulations for the production of milk and cream for the Milwaukee market as issued by Dr. John P. Koehler, Commissioner of Health, appeared in the first issue.

It was also noted in the first issue that a third fieldman or check tester had been engaged. Prior to that only two men were employed to check on tests of milk delivered to the dairy and do any herd testing. The third man went to work in April of that year. As most of you know, we now have eight men to do the work and you are paying one and one-half cent per hundred while ten years ago you paid two cents per hundred pounds.

## PENALIZING FOR HIGH BACTERIA COUNT MAY LEAD TO TEMPTATION

The daily papers carried a story about a farmer being fined fifty dollars and costs in district court for shipping milk into the city which contained formaldehyde. The company to which that farmer sends his milk penalizes producers who have a high bacteria count. Presumably this farmer planned to keep his count very low by adding formaldehyde which, while being a good bug killer, is also poisonous to human beings.

The farmer said he had used formaldehyde to clean milk cans. This is a new one, for most farmers know that formaldehyde may be used for treating potatoes and seed grains to prevent disease but it is doubtful if any one thought of it as a cleaner for dairy utensils.

It is possible that if producers resort to the use of various practices to keep down the bacteria because of fear of being penalized, poor milk may result, even though it is low in bacteria. Rumor has it that some farmers add chlorine to the milk, because of fear of being penalized. This raises a question as to whether the consumer would not just as soon have a few bacteria, particularly of the harmless type, in the milk instead of having it loaded with chlorine or, as in this case, with formaldehyde.

We trust that none of our members will resort to any of these practices for good milk can be produced and is produced without the addition of preservatives.

## A WORD TO THE WISE

The Milwaukee Health Departmentment has ruled that a producer may not ship milk to this market and at the same time sell milk at the farm.

The reason given for the rule is to prevent old milk being sent in that was held back in the hope of retailing it, but because of irregular demand it remained unsold. The Health Department is convinced that the evil mentioned above happens very often and to insure the consumer good fresh milk, the rule was made and is enforced. Any producer who has a Milwaukee market is taking chances of being barred if he sells part of his product at retail. This is printed to help keep our members out of trouble.

## DAIRY SHOW A PRONOUNCED SUCCESS

The Waukesha County Dairy Show, held on March 22-25, was well attended and the visitors got their money's worth. Good exhibits and fine entertainment held the interest of the crowds who attended the night and day programs.

The support which the business people of Waukesha gave this show proves that the farmers' good will is appreciated.

## IT PAYS TO ADVERTISE IN THE MILK PRODUCER

Member Fred Borchardt advertised a pure bred Holstein bull in these columns and sold the bull to one of our other members who had seen the ad. Mr. Borchardt got a good price for the bull and the buyer is well pleased with the deal.

Hybrid Seed Corn was advertised in the "Producer" by Member Louis Lemke and his seed corn sold like the proverbial "Hot Cakes."

## THE COMPOSITE PRICE

That the composite price for March is higher than for February as paid by some companies and very little lower in any case will be an agreeable surprise to many producers. The manufactured price is 4 cents less and production is somewhat higher. Because of the Lenten season, sales are probably better than in February, which helped some. Because the month was 3 days longer there was more excess over base which kept more milk out of the average price computation.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### String Beans With Sauce

- 2 lbs. string beans
- 1 cup minced onions
- 1 cup sliced mushrooms
- ½ cup water
- 1 ½ teaspoon salt
- speck of pepper
- ½ teaspoon sugar
- 2 egg yolks
- ½ cup heavy cream
- 2 teaspoons mince parsley
- 2 teaspoons lemon juice
- dash of paprika

String, cut beans crosswise into one-inch pieces and wash. Add onion, mushrooms, water, salt and sugar. Cover and cook over low heat until tender, about 30 minutes. Beat the egg yolks, add the cream, parsley, lemon juice, paprika and pepper. Add this mixture to the beans and heat thoroughly.

### Cheese Biscuits

- ½ teaspoon salt
- ¾ cup fresh milk
- 2 cups flour
- 4 teaspoons baking powder
- ½ cup butter
- ½ cup grated cheese
- 1 teaspoon sugar

Sift dry ingredients together; work in butter and grated cheese. Add milk and mix all ingredients thoroughly. Toss on floured board and pat into desired thickness; cut with small cutter and bake in a hot oven (425 degrees) for 12 minutes.

### Velvet Cake

- ½ cup butter
- 1 ½ cups sugar
- 4 egg yolks
- ½ cup milk
- 2 cups cake flour
- 1 teaspoon baking powder
- ½ teaspoon salt
- 1 teaspoon vanilla
- ¾ to 1 cake sweet chocolate melted in 5 tablespoons hot water
- 4 egg whites

Cream the butter, add the sugar gradually and mix well. Add the beaten egg yolks. Add the flour and baking powder and salt, which have been sifted together, and the milk alternately, and beat until light. Add the flavoring, the melted chocolate and lastly fold in the stiffly beaten egg whites.

## COOK WITH MILK

Milk should be used a great deal more in our menus. Authorities on diet say that no family of five should spend money for meat, until three quarts of milk have been purchased and this should be done even though the price of milk should go to twenty cents a quart. Absolutely nothing in the food line will keep children so well nourished as their daily supply of milk.

In cooking, choose often the recipes requiring the use of milk. Choose cream soups, with or without the addition of meat stock, cereal soups made with rice, oatmeal or cream of wheat, corn soups or milk chowders give a pleasing variety of ways to include milk in the diet. Most cereals are better cooked in milk than in water. Eggs and potatoes and other vegetables may be creamed with a thick white sauce made from milk, flour and butter, seasoned with salt and pepper, or sometimes with celery salt or onions. Eggs poached in milk are more palatable and nutritious than when poached in water.

Milk toast is another much used method of including milk and sometimes butter in the diet. Most cook books provide a large variety of milk breads, waffles, biscuits and griddle cakes, made with sweet or sour milk.

## KINDNESS WEEK

Co-operation in teaching kindness to the youth of this state during Kindness Week, April 24 to 30, is being enlisted among schools and club groups throughout the state by the state humane office of the department of agriculture and markets and the Wisconsin Federation of Humane Societies.

Hundreds of letters asking observance of the week have been sent out by George F. Comings, state humane agent, and L. P. Schleck, president of the federation, to city and county superintendents of schools, high school principals, Parent-Teachers' Associations, women's clubs, county agricultural agents, and 4-H Club leaders.

Each group is asked to assist in planning community-wide humane meetings at which kindness would be stressed.

"There are thousands of 4-H Club members living throughout the

(Continued on page 8)

## BUTTER DOESN'T ADD FAT, SAYS SCIENTIST

Young women of sylph-like figure, matrons more abundantly padded, and tired business men with "too much around the middle," all of whom we have many times heard say, "no butter, thank you, I'm dieting," were the recipients of good news the other day. Once again they can spread the butter on thickly without fear, and enjoy the food for which they crave.

The bearer of this good news was Dr. Rudolph Schoenheimer of the Columbia University School of Medicine, meeting in Rochester, N. Y., who revealed clearly for the first time the secrets of getting fat. Two important points in this report are:

### Body Makes Fat

1. Though you eat no fat at all, your body manufactures fat from all other foods, even from protein which usually has been supposed to be innocent.

2. What happens after you eat fat depends on the kind of fat. Some fats go straight into the areas of the body between the skin and the muscles and stay there for days and days. Others don't get there at all but are burned virtually as soon as eaten.

Briefly, the experiment reported (which was carried out with white mice) consisted of "tagging" food fats with heavy water. Heavy water is made with heavy hydrogen and hydrogen is a part of all fats. "It was found," said Dr. Schoenheimer, "that the heavy hydrogen from water would replace the ordinary light hydrogen without at all changing the fat. Consequently this 'tagged' fat was digested normally. The heavy hydrogen, however, stuck to the original fat. Therefore, the Columbia scientists were able to identify its presence at every step."

### Stored in Tissues

"The work disclosed that from one-fourth to one-half of whatever fat is taken into the body is stored in the fat tissues, mostly situated between the skin and the muscles. This rule holds even when the amounts of fat received are very small. Part of it can be detected in the animal after many days. It was found that most fats were burnt slowly as a considerable part of

(Continued on page 4 column 2)

## HOLMAN ADDRESSES CHEESE FEDERATION

(Continued from page 1)

own domestic markets are drying up. He is facing the possibility of a permanent return to lower prices, a cut in butter tariff to eight cents a pound, and the loss of many years' efforts in building a reasonable degree of protection for American producers."

The speaker saw imminent danger in the pending British and Canadian trade agreements, particularly in view of the administration's attitude on wage-hour legislation, and the stimulation to dairy production in the new farm act.

"The Trade Agreement Act," he continued, "is in fact not a reciprocity act inasmuch as it extends concessions not only to the signatory nation, but to other nations as well. The law is an instrument whereby the president is given dictatorial power in relation to taxation of articles imported into this country.

"Lower tariffs generalized to virtually all the nations of the world implies a permanent return to lower prices in this country, unless the outside world price level should materially advance. This in itself would not be so serious if there were a guarantee that along with lower prices there would be lower wages, lower capital structures and lower land values.

"But while one arm of the administration is putting into effect a permanent program which must affect farm prices adversely, another arm is insisting upon a compulsory minimum week and minimum wage. This would mean that the costs for nearly all domestic manufacturers—including our creameries, our milk plants and our elevators—would be increased. Since we cannot control prices, these increased costs would have to be taken out of price returns to farmers.

"Tied in with this picture, with its possible devastating effects upon dairy farmers, is the recently passed farm legislation.

"Some degree of protection was provided dairy farmers in this law through the modification of the Boileau-McNary amendment. But the effect of this amendment was thrown out the window when the administrative regulations were issued by the Department of Agriculture.

"These regulations permit producers who divert acreages from soil depleting crops to soil conserving crops the option of increasing herds by two cows or increasing milk production 10 per cent this year. Since

the average increase in dairy production is less than two per cent per year, the new regulations permit the equivalent of a five-year increase in one year, and a much larger increase in the case of small herds."

The effect of increased production and the foreign trade policy already is reflected in the trade, Holman stated. He described the trade as nervous, because of anticipated additional cuts in the duty on fresh milk, cream and cheese, and the further possibility of a cut next fall or early winter of the duty on butter.

Holman found the situation further aggravated by the increase in milk production per cow in the first three months of the year, of 5.5 per cent over the 1933-1937 average; and an indicated reduction in fluid milk consumption in the various markets of from 1.8 to six per cent compared with a year ago.

Aside from the lowered tariffs on dairy products, Holman saw two other dangers in pending trade pacts.

"In the Canadian agreement there is possibility that the State Department may try to suspend the operation of the Lenroot-Taber Sanitary Milk and Cream Import Act which now protects consumers from low grade fresh milk and cream; an abrogation of ordinary health and sanitary safeguards. In the British agreement there is indication that some liberties may be taken with the internal tax structure affecting vegetable fats and oils that compete with domestic fats and oils.

"In the first instance the State Department would arrogate to itself a power that belongs only to Congress—that of legislation or the extension or repeal of legislation. In the second instance, there would be seriously affected the entire price structure of all domestic fats and oils—the destroying of the results of a 28-year fight on the part of American producers.

"State Department officials are now sheltered behind a law so drafted that dairymen have not been able to attack actions of this sort or protect their interests in the courts. People so sheltered, so immune from law, so immune from control, may lose their perspective and their respect for law."

## BUTTER DOESN'T ADD FAT, SAYS SCIENTIST

(Continued from page 3)

them was stored in the fat tissues.

This was not so with fats abundant in butter and milk, known as butyric and capronic acids. "They were not stored at all," says Dr.

## DAIRY COUNCIL ACTIVITIES

During the month of April the Milwaukee Dairy Council is carrying advertisements in the Milwaukee Journal and the Milwaukee News every other day. The Milwaukee Sentinel, Leader, Kuryer Polsky, Nowiny Polsky, and the Milwaukee Deutche Zeitung carry ads once every week or a grand total of thirty-two advertisements in the seven newspaper is carried during the month.

Every week day morning and noon and every Sunday morning, a fifty-word announcement is made over WTMJ and WISN with musical program. Heinie's Band is on every noon on WTMJ carrying a milk message. Milk is getting widespread advertising through the medium of newspapers and radio and the consuming public cannot help but hear and read about milk.

Copy of one of the current ads appears in this issue.

## REORGANIZATION BILL

Opposition to the Reorganization Bill now before Congress has been expressed by your organization for the reason that it delegates too much power to one man.

Congressmen are sent to Washington to play their part in governing the country and not merely to act as rubber stamps for the President, whomever he may be.

All of the Wisconsin congressmen except Thos. R. Amile, Elkhorn, who represents the first district, opposed the bill. It is said that the President is willing that the bill be changed but unless it is so changed that no reorganization is permitted without the approval of Congress, it should be killed. If the bill does not pass before you read this, write your congressman. The congressmen's names follow and mail reaches them at the House Office Building, Washington, D. C.:

Congressman Thomas R. Amile  
 Congressman Gerald J. Boileau  
 Congressman Raymond J. Cannon  
 Congressman Bernard J. Gehrman  
 Congressman Merlin P. Hull  
 Congressman Thomas D. O'Malley  
 Congressman Harry P. Sauthoff  
 Congressman Geo. J. Schneider  
 Congressman Gardner R. Withrow  
 Congressman Michael K. Reilly

Schoenheimer. Not only that, but "animals can burn an unexpectedly large quantity of such acids."

From this report it would seem that another fallacy has been exploded, to the benefit—nutritional and gastronomical—of butter-loving humans.

**MILK PROMOTION CAMPAIGN**

A letter just received from the Institute of Distribution with offices in New York City will interest the membership. Last year a milk promotion campaign was tried out with fairly good results, but probably did not go across as well as it should because enough of time was not spent in getting ready for the campaign.

The National Co-operative Milk Producers' Federation believes that it is a worthwhile project. Since June is the month of high production, it is a good time to induce people to use more of our product. The letter follows:

Dear Mr. Dineen:

In order both to increase their milk sales to their own profit . . . and in so doing . . . also to help the dairy farmer to meet the milk surplus problem that is usual with him during the early summer months, the milk-using members of the Institute of Distribution and of the Limited Price Variety Stores Association are considering the possibility of conducting another Milk Promotional Campaign such as that which, with your splendid co-operation, was so outstandingly successful during the period from June 10 to July 10, 1937.

If undertaken, the following will feature the 1938 Milk Promotional Campaign:

(1) It will again be held during the period from **June 10 to July 10.**

(2) All of the milk-using variety store companies in our group . . . including F. W. Woolworth, S. S. Kresge, S. H. Kress, W. T. Grant, J. J. Newberry and many others of a similar size and calibre . . . will probably participate therein. In other words, about 3,000 milk-using variety stores will actively co-operate in the 1938 Milk Promotional Campaign.

(3) In the 1938 campaign, if undertaken, these milk-using variety store companies will again be joined by the milk-using members of the National Association of Chain Drug Stores, totaling more than 3,500 milk-using stores.

(4) As usual, the project, if undertaken, will be a **promotional** one, and will have nothing whatsoever to do with the **pricing** or the **marketing** of milk.

Via forceful window and back-bar displays . . . by menu riders . . . by originating and "pushing" new milk drinks . . . by "word of mouth" . . . by every promotional medium that can effectively be utilized to reach their goal . . . participating stores, if the campaign is conducted in 1938, will concentrate on the job

**MCCORMICK-DEERING MILK COOLERS**  
**Do Their Job Quickly, Thoroughly**

**Simple, Compact,  
 Economical, and  
 Easy to Operate**

Milk cooled to the correct temperature every day of the year—and kept at that temperature automatically—that's what the McCormick-Deering Milk Cooler does for you.

This cooler, *the only one with pneumatic water agitation*, is lined inside and out with heavy galvanized, rust-resisting steel containing copper and is insulated with the best quality cork, three inches thick. It is equipped with an overload-control switch, temperature-control switch, and a scale trap installed in the refrigerant line.

For farms not equipped with electricity, an engine-powered attachment is available. Ask us to tell you about this up-to-date method of cooling milk.



Here is the 6-can size, electric-drive McCormick-Deering Milk Cooler. Other sizes available.

**GEO. SCHUBERT SONS CO.**

**THIENSVILLE**

**WISCONSIN**

of increasing milk purchases and sales during the campaign period.

In order to do an effective, successful job both for themselves and for the dairy farmer, these participating companies will, naturally, want and need your co-operation. On the basis of "strength in unity," a constructive, mutually helpful program should, undoubtedly, result.

It will be deeply appreciated if you will not only express your views to us on this proposed Milk Promotional Campaign, but, also, give us the benefit of your judgment as to how last year's "first effort," in this connection, can this year, if undertaken, be improved upon. Your suggestions and comments will be sincerely welcome.

We wonder whether you would not also be good enough to let us

know whether the milk-using stores of our group that are located in the various communities in which your branches are domiciled (if you are a national, state or regional body) . . . or in your community, or vicinity (if you are local) . . . may, if the campaign is undertaken, again obtain adequate supplies of posters and other promotional items that, during the campaign period, they may use in their windows and in their stores for the purpose of stimulating milk sales.

Looking forward to hearing from you on this matter at your early convenience . . . and with best wishes,

Yours faithfully,

(Signed) JOHN P. NICHOLS,  
 Acting Managing Director.

## Mr. Fletcher Says: . . .

Sometimes we wonder if we emphasize too strongly some of the common reasons for returned milk, but as we see milk go back to the producer, causing a heavy financial loss, and find that in all cases common causes create this situation, we feel as if repetition of warning is one way to assist in stopping this.

Pride in the care of milk is, I believe, the true secret in having the least trouble possible, for if we pride ourselves on clean, healthy cows, clean utensils and clean methods, our product will be something to be proud of. However, at this time of year, some things we may not think of cause trouble, one of which is the holding over of part cans for the next day's shipment. This milk is twenty-four hours older than it should be, and creates the added danger of mixing warm and cold milk together at the time of milking, causing flaky, slightly sour or bad odor conditions.

With that in mind, send all shipments daily, for the cartage rate is the same, your cans are properly washed and the practice may save you some trouble.

Using milk from cows that are going dry and particularly when such cows are milked only every other day, may be the cause of bad odors and flavor. A few quarts of that kind of milk may cause a whole can to be returned and the resulting loss will be made greater than if such milk is kept at home and fed to stock or poultry.

During the past two months, we have been impressed by the number of farm auctions in our milk shed. Scarcely a day passes without from one to three of these sales and we wonder what the significance of this is.

There is an old saying that farm auctions denote a period of farm prosperity, probably based on the principle that changes of this character would not take place unless the new owners could see the chance for profit in their new enterprise. I hope this is true for prosperous days are happy days for everyone. However, as we question the people leaving the farm, we find that a variety of reasons are given for the movement.

Some are moving to new locations, others are older people retiring, a certain percentage find the load of debt too heavy to carry and others are going into new vocations.

Whatever the cause, we are finding horses and tractors going full

blast for new and old owners alike all over the territory, for it is spring again and profit or no profit, farmers will sow in the hope of reaping a harvest whatever the conditions may be.

In our numerous farm calls around the milk shed, one piece of dairy equipment that seems to at times cause the producer some trouble is the milking machine.

This great labor saving device, when properly cared for, saves a farmer much time and labor while producing quality products, but, if improperly cared for, this machine may result in high counts, bad odor and much returned milk.

Inasmuch as the best cleaning agent we know of for all dairy equipment, and especially for a milking machine, is plenty of hot water, in those cases where hot water is not easily available, the purchase of equipment to produce hot water in the milk house is in those cases, a good investment.

There is a great variety of such equipment available, some moderate in price, some more expensive, but in the main, all of them are efficient.

While we may at times feel as if buying equipment of this character has a tendency to increase our production costs, yet if it results in helping us produce milk highly acceptable in the market, our costs may actually be reduced.

As a member of the Milk and Cream Committee for the Waukesha

Dairy Show, my attention has been called to the fact that a milk company in this market sent a flyer out to their trade recently stating that eight out of the first ten places in the Grade A or "Golden Guernsey" classification were won by their farmers.

This committee tried in every way possible to keep this contest on the basis of fair, friendly rivalry between producers in the interests of promoting quality production, and personally, I have believed it unwise that this contest be used to promote the selfish interests of any group.

For that reason and to clarify what in my judgment is an unfair picture, I am stating the total number of entries and where they ship:

There were twenty-eight farmers entered, divided as follows: Seven from Fox Dairy, of which two placed; four on the Chicago market and two of these placed; two from the Luick company, one placing; one from the Gridley Dairy and this farm placed; and fourteen from the Golden Guernsey Dairy, of which four placed. All producers in this classification were Guernsey breeders.

We sincerely hope that in the future, milk companies will recognize the fact that this is not a contest to be used commercially, but one to promote quality by friendly rivalry.

Anybody can cut prices, but it takes brains to make a better article.  
—Philip D. Armour.

# SEAMLESS MILK CANS

Do Away With Open Seam Milk Cans . . .  
Get These Good Electric - welded Cans

*We also have*

**STRAINERS**

**STRAINER PADS and COVERS**

**PAILS . . . STIRRING RODS**

*Also* **CHEESE** of many varieties

**MILWAUKEE CO-OPERATIVE MILK PRODUCERS**

**NEW SUPPORTERS**

- Frank Johnson, Waterford, R. 1
- Alfred Brown, Waterford, R. 1
- Burt Lekfield, Waukesha, R. 3
- Mrs. Albert Geske, Colgate
- H. R. Salen, Waukesha
- Norman Schwartz, Hubertus, R. 1
- Frank Rilling, Colgate
- Carl Dieball, Colgate
- Ervin Schudt, Pewaukee, R. 2
- H. and F. Riley, Hartland, R. 1
- John Gast, Oakwood, Box 37
- Joseph Zingsheim, West Allis, R. 4, Box 375
- Richard Tetzlaff, Hartland, R. 1
- Wm. E. Lauber, Union Grove, R. 1
- Peter Schmidt, Sturdevant, R. 1, Box 70
- Ernest Scheunert, Random Lake, R. 1
- Herbert Hartman, Random Lake
- Mrs. Ella Hammer, Random Lake
- Soren C. Nelson, Sturdevant, R. 1, Box 211
- Erwin Kreuscher, Union Grove, R. 2
- Andrew Steger, Germantown, R. 1
- George Kuepper, Hubertus, R. 1
- Louis Brunn, Milwaukee, Sta. D, R. 2, Box 563
- Arthur Mayer, Belgium
- Delmore Schlie, Sussex, R. 1
- Stephan Schumacher, Hubertus
- Erwin Stein, Oconomowoc, R. 1
- Mrs. Alvina Merkel, Random Lake
- Chester Hargrave, Waukesha, R. 2, Box 129

**OLEO BILL BEATEN**

The oleo manufacturers tried to have a federal law amended so that their product could be used by the government in place of butter in veterans' hospitals and veterans' homes.

Dairy interests conceded that the amount of butter substitutes that might be used to feed sick soldiers would not be great, but the oleo fellows wanted to be able to advertise the fact that "Uncle Sam" bought the substitute and thereby approved of it as a food.

Even congressmen from the cotton belt spoke against feeding sick veterans on a substitute, and the amendment failed of passage, the vote being 289 to 15 in the House of Representatives.

Commenting on this vote, Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation, says:

"This action on the part of the House of Representatives should convince the oleomargarine manufacturers that their insidious campaign to promote the sale of their product by legislation at the expense of American dairy farmers will not be countenanced by congress.

"These manufacturers contend that their product is not sold in competition with butter but is only sold



*Future America*  
**Take Care Yourself!**

Have a good time . . . enjoy yourself . . . go places, do things . . . but protect and preserve your health. One of the surest, and simplest, ways is drink milk; nourishment your busy, young body must have. Scientists say: "A quart a day."

**MILK EACH MEAL**  
MILWAUKEE DAIRY COUNCIL

to persons who cannot afford to purchase butter. They then deny their own argument by seeking legislation to permit the federal government

**1938 PRIME ELECTRIC**

*The Fence with the Meter-Lite*

**E. J. GENGLER, Phone Hilltop 1826, Station F, Milwaukee** (Located on Highways 100 and 57, 4 Miles North of Milwaukee)

**THE METER LITE!** How much is the fence grounded? Partly? Half? Completely? Tells at a glance.

Prices (including units not of latest Prime design) from **\$10.00 to \$44.50**







Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

## STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power clipping and shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5522 Roosevelt Road, Chicago, Illinois. 48 years making Quality products.

### HAY FOR SALE

High class Timothy Hay  
Baled if Buyer Wants

**HENRY PEUL**

Cedarburg

Farm 1/2 miles west of Cedarburg,  
just off Teutonia Ave.

which is certainly able to purchase butter for its veterans and for its soldiers and sailors to purchase oleomargarine, a cheaper and inferior product, for use in the army, navy and veterans' establishments.

"Not only are dairy farmers becoming impatient with the tactics of the oleomargarine lobby but the House of Representatives has emphatically placed itself on record as being overwhelmingly opposed to oleomargarine propaganda. In addition, the Federal Trade Commission has already instituted prosecution against one oleomargarine company for fraudulent advertising."

### MONTHLY MILK SALES REPORT

New York—Milk company payrolls in February showed an increase of one-quarter of one per cent compared with February, 1937, although employment decreased 3.75 per cent for the same period, according to reports from 136 leading markets to the Milk Industry Foundation.

Daily average sales of fluid milk during February, 1938, showed a decrease of 3.02 per cent from the same month a year ago. February daily average sales totaled 6,239,235 quarts compared with 6,434,816 quarts in February, 1937.

### CANADIAN TRADE AGREEMENT

Hearings by the State Department on the proposed second trade agreement with Canada will begin April

4. The National Co-operative Milk Producers' Federation has filed a brief in opposition to any further reduction in duties on dairy products and dairy cattle and to suspending the operation of the Lenroot-Taber Sanitary Import Milk Act which became a law in 1936. The Federation will also be represented at the public hearing.

History clearly shows that nations which have reached a high state of civilization have maintained vigor-

ous international trade, whereas nations with little or no trade have not developed a progressive civilization, but instead have become decadent.—Cordell Hull.

### KINDNESS WEEK

(Continued from page 3)

state," Comings pointed out in a letter to county agricultural agents and kindness committees of the Wisconsin Federation of Women's Clubs. "Why not make them our 'shock' troops in a united assault on the fortress of cruelty and waste?"

## NOW is the Time to Retin Your Used Milk Cans for Summer Service

For quick service have your milk hauler bring them to us.

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS**

**...NOW...**

**GUARANTEED CANS AT A LOWER COST**

**THE WACHO MANUFACTURING CO.**  
3048 W. Galena Street  
Milwaukee, Wis.

## SUBSTANTIAL DISCOUNTS...

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



## KINDY OPTICAL CO.

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

MAY, 1938

Number 2

## NO AGREEMENT ON MAY PRICE

At the price conference held at this office on April 26, no agreement was made for May fluid milk.

The dealers were still conferring with the labor representatives at that time and were rather up in the air regarding the price of milk.

Several dealers insisted that the price was out of line as compared with condensery prices and that because condenseries could buy the milk cheaper, canned milk was replacing fluid milk to a considerable degree. The difference in the price of canned and fluid milk and the fact that buying power was lower, due to unemployment, had the affect of curtailing sales very materially. Your directors argued that producers could not take a cut at this time, for their costs were very high.

It was suggested that if a reduction was made in the resale price, the producers might not object, providing they had to take only their fair share of the reduction. With labor asking for more money, when the drivers already had a better check than the farmers, it did not seem reasonable to your directors that the farmers income should be further reduced.

The meeting adjourned, subject to call from the chairman.

### FREE ADVERTISING

A desire to promote trading or an exchange of goods or stock between our members prompts us to offer advertising space free of charge to all members for the month of June.

The conditions are first, no ad may contain more than 50 words; second, as no more than one page will be used, ads will be listed as received and if and when enough are in to fill one page, no others will be accepted.

If you have livestock of any kind that you wish to move, send in the copy. Same goes for seed potatoes, machinery, etc.

Send in the facts and the ad will be written if you do not care to do copy. Same goes for other products.

### CARE OF MILK

To make good milk is a harder job in the spring and summer months than when the cows are stable fed and have not access to feed that may cause odors and flavors. Hot weather makes cooling more difficult also.

Taking care of the milk pays well for if only a few cans are returned in a month's time, the loss is greater than the cost of some extra care.

### UNIFORM PRODUCTION PLAN IN THIS ISSUE

As you will note, the uniform production plan is shown in this issue. No change has been made since last year, but producers are invited to study this plan very closely for last year some producers claimed that they understood they might have a choice of any one of the three years when in reality they may have the choice of the base made this year for next year, or the average of the bases made in the three years, namely 1936, 1937 and 1938.

It is pointed out that the producer has a chance by taking the average of the three years to have a fair base even though suffering some misfortune which might reduce his base in some one year.

Two articles in this issue are headed by the word "Cockeyed." After one of them is an exclamation mark and after the other one there is a question mark. Read both carefully and if you have a comment to make, the office will be pleased to have it by letter, personal call or through contacting a director or our field representative.

### AGAIN A NATIONAL ICE CREAM WEEK

May 15 to 21 has been designated as National Ice Cream Week for 1938. The success of this week last year has lent encouragement to try for even a better event this time.

(Continued on page 5)

### CONDENSERY PRICE WAY OFF

A condensery representative states that the condensery is paying \$1.21 for 3.5 per cent milk for the last half of April. Bad news for the

producers but at that they are better off than the creamery patrons. Canned milk is offered at the stores at three cans for 17 cents and on some days at a nickel a can.

### APRIL PRICES

GRIDLEY DAIRY CO.			LUICK DAIRY CO.			EMMER BROS. DAIRY			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	51.06	\$2.71	Fluid	53.38	\$2.71	Fluid	69.68	\$2.71	Fluid	55.44	\$2.71
Out. Relief.	2.59	2.48	Out. Relief.	3.01	2.48	Cream	13.53	1.36	Out. Relief.	1.49	2.48
Gov't Sales.	1.32	1.36	Cream	17.46	1.36	Manuf'd	16.79	1.11	Gov't Sales.	2.18	1.36
Cream	19.46	1.36	Manuf'd	26.15	1.11	Composite price		\$2.24	Cream	21.66	1.36
Manuf'd	25.57	1.11	Composite price		\$2.04				Manuf'd	19.23	1.11
Composite price		\$2.01							Composite price		\$2.08
BLOCHOWIAK DAIRY CO.			TRAPP'S GOLDEN RULE DAIRY CO.			LAYTON PARK DAIRY CO.			SUNSHINE DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	58.97	\$2.71	Fluid	50.60	\$2.71	Fluid	52.99	\$2.71	Fluid	45.73	\$2.71
Out. relief.	4.76	2.48	Out. Relief.	.80	2.48	Out. Relief.	3.41	2.48	Out. Relief.	1.48	2.48
Cream	14.21	1.36	Cream	18.83	1.36	Cream	11.43	1.36	Cream	16.81	1.36
Manuf'd	22.06	1.11	Manuf'd	29.77	1.11	Manuf'd	32.17	1.11	Manuf'd	35.98	1.11
Composite price		\$2.14	Composite price		\$1.97	Composite price		\$2.02	Composite price		\$1.90

## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 MAY, 1938 No. 2

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
Geo. W. DROUGHT, *Vice-President*, Route 2, Caledonia.

WM. KERLER, *Treasurer*, R. 5, West Allis.  
CHARLES DINEEN, *Secretary*, Cedarburg.  
A. C. KIBCKHAFFER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.

CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, Jr., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription .....\$1.00 Per Year

### COCKEYED! ! ! !

In spite of evidence that unemployment is the rule rather than the exception, our labor friends are still battling for higher pay and shorter hours. The dairy employees having a rather good yearly income forced a raise from their employers, leaving the inference that there would be trouble unless they got a raise.

Last week a moving van pulled up right near your headquarters and was immediately surrounded by striking moving van employees. With police protection, the movers were able to unload the van. The following day the striking movers were seen in and out of neighborhood taverns spending, we presume, the money they didn't get while they were on strike. After making trouble for a great many people who had wished to move and had planned to move, the story is that a settlement was made on practically the same terms. As a result of this disturbance, many people will probably rent a trailer, hook it back of the family car and do their own moving, putting the moving van employees out of work.

Allis Chalmers, employing about 8,000 men and with many others knocking at the door looking for jobs, is threatened with a strike at this writing. Just why, nobody knows.

The labor man probably can justify a demand for more wages, on the grounds that he would like to have a higher standard of living, and if jobs were plentiful and men in demand he would not have to fight to get more wages, but is it wise for the man who has a regular job to go on strike for more money and risk losing the job?—Cockeyed! ! ! !

### COCKEYED? ? ? ?

Milk is retailing at 12 cents per quart. Canned milk, its nearest competitor in the dairying line, is selling at three cans for 17 cents and on special sales five cents a can. Of course, the farmers who are delivering milk to the condensery, take a ridiculously low price, although their costs have not gone down in any way, shape, manner or form.

Improved machinery makes it possible to do work in the condensery with very little man labor. The outlet through the store is direct to the consumer, no delivery costs to the home entering the picture. For the above reasons, the canned milk manufacturer can undersell bottled milk very easily.

The fact is, he does undersell and gets the business in increasing quantities. This, of course, affects the producer of milk, the distributor and the dairy plant employees for small volume means higher costs. The milk plant employees rolled the first stone against lowering the fluid milk price to the consumer and if some men lose their jobs because of smaller volume delivered the employees are partly to blame.

The distributor, according to the auditors of the department of agriculture and markets, have a very small margin and according to reports from other sources, a few of them are having difficulty in putting through their checks which may mean that some producers will be holding the bag before many months roll by. If the department's auditors are right, and we have no reason to think otherwise, the distributor probably cannot take a smaller margin and pay for milk. What then is the wise course for the producer? Shall he hold to the present price which will keep the resale price as it is with resulting loss in sales which means that more of his milk will go into the churn, or will he take a reduction in price so that milk may reach the consumer at a lower price and furnish canned milk some competition?

As far as the farmer's costs go, he is entitled to all that he was getting and possibly more. However, if by holding the price up, he sells less at the top price his net will be lower.

The labor union man has lost himself a job by asking for too high a wage and short hours. Will the farmer lose his price in the fluid market by holding the price so high that people do not buy the milk?

These are questions which the producer may well ponder. Is it a cockeyed proposition? ? ? ?

### MANUFACTURED PRICE STILL SKIDDING

The manufactured price has dropped from \$1.22 in March to \$1.11 in April, due principally to drop in butter price. The Surplus Commodities Corporation had bolstered the butter market for a long time, but evidently decided about the tenth of April that it was unwise to keep the price at that figure because of mounting surplus of butter.

Manufactured skim milk has also gone down and the demand for milk solids is very poor. This drop in manufactured price of 11 cents brings down the price of cream milk by the same amount.

Consumption of milk held up pretty good until Easter, after which it seemed to slump off while shipments of milk from the farm increased quite materially over March.

### CONTROLLING SURPLUS

Every fluid milk marketing organization is faced with the problem of what to do about uneven production of milk. The management knows that if the members pay no attention to uniform production that there will be seasons of the year when great over-production occurs and other seasons when a shortage is bound to occur forcing the bringing in of new producers.

The Twin Cities Milk Producers Association has tried to handle the situation by having its own plants to take care of the supply over and above the fluid needs of the Twin Cities. That very good organization has found that the plan mentioned has not cured the surplus milk trouble. Having a lot of money invested in plants and finding a market for the plants' production when the plants work to capacity for only a short time during the year is an expensive proposition. If outlets for production are found, they must be supplied fairly uniformly throughout the year. If no penalty is placed on non-uniform production for a fluid market, headaches are in store for the management.

Now the Twin Cities Producers are being asked to try to regulate their production by arranging to have an additional cow freshen in the fall or in the short production months and to avoid having a cow freshen in flush months of May and June. An appeal has been made to the members to do this. Our guess is that this appeal will not prove of material help in solving the problem in that market or any other

(Continued on page 5)

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Strawberry Spanish Cream

- 1 ½ tablespoons gelatine
- ½ cup cold water
- 2 eggs
- ½ cup sugar
- 2 cups fresh strawberries
- 1 ½ cups hot fresh milk
- 1 teaspoon butter
- ½ teaspoon salt
- 1 teaspoon vanilla

Soak granulated gelatine in cold water five minutes. Beat egg yolks and sugar until thick and light. Pour hot milk over them slowly, stirring constantly. Add dissolved gelatine, butter and salt. Cook until mixture thickens (15 minutes). Strain, beat 2 minutes and cool. Add vanilla, fold in stiffly beaten egg whites and whipped cream. Fold in chopped strawberries. Turn into mold and chill three hours. Serve topped with whipped cream and garnish with strawberries.

\* \* \*

### Cabbage in Sour Cream Dressing

- 1 small head cabbage
- 1 egg
- ½ cup sour cream
- ½ cup vinegar
- 1 tablespoon sugar
- salt and pepper
- 1 tablespoon melted butter
- paprika

Shred or chop the cabbage fine and cook in boiling salted water until tender (10 minutes). Drain. Mix the egg, cream, butter, sugar, vinegar and pepper. Bring to boiling point and pour over cabbage.

\* \* \*

### Angel Food

- 1 cup sifted soft-wheat flour
- 1 to 1 ¼ cups sugar
- 1 cup (8 fairly large) egg whites
- ½ teaspoon salt
- ¾ teaspoon cream of tartar
- 1 teaspoon flavoring

Of the several methods for combining the ingredients for angel food, the following seems to give the most consistently good results: Sift the flour and half the sugar together several times. Beat the egg whites with the salt until frothy; then add the cream of tartar and beat until the egg foam starts to peak. Fold in the other half of the sugar to form a meringue. Then fold in the flour-sugar mixture

gradually and gently, and when the whole is partly blended add the flavoring. Only a gentle folding motion should be used in mixing, for stirring tends to release the air depended on for leavening. A tube pan is best for baking angel food, and a fairly large cake will require about an hour in an oven at a temperature of 325 degrees. It may be tested in the same way as any other cake. After baking, invert the cake and remove from the pan when almost cold.

## NATIONAL CHILD HEALTH DAY OBSERVED

Since 1928, the President of the United States has issued a proclamation making the first of May, National Child Health Day. This year, since May Day fell on Sunday, many communities are celebrating a day later. For the first time, the week beginning with May Day and ending with Mothers' Day is being observed as Better Parenthood Week.

In planning the diet of a child, milk is a good starting point. It is well known as an economical source of valuable food elements. A child should have at least a pint of milk a day, preferably a quart. Most nutrition specialists recommend a quart a day during the years when the child is rapidly growing and his bones and teeth are developing, providing it does not crowd out other essential food.

Vegetables and fruits are especially important for their minerals and vitamins. They also add interesting color and flavor. An adequate vegetable allowance includes at least two servings of vegetables each day in addition to potatoes. It is a good idea to have one of the vegetables each day served raw or quickly-cooked. Serve leafy green and yellow vegetables often. It is not a bad plan to have potatoes at least once a day because they are an inexpensive food that contain appreciable amounts of some of the valuable minerals and vitamins. If a potato is not served each day then there should be a corresponding increase in other fresh vegetables and fruit.

Children need a good variety of fruits, both raw and cooked. Two fruits a day aid good nutrition. If possible, have one of these either a

citrus fruit or tomatoes. Eggs and meat are good building foods.

Besides potatoes, cereals and bread are the important energy foods because of the starch they contain. Serve a wholesome cereal dish at least once a day. Entire-grain cereals are good for growing children because of the minerals and vitamins they contain. Each meal may well include some bread.

Children also need some fats in the daily diet. Fats are the most concentrated body fuels and are therefore a good source of energy. Butter, cod-liver oil and some other fish oils are also good sources of vitamins. No diet for children would be complete without a few simple sweets, but use these with discretion at the end of a meal. Served in between or at the beginning of meals, takes away the child's appetite for essential foods.

—Bureau of Home Economics, Washington.

Wise cooks use butter because they know it adds a quality to food that can be obtained with no other fat. Butter on vegetables—butter in cakes and cookies—transforms these simple dishes by adding distinctive flavor and increasing their food value. The liberal use of butter is the most practical everyday method of including enough vitamin A in the diet.

## HOW DO YOUR MEALS MEASURE UP?

People of all ages require certain food essentials every day in order to be well-nourished. A good rule to apply in planning your meals is to use daily the following:

Fresh milk: One quart for each child and mother. One pint or its equivalent for other adults.

Fruits: One or more, orange or tomato, for children.

Bread and cereals: At least one of whole grain.

Cheese, eggs, meat, fish, or dried legumes: At least one.

Butter, other fats, and wholesome sweets.

Mary: "So you bought a new fur coat after all. I thought you said your husband could not afford it this year."

Joan: "So I did, but we had a stroke of luck. My husband broke his leg and the insurance company paid him \$100."

### MAKING BASE MILK

Every year some producers complain that they have trouble making a base, because of short pastures, caused by dry weather or the winter killing off seeding. Other producers in the same neighborhood seem to make a fair base in two out of three years, if not every year. Why the difference? Is it just luck or does the fellow who produces fairly uniformly plan more carefully?

There seems to be an element of luck or chance occasionally, but after listening to reports from many producers and studying records extending over many years, one is inclined to believe that foresight in herd handling is the deciding factor in the majority of cases. Of course, if the breaks are right, so much the better.

Probably it is just as well to assume that every summer is going to be dry and hot and with that in mind it's just good sense to provide some emergency crop of green feed or pasture. If the rain fall is sufficient to make the regular pasture good, the emergency crop can be saved for winter feed. Soy beans, sudan grass and even field peas and oats can be used.

Perhaps most of us might feed more grain in the base making months and a little less in the late winter and early spring months.

There is no excess milk in the base making months and the composite price is usually higher.

As an instance. Milk production in April was the highest per farm since last June. Why? Feed was not cheaper than in the base making months, in fact many producers had little or no hay left. The only factor that should make any difference that was outside of the producers control was the hot weather and flies that bothered the cows in July and August.

Set up against that was the fact that on many farms there was excess milk made in April at a very low price and then too, April was a busy month out of doors for most farmers.

In most cases, it boils down to lack of planning and, of course, in some cases to some bad luck as mentioned before.

### WHERE THERE'S RUST, THERE'S MOISTURE

Rust is out of place in the dairy business. It ruins the flavor of what might otherwise be high quality dairy products.

Tin utensils that are not properly dried must rust and impart foreign flavors to the milk or cream which

they contain. Obviously, the way to avoid rust is to properly dry the utensils and then keep them dry. Therein is a real problem, not when proper measures are adopted, but under conditions which are altogether too common.

The important lesson that all this teaches is that rust formation on tin is caused by moisture. Any tin subjected to long periods of moisture will rust.

The way to fight rust, therefore, is to adopt methods that will insure keeping the tin dry. Not as easy as telling, to be sure, but it is the only way.—National Butter and Cheese Journal.

### NOTE THE PROGRAM

As contributors to the Milwaukee Dairy Council's advertising fund, you will be interested in the program for the month of May which is as follows:

This month we will have the first of our series of summer billboard advertising. Sixty billboards have been contracted for, all over the city and suburbs—the first posting to be made May 5.

The radio advertising over WTMJ and WISN has been discontinued, and replaced by outdoor advertising . . . the latter considered the better form with the summer season here and people being outdoors the greater part of the time.

The newspaper advertising, however, continues . . . 6 reasonable advertisements in the Milwaukee Journal and Milwaukee News (one every other day) . . . 4 advertisements (one each week) in the Sentinel, Leader, Kuryer Polski, Nowiny Polski and Deutche Zeitung . . . 32 newspaper advertisements for the month, with the 60 billboards referred to above.

### AS OTHERS SEE US

Producers in the Milwaukee marketing area are refusing to accept any decrease in the price of milk unless the milk dealers and labor stand their share of the loss. The Milwaukee Co-operative Milk Producers Association is insisting that the March price continue through April. These farmers say that their expenses have not gone down and there is no good reason why they should take less for their milk and anyway if they have to cut, the dealer and labor will have to stand their share of the cut.

Our Wisconsin brethren have the right idea.

—Dairymen's League News.

### STRONG PASTURE

Some herds are out on pasture and others will be out soon if the

### FARMERS AND CONSUMERS CO-OPERATIVE

The daily papers carry a story about a group of producers and consumers starting a dairy co-operative in New York state. This is an outgrowth of the demand of farmers for a higher price for milk delivered to the city and demand on the part of a consumer group for a lower price for the milk which they buy.

From the farmers' side, the movement has received the backing of a group of producers who have steadfastly worked against the co-operative marketing agencies in that state. The farmers are supposed to deliver the milk at prevailing prices and pay the transportation and their hope of getting a better deal than they got otherwise, lies in expectations of dividends. The consumers also expect dividends in addition to buying at the lowest prevailing price.

It might be well for this new co-operative to study the history of the Madison, Wisconsin consumers' co-operative which has completed its fourth year as a distributing agency. This consumer co-operative was started with the intention of eliminating the middleman's profit and saving the consumer considerable money. A report made to the Secretary of State, shows that the last 12 months have shown a deficit of \$4,409 and the co-operative states that if it is to remain in business, the price will have to be increased to the consumer or the farmers be paid a lower price. Up to now, it has paid the farmers no more than the other companies in the Madison area and has charged the consumer the same price, and still has shown a loss.

Perhaps it is poor management which prevents the Madison co-operative making a better showing for there must be some reason when it has its own members as consumers and needs not fight to hold them as a private organization would and since it does not pay the farmer more than its competitors. Current reports say that this co-operative believes the price which it pays to farmers is too high.

weather is favorable. Quack grass and rye pasture affect the milk of certain cows very much.

There had been a few cans rejected in April and it is suggested that if cows are pastured on rye or quack it's best to get the cows in about four hours before milking. It seems that when quack is very lush and green, there is more trouble than when the feed is not quite so soft.

**AGAIN A NATIONAL ICE CREAM WEEK**

(Continued from page 1)

National radio programs will again lend their support in their broadcasts during the week and a great deal of colorful display material and educational folders have been



arranged for by progressive ice cream manufacturers everywhere.

All this cannot help but react favorably to the producer of the basic ingredients of ice cream. So don't forget that extra cone for the kiddies when in town during the week of May 15 to 21.

**CONTROLLING SURPLUS**

(Continued from page 2)

market for we are all just a little selfish and we figure that "George, and John and Tom" will do what is asked of them and we will go along in the same way we have been doing and profit by the methods practiced by the other fellows.

Now, "George and John and Tom" think that the other fellows will do this and the net result is that no one does it any more than the great majority of people would pay taxes if no penalty was assessed for non-payment. If real uniform production is to be obtained, some plan must be provided which penalizes those who do not abide by it.

**OTHER MARKETS**

The Twin Cities Milk Producers bulletin reports that \$1.58 per hundred was paid for 3.5 per cent milk delivered to the Twin Cities for March. The bulletin comments as follows:

"This is a low return, but it is much higher than is being paid for fluid milk by most plants throughout the country. Cheese factories are paying from \$1.10 to \$1.20 per

**INCREASED FARMALL POWER  
and McCormick-Deering Equipment  
to Use with It**

Twenty per cent more power! That's the *plus* value you get with the new Farmall 20. Besides this increase, there's a full line of time and labor-saving Farmall equipment designed to work with the F-20, all helping you to cut field and belt work costs.

There's unbeatable economy in the other Farmalls, too—the smaller F-12 and the larger F-30. All burn distillate, kerosene, or gasoline. They burn distillate with unexcelled efficiency.

Let us show you other advantages of these tractors.  
Or. call us for a demonstration.

**GEO. SCHUBERT SONS CO.**  
**THIENSVILLE - WISCONSIN**

hundred, creameries are paying about 32 cents for butterfat which means \$1.12 for the butterfat in 100 pounds of 3.5 per cent milk."

The bulletin also reports that the March production of its members was 17 per cent greater than in March of last year. Minneapolis distributors have cut the price of milk by giving 20 per cent discount on sales over \$4.00 per month, making the price of a single quart 11 cents and the price for two quarts purchased 10.1 cents; three quarts 9.7 cents and four quarts 9.5 cents.

Only 37 per cent of the association's milk went as fluid sales, thereby leaving a large amount at the manufactured price. Increase in production and a decrease in the

amount consumed has left the Twin Cities market with the low price quoted above.

It would seem that all of the labor agitation in the Twin Cities has had the affect of lowering employment which has reacted on the farmers because of less milk being bought.

The grades which producers of milk have earned during the past six months will be announced around the middle of June, according to a recent statement made by the St. Louis Health Department authorities.

Dairymen are watching with interest the efforts of the St. Louis health authorities to "clean up" the

(Continued on page 7)

## Mr. Fletcher Says: . . .

Recently it was my pleasure to see demonstrated a new method of cooling milk that may entirely change our way of handling this work. Under the old plan, we use a stirring rod to agitate the milk in a tank of cold water until the temperature is down to 60 degrees or less. It is somewhat tiresome, often neglected, and has the added danger of contamination through improperly cleaned stirrers and dust and dirt from clothing worn by the producer.

Under the new system a rack large enough to set one or two cans on is placed in a tank, and the can or cans are placed on it with the covers on tight. The rack is gently agitated by means of an eccentric operated by a one-sixth horsepower motor and the can shakes back and forth agitating the milk and the water at the same time. The result is the milk is cooled to a temperature of 60 degrees or below in about 15 minutes, depending on how cold the water is.

While some of these outfits are in the hands of producers and the quality of milk is being closely watched, the experiment has not gone far enough to make a definite statement as to its success although the results seem good.

The pasture season is opening up about three weeks earlier than last year and again care must be taken to avoid having milk returned from bad odors caused by pasture conditions.

Rye or quack grass pasture when at or near the jointing stage and fed shortly before milking are apt to cause a disagreeable fishy odor in milk. For that reason the cows should be taken off from such pasturage by noon if possible. After such feed becomes more mature the danger of odors is materially lessened.

Care must be exercised to have the milk cooled quickly to a temperature of 60 degrees or less. This is just as important on the night's milk as in the morning and the actual use of the thermometer is the only way to know that it is properly cooled. Be careful that utensils are properly cleaned both night and morning, the cans thoroughly rinsed before milking and the covers placed on the cans tight at night after cooling.

Every time you lose a can of milk you suffer an economic loss that you cannot recover and I believe nothing makes a shipper more angry than returned milk.

For that reason if for nothing else, do all in your power to eliminate this trouble.

The association, as most of you know, has been handling dairy supplies for some time for the benefit of the members. You may purchase seamless approved milk cans here at a very substantial saving. That shippers have taken advantage of this is shown by the fact that our first carload, purchased last fall, is nearly exhausted and another shipment is about due. We are now handling a washing powder in bulk that may be purchased at four cents per pound. Have your hauler stop and get some and try it out.

Don't forget that at all times you may get the finest cheese made at cost prices, and that all of us should use more of this healthful food.

The threat of a strike of dairy employees in this market has been averted. We understand the men received some increase in wages with two weeks vacation with pay, and while that may look to them like a victory, I sometimes wonder if in the long run it is not a defeat.

The fluid milk industry, in which employees, farmers and management are equally interested, is standing at the crossroad at the present time, determining the question as to whether we shall go forward to an expanding business or whether we shall definitely decide that we shall be satisfied with a limited amount of trade in the future.

Our greatest competitor, canned milk, with the advantage of their ability to buy milk cheaply and process it with a minimum of cost, with unrestricted health regulation and cheap distribution costs, is definitely able to undersell us by economic conditions. The result is our volume decreases and their's increases.

We find routes being consolidated and plants operating with limited help due to increased costs primarily caused by loss of volume.

One of the best authorities in the milk industry in this town made the statement recently that the volume of fluid sales in this market in 1937 was no greater than in 1927 while the population increased by 35,000.

First, I believe that if the government insists on high wages, it must decide whether the producer or consumer should shoulder the raise.

Second, that the licensing of new dairies in this market shall cease to

avoid further duplication of delivery.

Third, that the entire industry get together to determine their share of reduction of income on a reduced price to the consumer.

Fourth, that the health department proceed with caution in regard to adding costs to the industry.

As an illustration of this, we are informed that the dating of milk in this market costs the industry a quarter of a million dollars yearly and we doubt whether it has sold one additional bottle or created anything but confusion in the consumer's mind.

Fifth, we must work co-operatively to eliminate from the consumer's mind the feeling of antagonism toward fluid distributors that has been created by cheap politicians and small minded competitors.

These things look mountainous to do but can and must be done if our industry is to go forward instead of backward.

### NEW SUPPORTERS

Mr. William Voss, Pewaukee  
 Henry Jones, R. 1, Menomonee Falls  
 Mrs. M. Kirmse, Fredonia  
 Ludwig Pichler, R. 1, Sussex  
 John R. Roberts, R. 1, Box 202, Pewaukee  
 Arthur Schlei, R. 1, Box 214, Nashotah  
 Orson Lilly, R. 7, Box 207, Wauwatosa  
 Mrs. Clara Schultz, R. 5, Box 166, Waukesha  
 Carl E. Round, R. 2, Box 215, Pewaukee  
 Walter W. Abitz, R. 1, Nashotah  
 J. O. Roberts, R. 1, Box 327, Waukesha  
 Herbert Mehring, R. 1, Burlington  
 Herman H. Neils, R. 1, Box 104, Colgate  
 A. V. Cull, Jr., Hartland  
 R. E. Floe, R. 5, Waukesha  
 Vick & Barndt, Germantown  
 Oscar Tutzke, R. 1, Box 60, Germantown  
 Mike Tesker, Saukville  
 Frank J. Schulteis, Richfield  
 Charles Schneider, R. 1, Richfield  
 Elmer Cardo, R. 2, Pewaukee  
 N. A. Stoflet, R. 5, West Allis  
 W. Harder, R. 5, Box 186, Waukesha  
 Gerald A. Zimmer, R. 1, Box 271, Menomonee Falls  
 Mrs. Mary Posekany, R. 1, Box 298, Mukwonago  
 Marion Zander, R. 2, Box 25, Waukesha  
 Gustav Starosta, R. 1, Nashotah  
 George Schlee, R. 4, Box 423, Waukesha

**OTHER MARKETS**

(Continued from page 5)

milk supply. The first steps, checking of water supply, installation of sanitary toilets, rebuilding of milk houses, and installation of equipment, seem to be pretty well completed. Barns are being rebuilt all over the milk shed. The bacterial count period, with its resultant degrading, should measure the effectiveness of the methods planned by the health authorities to improve supply.

St. Louisans should drink more milk when the health director makes his announcement that the milk supply has been "cleaned up" and meets the requirements of the United States Public Health authorities. It is hoped that there will be no delay in the announcement of the health department, after the degrading period.

Producers who have "gone along" with the improvement program are entitled to the benefits that will result from an endorsement of the milk supply by the city health department.

Let's have your decision, Dr. Bredeck. Encourage those who have gone along, by improving their market.—Popkess' Dairyman's Journal.

**UNIFORM PRODUCTION PLAN FOR 1939**

The Board of Directors of the Milwaukee Co-operative Milk Pro-

ducers at a meeting held April 26, 1938 decided on the following base plan:

For the year 1939, the producer has the choice of the base made during the base months of July, August, September, October and November, 1938 or the three-year average of the same months made in 1936, 1937 and 1938.

The base for 1938 will not apply during July, August, September,

October and November, these are open months, but will apply during December, 1938.

The above regulations are identical with those used last year and are subject to modification by the Board of Directors as market needs may warrant.

Board of Directors,  
MILWAUKEE CO-OPERATIVE MILK PRODUCERS

**SEAMLESS MILK CANS**

Do Away With Open Seam Milk Cans . . .  
Get These Good Electric - welded Cans

*We also have*

**STRAINERS**  
**STRAINER PADS and COVERS**  
**PAILS . . . STIRRING RODS**  
*Also CHEESE of many varieties*

**MILWAUKEE CO-OPERATIVE MILK PRODUCERS**

**PRIME *the original* ELECTRIC FENCE**

Prime Electric Fence Engineers, through intensive research over years of continued struggle against the many complex problems related to safe and effective electric fencing, have led the Electric Fence Industry to a state of undreamed-of perfection.

This difficult but successful research has revealed the necessity for the following essential requirements for safe and effective electric fencing:

1. **SIGNAL LIGHT**—Flashes on and off—Shows Controller is working—Signals when fence is shorted.
2. **Safety Transformer**—Specially built transformer for Electric Fence—A safe positive current reducer—no direct wire connection from high line to fence. Underwriter approved. Primary wound separately from secondary.
3. **Safety Fence Circuit Breaker**—The safety valve of Electric Fence—Shuts off—automatically any steady flow of current in fence wire.
4. **FENCE SHORT METER**—Dial indicates slightest short in fence line, miles away—Makes any farmer expert at one-wire fence building.
5. **Dry Weather Soil Condition Switch**—Shock regulator—Shock for Normal—Dry—Very Dry—Training—Testing.
6. **Moto-Chopper**—Split Second Timing—Power driven chopper cuts current off and on—1/10 second on—1 second off.
7. **Double Fuse Plugs**—Protects against overload current.
8. **Secondary Side of Transformer Grounded**—Cabinet grounded—Extra safeguard.
9. **No current on fence, should Moto Chopper stop**—a positive safeguard against dangerous current on fence.
10. **Sealed in Transformer and Circuit Breaker**—prevents tampering.
11. **Lloyds of London**—World's greatest insurance organization—guarantees safety of PRIME Electric Fence by issuing you insurance policy free.

*The Prime Mfg. Co., the pioneers in the Electric Fence Industry, are still Pioneering its most important improvements.*

The above features are covered by U. S. Patents issued and Patents Pending  
Nos. 1,585,318, 1,585,319, 2,025,859, 1,976,721, RE19,922, 106,981.

See **E. J. GENGLER, Phone Hilltop 1826, Station F, Milwaukee** (Located on Highways 100 and 57, 4 Miles North of Milwaukee)



New Low Prices on . . .

**COBURN  
MILK STIRRERS**

Spring operated, small size...\$5.50  
Spring operated, large size.... 8.50  
Electric operated .....10.50

Sent parcel post prepaid upon receipt of price.

**AUTOMATIC MILK STIRRER CO.**  
1005 Main Street, Whitewater, Wis.

**WATER SYSTEMS**

**No Pit Necessary  
Set in Basement**

Large capacity — quiet — no gears — belts — cylinder — rod — this is the New Fairbanks Morse Ejector Type Deep Well Pump.

Res. Phone West 0057 . . . Office Daly 0100

**EARL ORTMAN**  
2114 W. Highland Ave., Milwaukee, Wis.

**FOR SALE**

Potato Planter, Potato Cutter, Hay Mower, Hay Wagon and Rack, 1929 Model A Ford Coupe, Chev. Stake Truck Body, Electric Washing Machine, Two De Laval Milk Units, Osburn Grain Binder, 500 Gal. Water System, New.

ED. J. GENGLER, Station F, Milwaukee

Phone Hilltop 1826



**STEWART CLIPMASTER**

Over 90% of the world's clipper users own and PREFER STEWART clippers. *CLIPMASTER is faster, cooler running, easier-to-use. The most powerful clipper of its kind ever made.* Lasts longer. Stays sharp longer. Fan-cooled, ball-bearing motor exclusive Stewart design. Completely insulated in the special **EASY-GRIP** handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$25.00 value for only \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois. 48 years making Quality products.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**

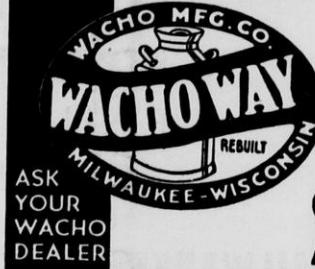
For quick service have your milk hauler bring them to us.

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS**

... **NOW** ...

**GUARANTEED CANS AT A LOWER COST**



ASK YOUR WACHO DEALER

**THE WACHO MANUFACTURING CO.**

3048 W. Galena Street

Milwaukee, Wis.

**OUT TO SELL BUTTER**

The Minnesota Dairy Industry committee say that a great number of the creameries have signed up for a three year national advertising campaign to sell more butter.

This is a move in the right direction. The butter substitute people are spending plenty of money to convince the consumers that their grease is a good buy. If the butter people don't tell the merits of their products it will be just too bad.

Philadelphia Milk Producers report that through the efforts of their organization together with the Pittsburgh Co-operative and the Dairymen's League they have been able to get a State Supreme Court decision against filled milk.

"The Supreme Court, in its decision, held that the possibility of fraud and deception were too great with 'filled milk' products. This was shown by experience in the few weeks they were sold when unsuspecting customers who asked for evaporated milk were frequently sold filled milk."

**SUBSTANTIAL DISCOUNTS...**

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

Written Guarantee on all work

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.



**KINDY OPTICAL CO.**

Tel. MARquette 7225

615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

JUNE, 1938

Number 3

## STATE RULES ON JUNE FLUID PRICE

Following a hearing on market conditions held in the Milwaukee County Courthouse on May 24, Ralph Ammon, acting director of the Wisconsin State Department of Agriculture and Markets, ruled that fluid price for June be \$2.71 per hundred and that the resale price be unchanged.

Mr. Ammon stated that consumers were not demanding a reduction in price and that producers did not want to take less money.

## OHIO MARKETS

The Miami Valley Co-operative Dairyman reports a fluid price of \$2.15 for four per cent milk with a retail price of 11 cents per quart for Dayton.

Cincinnati has a federal milk order, fluid milk testing four per cent is \$2.75 with a 13-cent per quart retail price.

The Columbus milk market reduced their price to the farmers April 1 and Springfield reduced their price during the first week in May. The fluid milk markets are being affected by the unusually low evaporated milk prices and the condensed prices. These prices for May will be decidedly lower than the April prices.

The Miami paper advised the membership to produce more uniformly. A graph is shown which indicates that production reaches 170,000 pounds per day in May and June and goes down to 115,000 pounds in October, November and December.

The consumption in the market

ranged from 110,000 pounds at the lowest point which was in August of 1936 to a high of 120,000 in November, 1937. The paper goes on to say:

"Let us get our production leveled out and more nearly equal to our sales so that we can give each and every producer who produces uniformly the highest possible percentage of the consumers' dollar. This can be accomplished if we all work together through one united group of producers. You can see that the April production of this year has reached the highest point since June, 1936. Let's plan now to produce uniformly throughout the whole year."

Iowa Dairy Marketing News reports that April price was \$1.57 per hundred pounds of 3.5 per cent milk for the first half and \$1.51 for the last half of the month. The Des Moines market splits the month in half and the lower price for the last half was due to higher surplus and a lower manufactured value. The surplus or manufactured milk was over 60 per cent of all receipts for the month.

The above mentioned paper comments editorially as follows:

"The price of butter and of milk solids is nearly at depression levels. With business conditions as they are, production at the record point, the dairy business for the future does not present a bright picture.

Large fluid milk markets over the country have responded to the supply of milk by lowering their prices. The same is true of the evaporated milk prices."

## OZAUKEE COUNTY PRODUCTION SHOW

Wolf Brunnuell, Secretary of the Ozaukee County Holstein Breeders Association writes that Ozaukee County Holstein Breeders will hold their second annual production show at Hilgen Spring Park, Cedarburg, on Friday, June 17, beginning at 10:00 a. m.

Ernie Clark, field extension representative of the National Holstein Freisian Association and Prof. Arthur Collentine of the College of Agriculture Extension Division will do the judging. Milk will be furnished free. Families who wish to bring basket lunches will find it convenient to have their basket lunch on the grounds.

Last year's show was a good one, entertaining and instructive and this year's promises to be better. A pure bred Holstein Bull Calf will be given as an attendance prize and other good prizes for games and contests. Every dairyman and his family is welcome.

## UNITED STATES GOVERNMENT CHEESE REPORT

### Production Continues to Increase—Board Prices Decline Irregularly as Large Styles Accumulate

Cheese production is progressing full seasonal with receipts of American cheese at Wisconsin assembling warehouses the heaviest during the past week than have been noted thus far this year. Total collections amounted to 7,290,554 pounds, an increase of 185,385 pounds or 2.61 per cent over the previous week. Production is running well ahead of

(Continued on page 4)

## MAY PRICES

GRIDLEY DAIRY CO.			LUICK DAIRY CO.			EMMER BROS. DAIRY			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	48.31	\$2.71	Fluid	50.33	\$2.71	Fluid	65.03	\$2.71	Fluid	53.17	\$2.71
Out. relief	2.36	2.48	Out. relief	2.58	2.48	Cream	13.23	1.24	Out. relief	1.35	2.48
Gov. sales	1.29	1.24	Cream	15.96	1.24	Manuf'd	21.74	.99	Gov. sales	2.18	1.24
Cream	18.63	1.24	Manuf'd	31.13	.99	Composite price	2.13		Cream	20.97	1.24
Manuf'd	29.41	.99	Composite price	1.93					Manuf'd	22.23	.99
Composite price	1.90								Composite price	1.98	
BLOCHOWIAK'S DAIRY CO.			TRAPP'S GOLDEN RULE DAIRY CO.			LAYTON PARK DAIRY CO.			SUNSHINE DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	55.52	\$2.71	Fluid	44.66	\$2.71	Fluid	49.13	\$2.71	Fluid	42.48	\$2.71
Out. relief	4.05	2.48	Out. relief	.85	2.48	Out. relief	3.12	2.48	Out. relief	1.14	2.48
Cream	13.10	1.24	Cream	15.74	1.24	Cream	10.39	1.24	Cream	15.24	1.24
Manuf'd	27.33	.99	Manuf'd	38.75	.99	Manuf'd	37.36	.99	Manuf'd	41.14	.99
Composite price	2.02		Composite price	1.80		Composite price	1.90		Composite price	1.78	

## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 JUNE, 1938 No. 3

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
WM. KERLER, *Treasurer*, R. 5, West Allis.  
CHARLES DINEEN, *Secretary*, Cedarburg.  
A. C. KUSCHHAEPER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 3, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTHELT, Jackson.  
AMBROSE WIEDEMAYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription .....\$1.00 Per Year

### CLEAN DISCS

How many of us can boast of clean discs, free from sediment? During the past month there has been many dirty discs, in fact altogether too many. A little care in keeping the cows clean will help very much. No one wants to ship dirty milk, much less put it on his own table for the family to use. Just a little care will prevent the trouble.

### DRINK MORE MILK DRIVE

June 10-July 9, will be "Drink More Milk Month." All over the nation efforts will be made to increase the sale of milk in this, the month of heaviest production.

The National Association of Chain Drug Stores is back of this move as are also various other food stores.

It has the endorsement of the National Co-operative Milk Producers' Federation, the National Dairy Council and various local Dairy Councils. Perhaps we could all drink an extra glass of milk each day. Try it.

### PACIFIC NORTHWEST HOST TO INSTITUTE

The fourteenth annual session of the American Institute of Co-operation will be entertained jointly by the State College of Washington and the University of Idaho. The dates are July 11 to 15. The two colleges are about nine miles apart, near the foothills of the Bitterroot Mountains.

Any of our readers who may be in a position to take a trip to the Pacific Northwest will do well to plan on attending the Institute.

### BUTTER AND THE COOKBOOK

The Wisconsin dairyman, seeking an answer to what has happened to his butter market, should turn the pages of his wife's cookbook. Last November 100 pounds of standard test milk returned farmers in this state an average of \$1.80. Now that hundredweight of milk brings the producer only around \$1.39, and butterfat is the barometer of all dairy prices. With Wisconsin producing some 11 billion pounds of milk a year, that price decline represents tremendous lost revenue and decreased city employment because of inability of the farmer to buy more.

What about that cookbook?

Once when the housewife wanted the biscuits to fluff up a tempting brown, to melt in the mouth, she looked in the cookbook and it read: "A cup of butter." When she wanted to bake a cake that would prove a genuine gastronomic success, the recipe likewise read "butter." Should she want that company dinner taste, she fried the steaks or chops in at least part butter, or she basted the roasting fowl with melted butterfat and smeared butter generously over the vegetables.

Where once family cookbooks, or those recipes so often exchanged by housewives, were dotted with "a tablespoon" or a "cup of butter," they now more often mention "shortening." And on the printed page and over the air the housewife has dinned into her mind the merit of shortenings other than butter. Substitutes are represented as the equal of butterfat and as savings on the purse. The Wisconsin dairyman has stood by, hoping laws would stem the tide, while watching butter consumption decline steadily.

American people consume about 47 pounds of fat a year. In 1932 the per capita consumption of butter averaged 18.1 pounds a year. People now consume only around 16 $\frac{1}{4}$  pounds, and this difference, as measured by more than 120 million people, represents the answer to the declines in the butter market. Let the farmers of Wisconsin, Minnesota and Iowa, the big three in the butter market, combine to increase the demand for butter just one "pat" a day and the surplus problem is erased.

Appreciating the fact that the human stomach has limits, dairymen must make more of a co-operative campaign, wisely directed, to put more milk, cheese and especially butter into steady consumption. No longer can dairy producers claim the advantage of vitamin content.

There are more than 120 vitamin compounds on the market. A chemist now can inject these elements into food on order. But the dairymen do have a story to tell the housewife—quality, taste and nutrition.

"You cannot do the job with laws," says Milton Hult, president of the National Dairy Council, pointing to increased sale of substitutes in spite of regulatory laws and taxes. "From now on it's going to be a battle of proving to the consumer that butter is a superior food."

Butter should go back into the cookbooks.

—Editorial, Milwaukee Journal.

Princeton, N. J. — (Special) — Princeton University seniors voted milk their most popular beverage in the annual class poll taken before graduation.

An average of 40 quarts of milk is drunk daily in each of the university upper class eating clubs, which feed 60 Princetonians apiece. Although the authorities of the under class commons would not release any exact figures on amount of milk used daily, it is estimated that over 1,000 quarts are drunk at the two meals when milk is served, with about 900 students eating dinner and 600 eating breakfast.

In addition to this, milk is taken around to dormitory rooms for sale in the evening when undergraduates are studying and students are often seen ordering milk at the various eating places in town. A rough estimate would place the average milk consumption of a Princeton student at a little less than a quart.

Milk has won the senior class poll three years in a row. In the fall of 1936 President Harold W. Dodds hit the nation's headlines by making a forceful appeal for the abolishment of heavy drinking at football games in Palmer Stadium and almost immediately milk replaced whiskey as the beverage drunk at football games. A milk truck was driven around the oval track and plenty of business ensued. Until the class of 1936, whiskey and beer had led milk in the voting.

### MILK STONE

Milk stone is a gray deposit which forms on the inside of milk utensils. This substance is more or less porous and being so it makes a fine breeding place for bacteria. Result, poor quality of milk. Milk stone remover is a liquid that cuts milk stone loose from utensils leaving them clean and sanitary. It can be had at your headquarters.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Veal Birds

- 1 3/4 lbs. veal sliced 1/4 inch thick, or
- 1 3/4 lbs. round steak
- 1/2 lb. bacon
- 2 cups medium white sauce
- 1 onion diced
- toothpicks

Cut the meat into strips the width of sliced bacon. Roll each strip in bacon and fasten with a toothpick. Brown quickly on all sides in a dutch oven or a heavy frying pan. Drain off fat. To make the medium white sauce, melt 4 tablespoons butter, and onion, and cook until yellow and transparent. Add 4 tablespoons flour, mix well; add 1 teaspoon salt, and 2 cups milk. Cook until thick and smooth. Pour over the meat rolls and cover. Cook slowly for 1 hour.

\* \* \*

### Cabbage Salad with Whipped Cream Dressing

- 1 Cup whipping cream
- 4 tablespoons lemon juice
- 1 1/2 teaspoons salt
- 1 teaspoon sugar
- 1 teaspoon scraped onion
- 3 tablespoons ground horseradish
- 3 cups shredded green or red cabbage

Whip the cream, add the seasonings, and combine with the cabbage just before serving. Serve very cold.

\* \* \*

### Blue Berry Torte

- 2 cups flour
- 3 tablespoons sugar
- 1 cup butter

Mix and line bottom and sides of spring form. Bake.

#### Filling

- 1 can blueberries
- 1 cup sugar if berries are not sweetened
- 2 tablespoons cornstarch or flour

Boil until thick, while still hot add 4 egg whites beaten stiff. Bake in crust about 15 minutes in a slow oven. 350 degrees. Serve with whipped cream.

### CALLED IT QUITS

The country boy was asked why he broke off his engagement to the city girl. "Because," he said, "she always wanted to be playing kissin' games. One night she started countin' the stars and I had to kiss her every time a star twinkled. I didn't mind that so much, but I figured I'd had 'bout enough when she started to ring in lightning bugs!"

### FOOD VALUE OF ICE CREAM

An average serving of vanilla ice cream (one-sixth quart or two-thirds cup) yields 200 calories. The proteins present in significant amounts are the proteins of milk and are therefore of high quality. This serving of ice cream furnishes nearly one-fifth of the calcium needed by an adult daily and generous quantities of the other minerals found in milk. This serving yields one-fifth of the day's need for vitamin A and approximately one-tenth of the relatively scarce vitamin G.

By comparing ice cream with other desserts it is shown that the proteins, carbohydrates and fats are in better balanced proportion than in many other desserts and that ice cream is not a high calorie food.

For children, since it is not an overly rich sweet food, simple ice creams may be included early in the diets of preschool years. For the adolescent, ice cream is one of the most acceptable ways of providing elements for growth and energy. It should have a place in the daily meals or between-meal lunches.

In reducing diets, ice cream may be included as it is a food high in building materials and relatively low in calories.

As an aid to physical fitness, American athletes in transit to the Olympic Games used ice cream on an average of over three times the amount consumed by other passengers, according to figures submitted by S. S. Manhattan.

To relieve fatigue in offices, factories, schools and in homes, it is a satisfactory means of providing that desired between-meal pick-up.

### HOME-MADE JELLIES, JAMS AND PRESERVES

Off the press in time for the summer season of fruit abundance comes "Home-made Jellies, Jams and Preserves," latest publication of the Bureau of Home Economics. Concise, practical, modern, this bulletin is a handy guide book to the woman who wants to do any sort of sugar preservation of fruit. A copy of the bulletin—F. B. 1800-F—may be obtained free from the United States Department of Agriculture.

Introductory pages of this pub-

lication deal briefly but thoroughly with the important principles involved in making these fruit "sweets." Packed into the rest of the bulletin are specific directions and recipes for making not only jellies, jams and preserves, but conserves, marmalades and fruit butters as well.

Of all the kinds of sugar preservation of fruit probably the most exacting is jelly making. Grandmother, in her day, had to figure out for herself how to make good jelly—by supplementing rule o'-thumb methods with what she learned from experience. Today, science explains many of the things grandmother knew, adds a few pointers based on the modern knowledge of fruit and the cooking processes.

Proportions of ingredients and time of cooking for jellies may never be worked out with absolute exactness. For fruit varies considerably from season to season, sometimes even from batch to batch.

General rules are available, however, for adding water to fruit, boiling the water and fruit before extracting the juice, adding the sugar, and other important details. Tables have been worked out giving this information for different fruits. Material for such tables is based on data gathered from experimental jellies cooked under home kitchen conditions.

No part of the jelly procedure does this bulletin fail to mention. There is information there to help in selecting jelly equipment. There are directions for sterilizing jars—for sealing and storing jelly—for canning fruit juice for later jelly making. There are special instructions for taking second extractions of juice from fruits that are especially rich in pectin and acid. There is another section on pectin extracts, both commercial and home-made, and another outlining the causes for jelly failures with suggestions for what to do about them.

All in all, the new bulletin will be a useful handbook for those who want to make the perfect jelly—tender, quivering, translucent and retaining the characteristic flavor of the fruit from which it comes.

**FOR SALE**

Five Serviceable, Registered, Brown Swiss, Bulls, sired by first prize winner in the largest shows of the middle-west. Their Dams averaged 425.4 pounds butterfat on twice-a-day milking. T. B. accredited and Bangs free certified. Priced reasonable, inspection invited.

**THEO. J. KURTZ,**  
Cedarburg, Wis.

**BREEDING SERVICES**

Stallion Services (Percherons) sure breeders. Three year old Sorrel. First prize Wisconsin State Fair, three times Grand Champion at County Fair. Two year old Black, son of International Champion (CyLaet) Both Lowdown, thick-made and a real pair.

Purebred mares, stallions and colts for sale.

**VAL BAST & SONS,**  
Rockfield, Wis.

**FOR SALE**

Pure Bred Holstein Bull, 9 months. Dam has 544 pounds butterfat yearly. Entire herd negative to Bangs.

**KROEHLER & KUENZI,**  
Richfield.

**FOR SALE**

2 Bull Calves. Dams have over 500 pound butterfat per year for life time average. Two bull calves whose dams have life average of 450 pounds fat. From one to four months old. Well marked, well grown.

**AMBROSE A. WIEDMEYER, JR.,**  
Richfield.

**FOR SALE**

Allis-Chalmers tractor and plow 2 years old. Hay Machinery, Spreader, Corn planter, and other machinery. One and one quarter miles west of Big Bend on county trunk A.

**V. C. TREWYN,**  
R. R. 2, Mukwonago.

**HORSE FOR SALE**

Choice of Three.

**ALBERT C. STEINKE,**  
R. 3, Waukesha.

**FOR SALE**

Ten Tons of Clean, Baled Oat Straw for sale.

**ARTHUR SCHAETZEL,**  
Germantown.

**FOR SALE**

Thirty-two volt Delco lighting plant cheap. Including 850 Watt generator, 16 heavy duty National batteries, 2 radios, 2 motors, 1 flat iron, also 50 bulbs of various sizes.

**ARTHUR SCHWEDLER,**  
R. 1, Box 424, Burlington.

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

**ARTHUR HALL,**  
Thiensville, Wis.

Jersey had a little calf,  
He kicked a wicked heel,  
Monday he lambasted paw  
And Tuesday we had veal.

**TRACTORS EXEMPT**

Madison, Wis.

Attorney General Orland S. Loomis advised Secretary of State Theodore Dammann that tractors used exclusively in agricultural operations are exempt from the motor vehicle registration law, but that such exemptions do not extend to commercial hauling. He also stated that the type of trailer or vehicle hauled is immaterial.

Judge H. M. Fellenz of the municipal court of Fond du Lac County requested Dammann to obtain an opinion as to whether a license was required on a tractor owned by a farmer and operated for the following purposes:

1. Where the farmer hauled sugar beets with a farm tractor having attached thereto an ordinary farm wagon from his farm to the railroad yards where the produce is shipped.

In answer to this situation Loomis stated that "agriculture" in the broad and commonly accepted sense may be defined as the science or art of cultivating the soil and its fruits, especially in large areas or fields, including every process and step necessary and incident to the completion of products therefrom for consumption or market and the incidental turning of them to account. Applying the ordinary and usual meaning of the term "agricultural operation," it is our opinion that the exemption of all tractors used exclusively for such operations covers the situation where a farmer hauls his produce from his farm to a point from which to ship it to market. The fact that county or state trunk highways are used is immaterial.

2. Where a farmer who owns a farm rents a second farm and uses a tractor with a homemade trailer for hauling straw and hay from his own farm to his rented farm and vice versa.

In answer to this situation Loomis stated that if hauling produce from a farm to the place of shipment constitutes an agricultural operation certainly the transportation of farm produce between two farms operated by the same person would constitute such operation.

3. Where the owner of a farm uses his farm tractor and a trailer for hauling produce from various farmers after purchasing it from these farmers for resale.

In answer to this situation Loomis stated that the hauling of a farmer's own produce by means of a tractor constitutes an agricultural operation within the meaning of

the statute. However, it cannot be said that this term includes a situation where produce of others is bought and sold and in the process transported from place to place by a tractor. The owner of the tractor would then be engaging in a commercial enterprise rather than an agricultural pursuit and it is doubtful that the legislature intended to exempt tractors used as outlined in the situation above. Exemptions from license or taxation requirements are always strictly construed and in case of a doubt are resolved in favor of taxability.

4. Whether the propelling unit must be licensed when used to haul a farm wagon or other similar vehicle having pneumatic tires where it is used to transport the produce of the owner.

In answer to this situation Loomis stated that if the propelled unit is used for the purposes outlined in the statute in order to qualify for exemption it does not need to be licensed. The type of trailer or vehicle hauled is not material. The test is whether or not it is being used exclusively in agricultural operations.

**UNITED STATES GOVERNMENT  
CHEESE REPORT**

(Continued from page 1)

last year as total arrivals during the week were larger than a year ago by 1,209,497 pounds or 19.89 per cent. Milk flow is heavy in Wisconsin but there has been some switching from other products to cheese and the resulting accumulations weakened the market. At the last board meetings May 27, ruling prices declined three-quarters cent on the heavy styles and one-half cent on the small styles, thus making a three-quarters cent spread which should forestall some of the increase on the large styles. Stocks of cheese in all positions at Wisconsin warehousing points amounted to 49,742,020 pounds at the close of the past week, being an increase over last year of 4,600,910 pounds. There was a net accumulation during the week of 2,506,790 pounds, making the trade output 4,783,764 pounds, as compared with 4,911,127 pounds the previous week and 4,914,866 pounds last year. Following adjustment in prices the market tone ruled about steady with offerings of grass cheese fairly free on account of the comparatively poor movement in respect to current and anticipated production. Present indications point to a continued heavy "make" during June which should be maintained well up into July.

## PROPER FLUID PRICE LIES BETWEEN DEFINITE LIMITS

### Primary Purpose of Governmental Programs Similar to Those of Co-ops, States Gaumnitz

In determining price policies for fluid milk there are two extremes which must be steered between in order to avoid chaotic market conditions, according to Dr. E. W. Gaumnitz, chief of the A.A.A. dairy section, in speaking last month before the Wichita Milk Producers' Association.

The relationship between prices for all types of milk must be recognized by either the co-operative association or governmental agency determining price policies, he pointed out.

The objectives of the co-ops and the governmental agencies—maintaining and increasing returns within limitations—are the same, he declared.

"As far as a fluid milk market is concerned," he said, "there are limits to the amount by which returns to producers in such markets may be increased. One very important limit is the purchasing power of consumers. Another, and perhaps equally important limit, is the degree to which prices of milk sold in the form of fluid milk can be raised above milk sold in manufacturing outlets.

"From a marketing standpoint, it is unwise to raise the price of milk sold for fluid milk to the extent that producers of milk for use in manufactured dairy products are encouraged to enter the fluid milk trade. This is due to the fact that once such milk enters the market, supplies may become so burdensome that prices will have to decline materially before supplies are again brought into line with demand, and a chaotic market structure instead of a stable one results.

"On the other hand, fluid milk prices must be maintained at such a level relative to the prices of milk in other uses that a sufficient supply of pure and wholesome milk is available for city distribution. In the determination of price policy, therefore, it is necessary to stay between these two extremes, else chaotic marketing conditions ensue.

"If a co-operative, or, for that matter, governmental regulatory bodies adopt a policy of maintaining prices to producers of fluid milk at levels that are high relative to the price of milk used in manufactured dairy products, marketing difficulties are bound to ensue unless the supply is restricted and entry into the market made difficult. If supplies are restricted successful-

ly, relatively high prices of milk sold as fluid milk probably can be maintained. However, it should be noted that co-operatives, in the development of their price policy, should devote attention to the protection and fostering of the public interest.

Generally speaking, the settled policy of governments, both state and federal, has been pointed toward the encouragement of producer co-operative associations for many years. The granting of privileges to various groups inevitably carried with it the assumption of responsibilities to the groups to whom privileges are granted. Co-operatives, governmental regulatory bodies and other factors in the milk trade can continue to perform worthwhile services only if they endeavor to serve the public interest."

Generally speaking, Dr. Gaumnitz said, the prices received by farmers for different agricultural commodities tend to be rather closely related over a period of time.

"Two broad and rather inclusive factors account for the relationship. In the first place, there is a rather close relationship between the prices received by farmers for all agricultural commodities and the amount of money which consumers have available to pay for such commodities. Viewed in this light, the price of agricultural commodities will rise or fall, except as they may be influenced by changes in supply, as the money income of consumers, particularly urban consumers, increases or diminishes.

"In the second place, agricultural commodities compete with each other for the available supplies of land

and labor. Thus, as has been frequently demonstrated, if prices of one commodity become high in relation to the prices of another commodity, farmers tend to shift from the relatively low-priced commodity to the production of the relatively high-priced commodity. Producers of the manufactured commodity will attempt to sell their product in the high regulated market for it is a well known fact that over a period of time, farmers can and do shift from the production of one to the other, when by making such shifts they can make more profit. The same is true with other commodities.

"The relationship between the prices received by farmers for milk sold in different uses is more pronounced than the relationship between the prices of other agricultural commodities and milk. Fundamentally, however, the reasons for such relationships are the same. On the one hand, the producer who sells milk, whether such milk is made into butter, evaporated milk, cheese, skim milk, or other dairy product, is selling the commodity in the last analysis, to consumers, primarily urban consumers. The amount of money which urban consumers have available to spend for food necessarily directly affects the prices which farmers can get for milk.

### AHA!

An unexpected roar of laughter greeted the opening remarks of the retiring clergyman, for whose benefit the dinner had been given: "My friends—I do not call you 'ladies and gentlemen,' for I know you all . . ."

## Keep Farm Animals Where They Belong



with a

## HEIDGER PATENTED 1-WIRE ELECTRIC FENCE CHARGER

Operates on Battery or High Line

Write

HEIDGER MANUFACTURING COMPANY  
2196 S. 93 St. P. O. Box 8 West Allis, Wis. Phone Greenfield 1990

## Mr. Fletcher Says: . . .

### NOTHING SOLVED

After the smoke of battle has cleared away from the recent controversy over the price of milk in this market, and the department order has come through, it seems to me as if the situation is as bad, if not worse, than it was before. Placing an order on a market without curing the fundamental ailments may aggravate the situation rather than help it.

For the past six months, your organization has been battling with the dealers over the question of whether the \$2.71 price was our correct share of the consumer's dollar, they contending that it left their spread too narrow and we contending that we could not afford to give up any more. An audit of their books by the Department of Agriculture and Markets showed that while their margin was narrow they could operate on the old labor contract. The new labor contract created a new situation, for with the added costs they then claimed they could no longer operate and demanded a reduction from the \$2.71 price if milk sold at 12 cents with none of them willing to pay \$2.25 on 11-cent milk, although they agreed to go along on it for a short time. We were willing to concede that if they sell for forty-six cents per hundred less they must buy that much less, providing other costs remain constant, but we strongly objected to paying labors unfair increase from our share of 10-cent, 11-cent or 12-cent milk.

The department very neatly sidestepped the real issue involved, as to who is to pay the increased labor costs, and left a situation, that they know, is unenforceable. They failed to enforce the old set-up and this one is just that much worse.

With manufactured milk at very low figures, and with decreased purchasing power on the part of consumers, chiseling is rapidly spreading all over the area, with the department making no real move to stop it. This means that farmers shipping to responsible companies, large or small, must bear ever increasing burdens of surplus, and with manufactured milk at about \$1.00 per hundred, this means a tremendous loss.

The public hearing held on the question seemed to prove the old assertion that he who makes the most noise gets the most applause.

One dealer who boasts that all his milk can come under certifica-

tion and should sell for 15 cents per quart was extremely anxious to have the retail price of 12 cents maintained so he might sell this class of milk at the regular price by using a standard cap. I believe he was interested in the retail price, not the farmers' price.

A state senator took the stand and testified that he could not afford to take a reduction in his milk check, demanding that farmers' prices be maintained. Yet he ships his milk to a company that admits they created the labor situation within this market, and have been notorious for having never obeyed market regulations. And so it went.

Politicians, chiselers and well meaning but misinformed people were applauded while those who tried to tell the truth were given scant heed.

The department has assumed a very grave responsibility.

If they have strength enough to enforce this order, so that all farmers have equal opportunities, in the market, the situation may clear up. If not, it can be as bad or worse than the situation of 1933.

\* \* \*

### SLOW OR IMPROPER COOLING

At times shippers have milk returned for bad odor conditions with the notation "slow or improper cooling." This notation, we believe, should read "improper" cooling only, for all quick cooling methods are not good any more than all slow cooling methods are bad. Let me illustrate what I mean.

Recently a shipper had considerable milk returned for bad odor with this notation attached, and when I called at his farm he said slow cooling was impossible in his case, because he always filled his cans one-third full, placed them in a tank of cold water and then added the hot milk until the cans were full, thereby having the milk cold as soon as the can was filled.

This was probably the worst method of cooling that could be used for the mixing of hot and cold milk had a tendency to create curdling with its attendant bad odors. On the other hand, a can of milk, even with the cover on tight, when placed in a tank of cold water and agitated gently in the water may cool slower but will be in excellent condition when delivered.

I believe the proper method for cooling milk is to drain the tank at least twice daily, fill with clean cold water and either agitate the milk gently in the can or the can in the water. Whether the cover is on or

off is immaterial, except that covers should be placed on the cans tightly over night to minimize the danger of odors, either from the water supply or air conditions. Be sure, however, to use the thermometer in every can in the morning before shipping so you know it is cooled to below sixty degrees.

### NEW SUPPORTERS

Joseph Albert, R. 1, Germantown  
 E. M. Turks, Wauwatosa, R. 7  
 Jacob Zautcke, Caledonia, R. 2  
 Herbert Wendorf, Neosho, R. 1  
 Lawrence Zimdars, Neosho, R. 1  
 Ray Wittnebel, Neosho, R. 1  
 Ed. Schoenike, Ixonia, R. 1  
 Ewald Kuehl, Neosho, Wis.  
 Walter L. Rose, Watertown, R. 2  
 Reinhard Damrow, Neosho, R. 1  
 Chas. Zimdars, Jr. Neosho  
 E. & T. Monis, Oconomowoc  
 Leonard Kiehnbaum, Ixonia, R. 1  
 Wilfred Kreuser, Menomonee Falls, R. 1, Box 92  
 Lester Schultz, Pewaukee, R. 2  
 Koenigs & Bartelt, Pewaukee  
 Mrs. Chas. Anstey, Hartland, Box 335  
 Ed. Kreuser, Germantown, R. 1  
 Harry Rademan, Pewaukee, R. 1, Box 323  
 Arnold Agen, West Allis, R. 4, Box 414  
 Elmer E. Tietgen, West Allis, R. 5, Box 372  
 John H. Miller, Milwaukee, Sta. D. Route 2  
 Thomas E. Corstvet, Milwaukee, Sta. D. Route 2, Box 111  
 Elmer Lindemann, Hales Corners, R. 1, Box 99  
 Walter H. Schlicher, Hartland, R. 1  
 Roy Becker, Oconomowoc, R. 1  
 Stanley Brzozowski, Germantown, R. 1, Box 95  
 Walter Ansay, Pt. Washington, R. 1  
 Arthur Gildemeister, Colgate, R. 1  
 Robert Pagel, Sullivan, R. 1  
 Harry D. Scheibe, Wauwatosa  
 Emil Dunst, Wauwatosa, R. 7  
 Mrs. John Pruess, Hales Corners  
 Minnie Baumann, Milwaukee, Sta. D.

We came across a pretty good definition of economics the other day. This was the way one man described it:

"Way back in the early history of mankind, a man went out and found his own food, made his own clothing and dug out a cave or built a hut in which to live. As soon as he joined with others, dividing up labor and supplies, an economic system was set up. As civilization has advanced that system has become more and more complicated. But its purpose is still the same—to provide food, clothing, shelter, medical care, education and as many comforts as possible for all the people who live under it."

### LABOR AND THE SPINACH CROP

Thinking that our readers might be interested in what happened at the Frank Factory at Franksville, Wisconsin, we asked the manager of the company for a statement. As many of our members grow vegetables of different kinds for canneries, the situation interests them. The statement follows:

"Our company, since last October, has been operating under a closed shop, A. F. of L. contract. When the wage scale in the contract was determined, the union insisted that all canners in competitive lines would be required to pay the same wage scale called for by that contract. Since that time, this same A. F. of L. Union has entered into a labor agreement with a competitive canner at rates from 10 cents to 17½ cents per hour lower than the rate called for by the contract with the Frank Pure Food Company. The company has pointed out to the union that it operated at a loss since last October and that it cannot continue to run its sauerkraut plant at Franksville unless it can be competitive.

The company negotiated on the matter of wages for a period of six weeks and then suggested to the union that the differences should be arbitrated. The A. F. of L. Contract with the company calls for arbitration. The A. F. of L. Contract with the company provides that there shall be no strikes or lockouts. The union has refused to arbitrate. It called a strike on May 1.

The company has offered to pay its employees wages which are higher than those paid by any other cannery in the United States. It can do no more. Its only choice is to cease operations if its employees in Franksville do not propose to live up to their contract.

Before the company contracted for its spinach crop with the farmers of Racine and Kenosha County, it entered into a signed contract with the A. F. of L. Union of its employees, covering the operations for the Spinach Pack which are about to commence. The union refuses to carry out its contract. Apparently, the contract made by

this union is to be binding only on the company, and the union feels it can break its contract whenever it chooses to do so. The union apparently, believes that it and its members have no responsibility or obligation under the contract. It knows that the company has no recourse against it or them.

The company has always relied on the guarantee so frequently expressed by Mr. Green, the president of the American Federation of Labor, that the A. F. of L. considers its contracts sacred and lives up to them. In our case, the A. F. of L. has broken its contract. Apparently, Mr. Green, is mistaken. Or is it

## Summer Months Are The DANGER Months!

Bacteria multiply faster during the hot Summer Months! It's the reason why you should take EXTRA precautions when cleaning pails, strainers, stirring rods, etc., to see that milk films are COMPLETELY removed from utensils and equipment. You can make SURE of this by using

### OAKITE GENERAL DAIRY CLEANER

The safe, vigorous cleaning action this material provides assures THOROUGH removal of milk films and butter fats. Saves time and effort... makes cleaning easier. Amazingly economical... you will be surprised at how much cleaning can be done with so little material.

Order a can from your dealer. Also ask him about other dependable Oakite materials for sterilizing and for removing milkstone. Interesting booklets FREE on request.



If your dealer cannot supply you write to

A. H. BOND  
OAKITE PRODUCTS, INC.  
757 North Broadway  
Milwaukee, Wisc.

# PRIME *the original* ELECTRIC FENCE

Prime Electric Fence Engineers, through intensive research over years of continued struggle against the many complex problems related to safe and effective electric fencing, have led the Electric Fence Industry to a state of undreamed-of perfection.

This difficult but successful research has revealed the necessity for the following essential requirements for safe and effective electric fencing:

1. **SIGNAL LIGHT**—Flashes on and off—Shows Controller is working—Signals when fence is shorted.
2. **Safety Transformer**—Specially built transformer for Electric Fence—A safe positive current reducer—no direct wire connection from high line to fence. Underwriter approved. Primary wound separately from secondary.
3. **Safety Fence Circuit Breaker**—The safety valve of Electric Fence—Shuts off—automatically any steady flow of current in fence wire.
4. **FENCE SHORT METER**—Dial indicates slightest short in fence line, miles away—Makes any farmer expert at one-wire fence building.
5. **Dry Weather Soil Condition Switch**—Shock regulator—Shock for Normal—Dry—Very Dry—Training—Testing.
6. **Moto-Chopper**—Split Second Timing—Power driven chopper cuts current off and on—1/10 second on—1 second off.
7. **Double Fuse Plugs**—Protects against overload current.
8. **Secondary Side of Transformer Grounded**—Cabinet grounded—Extra safeguard.
9. **No current on fence, should Moto Chopper stop**—a positive safeguard against dangerous current on fence.
10. **Sealed in Transformer and Circuit Breaker**—prevents tampering.
11. **Lloyds of London**—World's greatest insurance organization—guarantees safety of PRIME Electric Fence by issuing you insurance policy free.

The Prime Mfg. Co., the pioneers in the Electric Fence Industry, are still Pioneering its most important improvements.

The above features are covered by U. S. Patents issued and Patents Pending  
Nos. 1,585,318, 1,585,319, 2,025,859, 1,976,721, RE19,922, 106,981.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, Milwaukee** (Located on Highways 100 and 57, 4 Miles North of Milwaukee)



possible that he cannot control his own organizers?

Under such circumstances, it seems to be useless to negotiate any further contracts with the union in question. The company refuses to sign one-sided contracts.

The company regrets if this situation creates any hardships on its employees and the farmers with whom it has contracts.



Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

**STEWART CLIPMASTER**

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated *EASY-GRIP* handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 45 years making Quality products.



Enough B-K Powder FREE to make 20 gallons of chlorine solution that kills bacteria on CONTACT

**STERILIZE** milking equipment with B-K. Cheaper, faster, and safer than hot water or steam. B-K kills bacteria in any temperature. Protect your equipment with non-corrosive B-K. Use this active chlorine killer to cut your bacteria count. Approved by health authorities.



Find out for yourself. Send for FREE SAMPLE today.  
**GENERAL LABORATORIES**  
 Div. Penn. Salt Mfg. Co.  
 1011 Widener Building  
 Philadelphia, Pa.

Send FREE SAMPLE of B-K POWDER to  
 NAME.....  
 ADDRESS..... MMP

**NOW !!**  
**MILK AIR CONDITIONED AND COOLED**  
 By Hydro-Vac  
 Saves time and labor. Reduces, rejects to minimum. Pays for itself. Low Price.  
**HYDRO-VAC COMPANY**  
 310 S. Michigan Chicago, Illinois

*New Low Prices on . . .*  
**COBURN MILK STIRRERS**  
 Spring operated, small size... \$5.50  
 Spring operated, large size.... 8.50  
 Electric operated ..... 10.50  
*Sent parcel post prepaid upon receipt of price.*  
**AUTOMATIC MILK STIRRER CO.**  
 1005 Main Street, Whitewater, Wis.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**  
*For quick service have your milk hauler bring them to us.*

**PRODUCE BETTER MILK**  
**REBUILD and RETIN YOUR USED MILK CANS**  
**...NOW...**  
**GUARANTEED CANS AT A LOWER COST**



ASK YOUR WACHO DEALER

**THE WACHO MANUFACTURING CO.**  
 3048 W. Galena Street Milwaukee, Wis.

**SUBSTANTIAL DISCOUNTS...**

To Milwaukee Co-operative Milk Producers and their families on

- COMPLETE GLASSES
- OPTICAL REPAIRS
- LENSES

*Written Guarantee on all work*

Glasses cleaned, straightened, adjusted and frames polished without charge . . . Just say Co-operative Milk Producers after our regular prices are quoted to be sure of discount.




**KINDY OPTICAL CO.**  
 Tel. MARquette 7225 615 N. 3rd St., Milwaukee, Wis.

# MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

JULY, 1938

Number 4

## JULY FLUID MILK TO BE \$2.71

At a price conference held on June 29, after much discussion, the dealers agreed that they did not want to vote on the price of milk. Every dealer reported that sales were seasonably low and that there seems to be no pick-up. One dealer said that the responsibility for price and market conditions evidently rested with the producers' organization. Receipts were reported to be down about 10 percent from the peak point which was reached between the sixth and tenth of June.

A motion was made that the price remain the same and because the dealers did not care to vote on it, it was moved that the motion be laid on the table. This motion received the unanimous vote of the producers with a few of the dealers joining in, the others stating that they did not care to vote. The directors then decided to take the responsibility for the price and announced it at \$2.71.

## NINTH ANNUAL PICNIC

Your board of directors decided that August 17 would be a good day to have the annual picnic. It would appear that harvesting and threshing should be well finished and that corn being somewhat backwards, silo filling would not be under way by that date in August. It also precedes State Fair and all in all, the directors feel that it is the most opportune time.

Because we have imposed on the good nature of Director Wm. Kerler and his entire family for the past eight years, a new location has been decided on. Muskego Beach, lo-

cated ten miles south of Waukesha and fourteen miles west of Milwaukee, has been selected by your Board. This resort is very suitable for a large picnic and particularly so should a sudden storm come up, for the large halls will accommodate a great crowd. The public address system which broadcasts music and other announcements which need to be made can be heard distinctly. Ample parking space for several thousand cars is available.

There is a bathing beach, baseball diamonds, 2 large dance halls and a beautiful grove with plenty of tables and benches. Of course, the modern rides are on the grounds for those who may care for that sort of thing. Dancing in the pavillion will be free but a charge of ten cents is made for bathing to cover the cost of checking clothes and furnishing dressing rooms. Other than that the entire grounds are at the disposal of our members for the whole day and also for the evening if you care to stay.

As you know, milk will be furnished free, but no milk drink such as chocolate milk will be given away. Distribution of milk will be for the noon hour only from 12 to 1 o'clock. People coming later will be unable to get milk, unless there should be some left over which is not at all likely to happen.

Your organization will not sell anything or run any games as those are located on the grounds which saves a lot of work. The usual list of good prizes will be announced in the August issue with detailed instructions as to how to get to

Muskego Beach from different points in the shipping territory.

This change from a rural picnic grounds to a resort is somewhat in the nature of an experiment and the Board wants everyone of you to be frank in expressing your likes or dislikes to the change, as it is the Board's desire to please the great majority of the producers in the matter of a picnic as well as other matters.

Be sure to reserve August 17 for a jolly good time. It is your own picnic and it will be your job to make it a successful one.

## MANUFACTURED PRICE LOWER

The price of manufactured milk took a further drop in June due in some part to a lower average price for butter and also due to the fact that skim milk had practically no value when manufactured. Butter did go up the last days of the month, but the raise came too late to bring the average price of butter as high as it was for the month of May. It would seem that since the committee which is pegging the price at around 26 cents will hold it there, the manufactured price may show a slight improvement for the month of July. There is little indication that the skim milk value will raise materially, warehouses being packed with manufactured skim milk products and outlets being hard to find. The government bought 8,000,000 pounds of powdered skim milk and while this did not relieve the market to any great extent, it did make some room in the warehouses for those who received contracts.

## JUNE PRICES

GRIDLEY DAIRY CO.			LUICK DAIRY CO.			EMMER BROS. DAIRY			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	45.33	\$2.71	Fluid	47.82	\$2.71	Fluid	58.86	\$2.71	Fluid	52.72	\$2.71
Out. relief	2.24	2.48	Out. relief	2.61	2.48	Cream	10.99	1.17	Out. relief	1.25	2.48
Gov. sales	1.25	1.17	Cream	13.47	1.17	Manuf'd	30.15	.92	Gov. sales	2.32	1.17
Cream	15.93	1.17	Manuf'd	36.10	.92	Composite price	\$1.99		Cream	20.98	1.17
Manuf'd	35.25	.92	Composite price	\$1.85					Manuf'd	22.73	.92
Composite price	\$1.80								Composite price	\$1.94	
BLOCHOWIAK'S DAIRY CO.			LAYTON PARK DAIRY CO.			SUNSHINE DAIRY CO.					
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	55.87	\$2.71	Fluid	47.09	\$2.71	Fluid	40.67	\$2.71			
Out. relief	4.19	2.48	Out. relief	2.89	2.48	Out. relief	1.30	2.48			
Cream	11.76	1.17	Cream	7.88	1.17	Cream	13.80	1.17			
Manuf'd	28.18	.92	Manuf'd	42.14	.92	Manuf'd	44.24	.92			
Composite price	\$2.00		Composite price	\$1.82		Composite price					

## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 JULY, 1938 No. 4

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
WM. KERLER, *Treasurer*, R. 3, West Allis.  
CHARLES DINEEN, *Secretary*, Cedarburg.  
A. C. KIRCKHAFFER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 3, Box 493.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, Jr., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription ..... \$1.00 Per Year

### MEDICAL ASSOCIATION REVERSES ITS POSITION ON BUTTER

Following a very intensive campaign by the National Co-operative Milk Producers Federation and its various units, the Council on Foods of the American Medical Association promised to take steps to return the use of the seal of acceptance on butter. The Council on Foods formerly permitted the use of this seal to butter, but withdrew it some time ago.

The Council has stated that it will scrutinize advertising of substitutes to the end that the public may be aware of the comparative nutritional value of butter and its imitators. Your organization worked with the delegates from Wisconsin to the convention to bring this about.

### CASE OUT, LAUTERBACH IN

John Case, general manager of the Pure Milk Association, bargaining agency in the Chicago market, resigned his position on June 20. Mr. Case has a dairy and beef cattle farm at Naperville, Illinois, and according to reports will devote his time to the farm.

He is one of the nine charter members of the Pure Milk Association which was organized 13 years ago. A frank, open, honest man who believed in telling the truth as he saw it, Case became somewhat unpopular with some Pure Milk members when he told them that the price of milk had to go down to protect the market from outside chisellers, it is reported.

Arthur Lauterbach has been selected to succeed Case as general manager of Pure Milk. Mr. Lauterbach's dairy background includes

service with Land O' Lakes Creameries, manager of the National Cheese Producers' Federation, a term with the A. A. A. and his last job as manager of the Interstate Milk Producers at Philadelphia. Our best wishes to Art in his new, tough job.

### FEDERATION TO MEET IN CINCINNATI

Cincinnati will be the host to the twenty-second annual convention of the National Co-operative Milk Producers' Federation on November 14, 15 and 16, Charles W. Holman, secretary, announced.

Among the subjects which will be discussed and on which policies will be established are national legislation, the effect of the trade agreements policy of the administration upon dairy farming, insanitary imported dairy products, the necessity for more adequate appropriations to control diseases of dairy animals and a host of subjects connected with the practical operating policies of the member associations.

### NEW BUTTER PURCHASE PROGRAM INAUGURATED

The new Dairy Products Marketing Association has received a loan of \$14,500,000 from the Commodity Credit Corporation with which it proposes to purchase up to 50,000,000 pounds of butter. Butter will be bought on the mercantile exchanges and also by direct purchase from creameries. Prices paid cannot exceed 75 per cent of parity. The butter will be resold in the normal channels of trade upon payment of all procurement and sales costs, storage and other expenses and an additional amount of from one to two cents. The program was developed by the dairy section of the AAA in co-operation with the National Cooperative Milk Producers Federation.

### WAUKESHA COUNTY HOLSTEIN SHOWS

The Waukesha County Holstein Breeders announced that the 4-H Holstein Calf Club Round-up will be held in connection with the Black and White Production Show on July 30 at the County Asylum Farm. The farm is situated between Highway 30 and the City of Waukesha and the grounds furnish an ideal location for an event of this kind.

Calf club judging will take place in the morning and judging of the

cattle in the production show in the afternoon. Everyone interested in dairying, particularly in young people's efforts, is welcome at this show.

### NATIONAL MILK MONTH

As stated in the last issue, June 10 to July 9 was designated as National Milk Month. This "Drink More Milk Month" movement was started at the suggestion of the National Co-operative Milk Producers Federation and had the backing of the National Dairy Council. The limited price varieties stores and many of the other chain stores have put on quite a campaign for this month.

Material was furnished to some of the local stores and some increase in sales has already been brought about according to reports. Information regarding this month evidently came to the State Department of Agriculture and Markets' attention rather late but following a meeting of the Executive Committee of the Wisconsin Council of Agriculture, the department asked the Wisconsin Dairy Campaign Committee to meet in Madison on June 7 to see whether anything could be done at that late date to co-operate in observance of National Milk Month.

A large attendance of this committee which had functioned several years ago decided to pledge its moral and physical support to the national milk month movement and took the stand that a vigorous production merchandising campaign should be inaugurated. A committee was named to meet with a committee from Minnesota and Iowa in an effort to make plans to raise money for advertising dairy products in national magazines. This committee consisting of 17 people representing the Department of Agriculture and Markets, the College of Agriculture and the dairy organizations of the state will meet in joint conference with a committee of 15 from Minnesota and 21 from Iowa at Madison, on June 20. Your secretary is a member of the committee.

Many members of this organization who have advocated nationwide advertising of butter will be pleased to know that a move is under way to bring about this much desired result so that butter will not be displaced to such a large extent by cheap imitators.

We exaggerate misfortune and happiness alike. We are never either so wretched nor so happy as we say we are.—Balzac.

# » » » "HOME NEWS AND VIEWS" « « «

ANN T. PRINZ, Editor

## Using More Milk in Cooking Means Better Health and Less Surplus

### Five Minute Cabbage

Cooking vegetables in milk is another method that conserves food value, for the milk is not drained off, but used as a sauce to serve with the vegetable. Cabbage cooked in milk retains its crispness and is delicate in flavor and color. For this heat about two cups of milk for every quart and one-half of shredded cabbage. Cook cabbage and milk for about two minutes. Then add a cup of cream or rich milk, thickened with three tablespoons flour and seasoned with melted butter, salt and pepper. Cook rapidly for three or four minutes. Stir constantly.

### Baked Tomatoes

Tomatoes are best known dietetically for their vitamin C and vitamin A content. They have a lifetime membership in summer salad bowls, but they are equally as delicious baked. Wash them, remove the stem ends, cut in half. Then put them in a shallow greased baking dish. Cover with buttered bread crumbs seasoned with salt and pepper. Add a little water—just enough to keep them from sticking to the dish. Bake in a moderate oven for about 30 minutes. Then the crumbs should be brown—the tomatoes tender.

### Cheese for Hot Weather

Cheese in all forms is a good hot weather food. Used in a custard, soufflé or similar dish, it replaces meat. Grated cheese may be combined with rice in soup, and on salads.

Pouring a half cup of sweet milk over shredded coconut freshens it like freshly grated coconut.

Do you frequently have trouble removing frozen desserts from the trays in your refrigerator? The easiest way to overcome this difficulty is to line your trays with parchment or waxed paper before you pour in the mixture. You will then be able to remove your ices, creams and other frozen desserts with ease and slice them properly.

## BEST COOKERY MAKES VEGETABLES ATTRACTIVE— SAVES FOOD VALUE

Nutritionists point out that vegetables are among our most important foods. They please the appetite and are valuable sources of certain necessary vitamins and minerals.

As gardens abound in vegetables during the summer, it is the time of the year to get both plenty and a large variety of them. But it is in the kitchen that the final chapter of the life of spinach and cabbage is written, and there can be no better climax than for them to be served in a nourishing and appetizing dish.

How nourishing a cooked food will be depends upon the method of cooking. Some of the vitamins are destroyed in food when it is heated in the presence of air, or they may dissolve in the cooking water and be lost if that is thrown away. Heat does not destroy mineral salts, but they dissolve and are lost if the cooking water goes down the sink. The paramount rule for cooking vegetables to save food value is—"cook in as short a time as possible, using the least water that is practical."

Since we ordinarily eat foods because they look, smell and taste good, other important cooking points concern flavor, texture, and color. Of all these in vegetables, probably color is the trickiest of all to deal with. Vegetables fall into four color classes—yellow, white, green and red. Yellow vegetables give the cook little trouble; white create few problems, but the greens and reds need special attention.

Cook in an uncovered pan—that's the main thing to remember when cooking green vegetables. For chlorophyll, the color pigment present in green vegetables, is easily affected by cooking when there is acid present. Leaving a lid off the pan allows any vegetable acid to evaporize. This acid coupled with overlong cooking turns the attractive green color to a dull olive drab.

Red vegetables, such as beets, are best cooked in a covered pan. The color pigment in these vegetables stays red in acid, starts to fade in alkaline waters. Keeping the lid on holds in the volatile acids. Added vinegar, lemon juice or cream of tartar also keep the cooking water on the acid side. White vegetables go

through no such dramatic changes. They stay white in water that is slightly acid and become yellow or greenish in alkaline waters. So cook white vegetables much the same as the red.

As to flavor, vegetables are divided into three classes—strong, medium and mild. Cabbage is considered one of the first group. In cooking it you must take care not to develop the flavor by cooking in a closed kettle for a long time. This makes it an unappetizing, brownish vegetable, with an undesirable odor and flavor.

For mild vegetables such as delicately flavored June peas, use a minimum of water. Cook until just tender. Vegetables are done when they are tender, but not soft and flabby. Finally if you want a vegetable dish to taste best, serve it immediately.

## STATE FAIR DAIRY QUEEN

Wisconsin's dairy empire is setting the stage for the coronation of Her Majesty the new state dairy queen.

Preliminary arrangements for the selection of county queens who will compete at the State Fair on Dairy Day, August 26, for the honor of becoming the 1938 Wisconsin Dairy Queen have been made in 56 counties which competed last year and in several other counties, the state department of agriculture and markets announced June 5.

Only 4-H Club girls, 15 or more years of age and achievement club members for a year or more, can compete for the honor of becoming county queen and eventually state queen, and no girl who won a dairy queen contest last year will be permitted to enter this year's competition, according to Wilbur G. Carlson of the department's dairy promotion division.

Rules for the selection of the county queen include two additional changes, Carlson said. The health score plays a more important part in the judging this year. It has been raised from 85 to 90. Another quality—naturalness—must be taken into consideration by the judges.

Points on which judging will be based are health and appearance of health, personality and charm, poise and grace, naturalness, general attractiveness, and voice and manner of speech.

County queens will be selected at county fairs scheduled before the State Fair, 4-H picnics, dairy picnics, or similar county-wide gatherings.

County agents, home demonstration agents, and club and farm leaders are making arrangements for the selection of county candidates. Assistance in launching these activities is being given by Merrill Richardson, dairy marketing specialist of the department of agriculture and markets. Richardson has discussed plans for the selection of county queens in approximately 50 counties.

Each county queen will be awarded a free round trip to the Wisconsin State Fair, and each will participate in the dairy day pageant before the grandstand, in the coronation of the state queen, and in the butter ball ceremonies.

#### FORCE THEM TO INCORPORATE

If an employer sent a hoodlum into his plant to bash in the heads of employees whose conduct was not to his liking, that employer would be subject to both civil and criminal action. But let a group of employees band themselves together in a labor union and call a strike, and the employer has no practical protection against any damage which they may inflict. True, he can bring action against an individual, but making his charges stick is an altogether different story, and even if he does, there still remains the problem of collecting any judgment which may be obtained. But he is helpless in acting against the union which may have inspired the disorder for the union, as such, is not subject to legal action.

If there is sound reason why labor unions should not be forced to incorporate and assume the responsibility for their actions and the actions of their members, we would like to know what it is. Labor today is just as potent a force as is industry and should be subject to the same inhibiting regulations.

Since the majority of legislators are exceedingly timid about doing anything that may offend organized labor, it will not be easy to obtain the needed legislation, but this very desirable objective can be attained if agriculture will make a strong demand for it. We believe that the rank and file of farmers, who recently have had some inkling of what union labor has in store for them if not restrained, would, almost to a man, be in favor of legislative action to compel incorporation. It is only their leaders who may hesitate.

Force the unions to assume legal responsibility for the actions of their members and there probably will be fewer strikes; at least, there will be less disorder, less destruction and less haste to exert pressure on customers of the company whose plant may be closed by a strike.—The Dairy Record.

#### WISCONSIN SETS EXAMPLE

It was only common sense for Wisconsin dairy leaders to recognize that the most effective way of publicizing dairy products (with the possible exception of fluid milk and ice cream) is to join other states in carrying on a national campaign; nevertheless, those leaders are deserving of commendation for their willingness to subordinate themselves.

For several years Wisconsin has had a fairly large sum of money to spend for dairy products' advertising, secured through legislative grant, and were its dairy leaders more interested in catering to their own vanity than they are to securing results, they might have adopted the comfortable attitude that they could go along perusing the will-of-the-wisp of exploiting the products of their own state, and be "big shots" doing it.

To their everlasting credit, Wisconsin leaders clearly saw the fallacy of dealing in boundary lines, and once they were convinced that the movement for a national campaign held promise of success, they unhesitatingly took the initiative in calling for a conference of Iowa, Minnesota and Wisconsin representatives, as a preliminary step towards the perfecting of a national set-up. In doing so they obviously recognized that the majority of those who have occupied a prominent place in the Wisconsin program will have to step aside, since there must necessarily be a decided restriction on the number of representatives from each state upon any national board which may be created, to keep it from being so large that it would be unwieldy.

As the Dairy Record report of Wisconsin's action (June 22) points out, Minnesota's effort to create an advertising fund will be given considerable impetus, by this evidence that other states are interested, and that the idea of a national campaign is something more than a transitory hope. The contract which Minnesota dairy plants are asked to sign specify that no funds will be collected unless, and until, a minimum of 75 percent of that state's butterfat production is represented in the contributions, and until there is sat-

isfactory evidence that enough butterfat in other states will be represented to justify the claim that the campaign will be national in scope. The phraseology of this last proviso is somewhat vague, but members of the Minnesota Dairy Industry Committee take the position that if the Big Three states of Minnesota, Iowa and Wisconsin will participate, enough butterfat will be represented to justify going ahead with the campaign.

Parenthetically by way of a warning to other states which may be inclined to feel that if this is the case they can afford to sit back comfortably and do nothing about it, it may be well to emphasize that if it develops that interest in the matter is confined to those three states, the form of the advertising campaign may be altogether different than that originally planned. It is our own conjecture that if the three states find that they are going to receive no support from other sections, they will confine their efforts to exploiting the sale of their own products, not through the use of geographical brands but in a way which may be far more effective.

But there should be no need of forcing other states to participate. Surely there is not a dairy plant operator in the United States, who pretends to know anything about his business, who doesn't recognize that something drastic has to be done to halt the decline in the consumption of milk and butter, and who doesn't realize that the soundest way of reversing this situation is to adopt the tactics used by producers of less-favored products in building sales. Failure on their part to put this knowledge into practice leads one to the inevitable conclusion that they are holding back merely in the hope that they can get a free ride.—The Dairy Record.

#### THE MIDSUMMER FESTIVAL

"The Milwaukee Midsummer Festival, to be held on the lake front July 17 to 23, merits the active participation of all Milwaukee and Wisconsin citizens. The festival committee, and its chairman, Rudolf Hokanson, are to be commended for their efforts to make the event financially sound and high class in every respect."

#### ANATOMICAL DEFINITION

Matilda, a cute little tot,  
While crossing an old vacant lot  
Chanced to slip on some snow  
Which was icy, you know,  
And injured thereby her somewhat!

### **RICHLAND CENTER FARMERS FIGHT BACK**

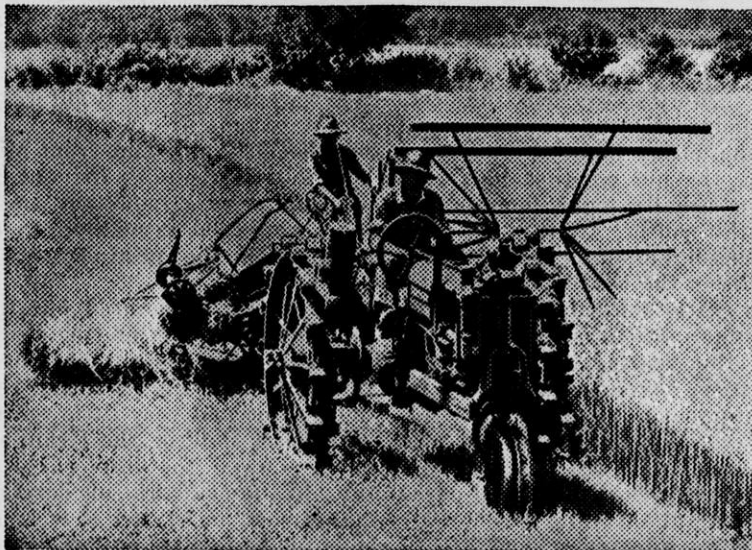
Newspaper reports of the trouble between the labor union and the patrons of the Richland Center Co-operative Creamery indicate that the farmers will not take it lying down. Their militant attitude will probably convince labor leaders that they should use discretion and judgment in their demands. Regional Director of the National Labor Relations Board Clark is quoted as saying that farmers with pitch forks will not intimidate him. Perhaps his superiors in Washington will remind Mr. Clark that farmers have votes as well as pitchforks. The fact that they have votes and may use them to further their own interests will make all politicians a little more careful in their statements and in their actions. Perhaps the Richland Center farmers will have to obey the labor law and in all likelihood they are willing to do what is right, but milk at \$1.00 per hundred gives the farmer very little to operate on and he cannot be blamed for holding out against high wages for creamery employees, particularly when the demand is made by a truck drivers' union, who can't be expected to know very much about the creamery business.

### **OTHER MARKETS**

The Agricultural Adjustment Administration announced today that temporary injunctions requiring handlers to comply with the provisions of the Federal order regulating the handling of milk in the Greater Boston, Mass., marketing area, are to "continue in force until the final determination of the cases on their merits," according to a decision of the United States Circuit Court of Appeals for the First Circuit. The announcement was made following receipt of the court's ruling, dated June 24.

The ruling was made on an appeal of a group of handlers who challenged the validity of temporary injunctions granted the Agricultural Adjustment Administration last October by the Federal District Court at Boston against 31 handlers. A group of handlers against whom injunctions were issued at the time immediately sought a stay from the Circuit Court. Pending their appeal, the handlers were granted a modification which enabled them to pay money due under the market-wide equalization pool established in the order to the Registry of the District Court of Massachusetts instead of to the market administrator in charge of operations under the order. The appeal was argued in the Circuit Court April 29.

## **Better Than Ever Before**



## **McCORMICK - DEERING Grain Binders**

More than a century of practical harvesting machine experience is back of the McCormick-Deering Type E Grain Binder you buy today.

Of major importance are the use of fully enclosed gears, running in an oil bath, and pressure lubrication of all bearings.

Compare the McCormick-Deering with others and you will appreciate why it is the best value in binders. Let us tell you more about it. Three sizes—6, 7, and 8-foot; also a 10-foot tractor binder

**GEO. SCHUBERT SONS CO.**  
**THIENSVILLE - WISCONSIN**

### **LEVEL PRODUCTION PLAN NEEDED**

At the request of the Inter-State Milk Producers' Co-operative, Inc., of Philadelphia, the Pennsylvania Milk Control Commission has prepared a proposed order which would provide for a level production program, states the Milk Producers Review. In the proposed plan some producer would be given a class I milk quota based on his production during the preceding calendar year.

### **NEW LIMITATIONS ON FEDERAL PAYMENTS FOR REACTING CATTLE**

Effective July 1, Federal payments for cattle reacting to tests for tuberculosis and Bang's disease

will not exceed one-third the difference between the appraised value of the animal and the salvage the farmer receives when the condemned animal is slaughtered under state or Federal direction, reports the bureau of animal industry. As in the past, the Federal payment is also restricted to a maximum of \$25 for a grade animal and \$50 for a pure-bred animal. Actual payments, of course, may be less than the maximum.

The Department of Agriculture's Appropriation Act, passed by Congress and approved June 16, 1938, sets the scale of Federal payments.

For example, a farmer sells an infected grade animal appraised at

(Continued on page 7)

## Mr. Fletcher Says: . . .

In checking over some of the causes of high bacteria count or bad odor milk, we find that in the majority of cases recently the trouble may be traced to mastitis (udder infection). It seems as if it is just as important or more so to check the herd for udder infection in the summer as it is in the winter months.

During the hot weather bacterial growth is usually much more rapid than in the winter. With most producers feeding about as heavy in the summer as in the winter months and with the cattle subject to about the same contamination as at any other time of the year, I am convinced that mastitis develops as rapidly in our territory at one time of the year as another. For that reason if you have a can of milk rejected for bad odor, be sure to check the herd carefully to see if the trouble may not be caused by an infected udder.

Recently a campaign was conducted among the employees of a large dairy company for new ideas in regard to increasing the consumption of milk. It is reported that many encouraging ideas came out of this campaign and much good is believed to have been done.

I am wondering whether we producers may not do our share in a campaign of this kind. We are all tremendously interested in having our dairies report a higher percentage of fluid sales for it has a distinct effect on our monthly income. But we sometimes forget that the big problem is to find a way to convince the consumer to increase the use of this good fresh pasteurized milk.

It has been said that if every family in our market would increase the use of our products by one quart weekly, our surplus would be reduced by 14 percent.

With that in mind, I am asking you to write our office, giving your ideas on ways to increase the use of dairy products. No matter what the idea may be, it might be of practical value in a campaign of this character. All of us as dairy producers must remember that if we wish to increase our production, and build our incomes, we must have the consumers increase the use of our products. With this in mind, send in your idea on this problem as soon as possible.

At a recent conference of rural leaders held at Green Lake, I was very much interested in the way farm leaders reacted to the farmer-labor problem.

This was the dominant theme of this meeting and those farm leaders who, finding that when farmer-owned co-operatives come under the domination of organized labor, they were the losers, were more than insistent that organized labor take a more fair attitude toward agriculture.

We were particularly interested in the statement of Andrew Biemiller, socialist assemblyman from Milwaukee, that while milk drivers in our city had very satisfactory contracts they would be very glad to co-operate with the producers if they could.

When it was pointed out to him that the producers had held a meeting with labor asking them to share a reduced price and they had refused to do so he had very little to say.

Herman Ihde of the Grange very aptly showed the intolerable situation of agriculture in relation to labor when he stated it was impossible for us to employ men as long as it took five hours of our time to pay for one of theirs.

Everything considered it seemed to me as if the farmer group showed they were very much awake to one of the greatest causes of low net returns to producers; unwise labor domination of industry; and were more than willing to prove their point in public discussions.

### CLEANING MILKING MACHINES

The Health Department is checking the milking machines very closely for cleanliness. It seems that since the busy season set in, some producers have not cared for their machines as well as earlier in the season. It is suggested that machines be thoroughly rinsed with cold water immediately after use and then washed clean and sterilized with boiling hot water and a good detergent. A long hose on a milk machine is rather hard to clean and it is very important that this job be done thoroughly every day or trouble is bound to follow.

Milking machines are time savers, but they can cause a lot of trouble if not properly cared for.

### USE THE THERMOMETER

Temperatures of the milk arriving at the dairy plants on the whole have been satisfactory. It would seem that some producers, however, have failed to use the thermometer, milk coming to the plants at about 60 degrees. Just a little attention to this matter will save considerable loss of milk and perhaps a trip to the city hall.

### NEW SUPPORTERS

Alroy Baumgartner, Richfield  
Chris Stusser, Richfield  
Andrew Feil, Rockfield  
Paul Beilfuss, Colgate  
Wm. Burke, Hubertus  
Gothard Schmidt, R. 1, So. Milwaukee

Frank Bauer, R. 1, So. Milwaukee  
Mrs. Anna Nesetrl, R. 1, Racine  
Mrs. Rose Bohaterewicz, R. 1, Racine  
Peter Kreuzer, R. 1, Hubertus  
Walter Lentzner, Sta. F, R. 1, Box 475, Milwaukee  
William Goetsch, R. 1, Mukwonago  
H. Deblitz, R. 1, Box 164, Sussex  
Theo. Bach, Rockfield  
Selma B. Wilke, Sta. D, R. 2, Milwaukee.

### THE WASHING OF UTENSILS AT THE DAIRY FARM

At the sixth annual meeting short course held by the Dairy Husbandry Department of the Missouri College of Agriculture, Columbia, Mo., J. W. Yates gave an interesting talk on "The Washing of Utensils at the Dairy Farm." Mr. Yates pointed out how difficult it is to attempt to sterilize by heat on the farm. Sterilization requires a continuous intensity of heat which will destroy micro-organisms present on the equipment. The maintaining of high temperatures is not practical under most farm conditions. The most practical means of germ destruction is through the use of a chlorine solution which kills the germs on contact. It may be readily and safely used on equipment. A chlorine solution, Mr. Yates said, is both economical and also easy to use.

Some utensils develop a scale which adheres to the sides of pails and cans. This is generally called "milk stone" or "scale" and is either a deposit of alkali or the precipitate of mineral from the water. Lime, other foreign matter, or possibly some milk casein that results from improper rinsing and adheres after the water is evaporated—are deposited on the utensils. Contrary to popular belief, these incrustations are rarely caused by improper washing but rather by improper rinsing of equipment. Thorough rinsing should always be done after utensils have been washed.

Mr. Yates is a consultant on dairy sanitation in the employ of the B-K department of the Pennsylvania Salt Manufacturing Company of Philadelphia. For many years he was chief milk and food inspector in the health department of Kansas City and has been employed by state health departments.

### NEW LIMITATIONS ON FEDERAL PAYMENTS FOR REACTING CATTLE

(Continued from page 5)

\$90 for a salvage price of \$30. Under the new law he will receive from the government not more than one-third of the difference, or \$20 plus the salvage price.

The new act provides further that beginning May 1, 1939, no Federal payment will be made to owners of reacting animals that exceeds the payment made by the state, territory, county, and municipality where the animals are condemned.

When the bureau began Bang's disease control work in July, 1934, the states made no provisions for co-operative payments for Bang's reactors. Since that time, however, 12 states have provided funds for this purpose. They are Delaware, Florida, Maine, Maryland, Mississippi, New Hampshire, New York, Pennsylvania, Rhode Island, Virginia, Washington, and Wisconsin. It is possible, the bureau reports, for some states to make arrangements for payments before the legislatures again convene.

The new method of computing the Federal indemnity for Bang's disease is essentially the same as in the tuberculosis - eradication campaign for 16 years prior to 1934. Regulations governing Federal payments under the new act are contained in B.A.I. Order 367, effective July 1, 1938. The department of agriculture has prepared a new form of agreement, with cattle owners, setting forth the provisions of the new law and regulations.

### MARKET ADJUSTMENT FUND BENEFITS PRODUCERS

The market adjustment fund by which the Pure Milk Association of Chicago takes care of producer members temporarily left without a market, handled a total of 124,714,110 pounds of milk last year, a daily average of more than 341,000 pounds at an average cost of 37 cents a hundred, states the Farm Credit Administration. Much of this milk was separated and sold as cream. Claims against the fund through failure of dealers to pay producers totaled \$17,174, which amount was paid to 156 producers.

### NEW FEDERAL ORDERS PROPOSED

At the request of the New England Milk Producers' Association, preliminary steps are being taken to draw up Federal milk orders for Springfield and the Lawrence-Lowell, Mass., milk sheds, states the New England Dairyman. Committees have been set up including representative of the association, the dealers and the Massachusetts Milk Control Board. These committees will draw up tentative orders to be submitted to the A. A. A. In both markets, present plans provide for a marketing agreement and order without market-wide equalization.

## MORE PROTECTION for your milk!

If your milk is to be graded high, it must be clean, with good butter fat content and . . . bacteria count must be LOW! There is no surer way to make certain your counts will be low than to clean first . . . then sterilize milkers, pails, strainers and other utensils with



### OAKITE BACTERICIDE

This safe-to-use, yet powerful bacteria-killing material gives you a wider margin of safety against high counts . . . gives you more protection due to its more active form of available chlorine. Economical, easy to use, leaves no white deposits. Order a two-pound can of OAKITE BACTERICIDE today from your dealer. Ask him too, about other specially developed Oakite dairy cleaning materials that help make your cleaning easier, more economical. Write for booklet, further information.

If your dealer cannot supply you write to

**A. H. BOND  
OAKITE PRODUCTS, INC.  
757 North Broadway  
Milwaukee, Wis.**

# PRIME ELECTRIC FENCE

. . . Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



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

**ARTHUR HALL,**  
Thiensville, Wis.

**FOR SALE**

Five Serviceable, Registered, Brown Swiss, Bulls, sired by first prize winner in the largest shows of the middle-west. Their Dams averaged 425.4 pounds butterfat on twice-a-day milking. T. B. accredited and Bangs free certified. Priced reasonable, inspection invited.

**THEO. J. KURTZ**  
Cedarburg, Wis.

*New Low Prices on . . .*

**COBURN MILK STIRRERS**

Spring operated, small size . . . \$5.50  
Spring operated, large size . . . 8.50  
Electric operated . . . . . 10.50

*Sent parcel post prepaid upon receipt of price.*

**AUTOMATIC MILK STIRRER CO.**  
1005 Main Street, Whitewater, Wis.

*Speediest..*  
*Easiest to handle*

**ANIMAL CLIPPER**



**World-Famous STEWART CLIPMASTER**

Over 90% of the world's clipper users own and PREFER STEWART clippers. CLIPMASTER is faster, cooler running, easier-to-use. The most powerful clipper of its kind ever made. Lasts longer. Stays sharp longer. Fan-cooled, ball-bearing motor exclusive Stewart design. Completely insulated in the special EASY-GRIP handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$26.00 value for only \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois. 48 years making Quality products.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**

*For quick service have your milk hauler bring them to us.*

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS . . . NOW . . .**

**GUARANTEED CANS AT A LOWER COST**



ASK YOUR WACHO DEALER

**THE WACHO MANUFACTURING CO.**  
3048 W. Galena Street Milwaukee, Wis.

**FREE LESSON IN MURDER**

**Get FREE SUPPLY B-K Powder**  
Makes 20 gallons chlorine sterilizer **kills bacteria on contact**

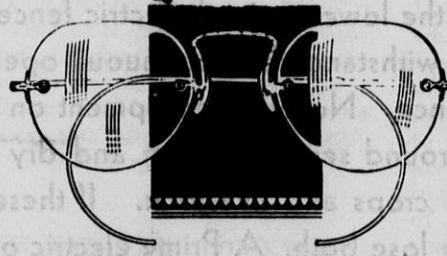
Free sample shows you how B-K Powder cuts your sterilizing cost. Easier, cheaper, and much safer than boiling water or steam. Quickly lowers your bacteria count—swiftly boosts your profits. B-K is non-corrosive to your milking equipment. Costs 1/6 of a cent per gallon. B-K sterilizes thoroughly. Approved by health authorities.



**FREE SAMPLE B-K POWDER** from General Laboratories, Div. Penn. Salt Mfg. Co. Widener Bldg., Philadelphia, Pa.

Your Name.....  
& Address.....MMP  
→ bring you FREE B-K POWDER ←

**Yes—you can save money on Kindy Glasses**



To Milwaukee Co-operative Milk Producers — and their families

**SUBSTANTIAL DISCOUNTS on Complete Glasses & Optical Repairs Lenses**

To be sure of discount, just say Co-operative Milk Producers after regular prices are quoted.

**WRITTEN GUARANTEE ON ALL WORK**  
Glasses cleaned, straightened adjusted and frames polished without charge.

**KINDY OPTICAL CO. . . 615 No. 3rd St. MILWAUKEE, WIS.**  
Tel. MArquette 7223

# MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

AUGUST, 1938

Number 5

## AUGUST PRICE FOR FLUID MILK IS \$2.71

The Board of Directors agreed that there should be no change in price of fluid milk for August.

Sales are reported to be down in the dumps. Vacations and unemployment, a high fluid price compared with canned milk, all make for low sales of fluid milk. Production had decreased rather sharply from the high point reached about June 10 to July 14 when the cool weather and perhaps better care of the cows checked the drop in receipts.

Dealers all say that 10 cent milk would be better for the entire industry than the present price of 12 cents per quart.

## MONTHLY MILK SALES REPORT

Daily average sales of fluid milk for the six-month period ending June 30, 1938 showed a decrease of 4.78 percent compared with the first six months of 1937, according to reports from 136 leading markets to the Milk Industry Foundation. Daily average sales for June, 1938 of 6,117,032 were 8.86 percent below the June, 1937 total of 6,711,989 quarts.

Employment decreased 4.33 percent for the six-month period and 5.8 percent in June compared with June, 1937. Milk company payrolls decreased less than .1 of one percent during the six-month period despite the larger decrease in employment. June payrolls this year were off 3.7 percent from June, 1937 but were also higher by 3.9 percent than June, 1936.

## WONDERFUL GROWTH

The dairy industry is the wonder child of American agriculture. Less than a century ago it was unknown, unhonored and rather despised as an occupation or activity—principally limited to women, the kitchen and the backyard.

From this humble and insignificant start, it has steadily and with increasing momentum come from behind to be the present day leader of the several important phases of American agriculture.

"This phenomenal advancement or change has been largely the result of the consistent application of the sciences to its problems," says the Journal of Dairy Science, reporting on a paper by Ernest L. Anthony, dean of Agriculture at Michigan State College.

"It is no idle boast to say that no other phase of agriculture has been so completely influenced and guided by scientific principles as has the dairy industry. These principles have been adopted and applied through the medium of research.

"This research has not been the development in the production field or the manufacturing field alone but fortunately has been advanced in both fields through close co-ordination. This close co-ordination or inter-relationship has made possible a united front on the problems of the industry.

"The research work on vitamin introduction through production methods and its retention through processing and distributing procedure; the studies in quality incorporation in production and its value in

manufacturing practices; the researches in consumer demand and market limitations and the adjustment in production methods to satisfy the problem are only a few typical examples of the close inter-relationship which has been so important in the dairy development of the last half a century.

## STATE FAIR IS "SHOW WINDOW" FOR WISCONSIN DAIRY PRODUCTS

Considered ready for abandonment not many years ago because of lack of interest, the Wisconsin State Fair today is recognized as one of the outstanding dairy and agricultural expositions of America. Last year the fair attracted 602,586 visitors, an increase of nearly 300 percent in 10 years. This year, when the fair is held August 20 to 28, it is expected that even that total will be bettered. The 1937 fair, from an attendance standpoint, was the second largest exposition of its kind in the United States; this year it promises to be first.

The fair grounds today covers an area of 147½ acres. The value of buildings and grounds has been estimated at \$1,250,000. Approximately 1,200 persons are employed during the course of the year directly by the state of Wisconsin. In addition, thousands of others are given indirect employment and thousands of dollars are spent for entertainment features premiums for exhibitors, and other necessary features.

(Continued on page 4)

## \$48,000.00 Program . . . WISCONSIN STATE FAIR

	DAY	AFTERNOON	NIGHT
Aug. 20, Saturday	Dedication & Thrill Day	Thrill Show & Rodeo, The Death Dodgers, Circus Acts	Complete WLS National Barn Dance Broadcast and Fireworks
Aug. 21, Sunday	Wisconsin Day	AAA Auto Races Circus Acts	"Belles of Liberty" and Fireworks
Aug. 22, Monday	Children & "Be a Good Egg" Day	Harness Races Rodeo, Circus Acts	"Belles of Liberty" and Fireworks
Aug. 23, Tuesday	Veterans' & Pioneer Day	Harness Races Rodeo, Circus Acts	"Belles of Liberty" and Fireworks
Aug. 24, Wednesday	Governor's & Fraternal Day	Harness Races Rodeo, Circus Acts	"Belles of Liberty" and Fireworks
Aug. 25, Thursday	Milwaukee & Industrial Day	AAA Auto Races Circus Acts	"Belles of Liberty" and Fireworks
Aug. 26, Friday	Dairy Day	Glory of Wisconsin Dairy Pageant, Circus Acts	"Belles of Liberty" and Fireworks
Aug. 27, Saturday	Boy Scout Day	AMA Motorcycle Races, Circus Acts	"Belles of Liberty" and Fireworks
Aug. 28, Sunday	4-H Club Day FFA Day	AAA Auto Races Circus Acts	"Belles of Liberty" and Fireworks

DARING MOTOR CYCLE RACES

100 RIDES, GAMES AND SHOWS

50 ACRES OF EXHIBITS UNDER COVER

ALL WISCONSIN HORSE SHOW

THRILL DAY  
DEATH DRIVERS

1,750,000 DAIRY AND AGRICULTURE SHOW

MAMMOTH FIREWORKS DISPLAY EVERY NIGHT

HARNESS RACING 3 BIG DAYS

LIBRARY

COLLEGE OF AGRICULTURE

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINNEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 AUGUST, 1938 No. 5

## BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
 GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
 WM. KERLER, *Treasurer*, R. 5, West Allis.  
 CHARLES DINNEN, *Secretary*, Cedarburg.  
 A. C. KIBCKHAFFER, R. 2, Thiensville.  
 FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
 ED. SCHMIDT, R. 7, Wauwatosa.  
 CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
 PAUL BARTELT, Jackson.  
 AMBROSE WIEDMEYER, JR., Richfield.  
 CHESTER FLETCHER, R. 3, Waukesha.  
 WM. WEBER, Merton.

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

Subscription .....\$1.00 Per Year

## DAIRY PRODUCTS PROMOTION MEETING

On July 20, the Wisconsin Dairy Campaign Committee met with a committee from Iowa and one from Minnesota to study the possibility of promoting dairy product sales. Minnesota is signing up its creameries on a proposition to pay fifty cents per thousand pounds of butterfat with the purpose in mind of using the money to promote butter sales.

The Minnesota group told of their plan and the people from Iowa explained that they were in sympathy with them. It was then decided to have a committee of three of each of the three states meet at a later date to work out plans whereby the three states might combine their plans and induce, if possible, other states to join with them in securing a fund of money to promote the sale of dairy products. This committee of eight met in Minneapolis on July 29 and report that \$400,000 was set as a minimum amount for a national campaign. A committee decided that no advertising or educational campaign would be started until the \$400,000 is obtained in pledges. The national meeting in Chicago late in September is beginning to formulate plans for securing contributions from the industry according to the committee.

## IS RECOVERY ON THE WAY?

Several straws might seem to indicate that the wind has turned in the direction of recovery just recently.

One instance that has been noticed is the very heavy shipments of goods by trucks. A truck line having

a depot and distributing point in the neighborhood of your headquarters and which operates between Milwaukee and Akron, Ohio moved 30 loads in the last week in July against a normal of 10 loads per week for the previous weeks of that month.

A manufacturing concern in a nearby town, reports that orders came in from the East faster than they could be filled within the last 10 days. As stated above, it is hoped that recovery is definitely on its way and that we may hope for a resumption of employment which, of course, will improve farmers markets.

Milk sales have been extremely low, but if employment begins, generally we can hope for better sales.

## BUY CAREFULLY

Reports that producers are buying cows, prompts the suggestion that close attention be given to the condition of the udder of any cow offered for sale. Some producers have paid a nice price for cows only to find on getting them home that a part of the udder was affected with mastitis.

## MILK CONTROL

That public milk control can only supplement and not replace the co-operative was the opinion expressed by a number of authorities before the dairy conference groups at the 14th annual American Institute of Co-operation.

The trend toward milk control is as inevitable as the growth of the co-operatives themselves, according to Harry Polikoff, deputy attorney general of the state of Pennsylvania, who asserted that there is no longer a doubt that a definite field exists in which control agencies and the co-ops will exercise their powers in the public interest.

"There is unquestionably a place for some type of public control in our milk markets," declared another speaker, B. B. Derrick, secretary-treasurer of the Maryland and Virginia Milk Producers Association. "But regardless of what advances are made in government regulations, the co-operatives will still remain the only real source of protection to dairy farmers.

"Public control at present," Mr. Derrick affirmed, "is too unwieldy and not sufficiently flexible to meet changing conditions in a market. Conditions in any milk market can turn upside down over night. Hearings and court proceedings are too slow, and carry with them too much adverse publicity and unpleasant-

ness to effectively meet arising market problems.

"On the other side of the ledger, public control has considerable to be said in its favor. The matter of price equalization is of immense importance."

A. E. Engbretson of Astoria, Oreg., secretary-treasurer of the Lower Columbia Co-operative Dairy Association, voiced the belief that co-operatives and milk control agencies alike must keep the public advised concerning the industry, and termed public education as one of the greatest needs of the dairy industry today.

"I am convinced," Mr. Engbretson said, "that milk market control by a public agency cannot succeed for any great length of time if it is based on the theory that the control board must deal directly with each producer as an individual and act as his guardian in the execution of its duties. There is a real need for strong, well-managed co-operative organizations in the markets under public control."

"One of the factors which headed us for milk control," Mr. Polikoff told the dairymen, "was the concentration of milk in the hands of a few dealers more easily than the concentration of milk in the hands of the farmers dealing with those milk dealers. This unfortunate fact was intensified by the unfortunately large degree of non-membership in co-operative associations in many markets, plus marketing conditions resulting from higher concentration of population."

Probably the greatest power of milk control agencies, he stated, is to assist milk dealers to reduce the cost of extravagant competitive practices and inefficiencies. As far as the dealers are concerned, milk control carries with it a hope of continuing the milk distribution business as a private enterprise.

The Jerry Riordan Memorial Trophy will again be awarded to the exhibitor of the best two-year-old Holstein bull at the Wisconsin State Fair in Milwaukee, August 20 to 28.

Possession of the cup is given for one year by the friends of the late Mr. Riordan, long identified with Wisconsin's dairy industry and widely known as a Holstein breeder.

For permanent possession the cup must be won three times. Owners of last year's winning animal, Posch Ormsby Fobes 11th, were E. H. Maytag, Newton, Iowa, and Finster and Eckel, Eldora, Iowa.

# "HOME NEWS AND VIEWS"

ANN T. PRINZ, Editor

## "MEMORANDUM"

Theme .....Picnic  
 Place .....Muskego Beach  
 Date .....Wednesday, Aug. 17  
 Time .....10:00 A. M.

The above is a reminder—do not forget that big Milk Producers' Picnic which is going to be held at Muskego Beach on Wednesday, August 17.

All the hustle and bustle around the office indicates the ninth annual picnic will be the biggest and best ever held.

Many valuable prizes are coming into the office each day, which we know will please the winners very much.

As some of you may not know, Muskego Beach is a beautifully wooded resort on the shores of Muskego Lake, located fourteen miles west of the city of Milwaukee.

There is a great variety of entertainment on the grounds including thrill rides, music, dance halls, contests and of course, the lake for swimming. Refreshments will be sold and the usual free milk will be distributed.

Come and bring the family, you can't help having a good time.

## STATE FAIR DAIRY DAY

Another great day to honor Wisconsin's Dairy industry and to make the state's citizens conscious of its importance is being planned for the Wisconsin State Fair. The fifth annual Dairy Day is scheduled for Friday, August 26.

Plans for the Dairy Day program, Friday, August 26, are well under way. More than 2,000 of Wisconsin's most charming country girls are competing in 60 counties to participate in the state Dairy Queen Contest. Winners of county contests, picked for their personality, poise, and general attractiveness, will be sent to the State Fair. The Dairy Queen will be chosen at the dairy banquet scheduled in the Junior Fair building for 1:30 P. M. Thursday, August 25.

Taking part in the mammoth Dairy Day parade will be more than 40 floats representing the dairy industry. Trim bands led by high-stepping drum majors will also march. The parade will start from downtown Milwaukee and from there will go to the fairgrounds.

Wisconsin's new hero, "Mighty Mike, the Mighty Man of Milk,"

and the "Dairy Princess" will be seen meeting the enemies of Dairyland in the comedy pageant to be given before the grandstand at 2:15 P. M. More than 200 people will take part in the cast.

At the Butter Ball to be held in the Modernistic Ballroom, the new Dairy Queen will reign with her gorgeous court of honor for the evening. The 1934, 1936 and 1937 Dairy Queens have also been invited as guests of honor. During the evening the Governor's trophy will be awarded to the champion buttermaker and cheesemaker.

One of the most enthusiastic visitors at the Wisconsin State Fair on Dairy Day, August 26, will be Alyce Anderson, 14, daughter of Mr. and

field County, Alyce was named grand prize winner among 1,300 contestants in a statewide Dairy Day poster contest sponsored by the Wisconsin Press Association, the Wisconsin State Fair, and the Department of Agriculture and Markets.

In addition to an award of \$50 for the winning poster she is shown holding, Alyce will be given a one-day, all-expense trip to the fair with a chaperon. In the evening she will be presented at the Butter Ball with other guests of honor.

The contest was conducted in grade schools, and Alyce's teacher was Miss Muriel Anderson, town of Barksdale, Bayfield County.

Several thousand printed duplicates were made from the winning poster and distributed by the department of agriculture and markets among 3,200 Wisconsin dairy plants where they were received enthusiastically.

## SAFETY FIRST

One snappy day recently Johnny's mother sent him to the store to get a half a dozen eggs. On his return he handed her a paper bag.

"What are these?" said his mother. "It was eggs I sent you for."

"Well, ma," said Johnny, "the streets were awful slippery and so I thought I'd better get lemons instead."



Mrs. Andrew Anderson, Route 2, Ashland.

An eighth grade pupil in the Highland school, town of Eileen, Bay-



*Come*

TO THE  
**WISCONSIN  
STATE FAIR**  
MILWAUKEE  
August 20th to 28th

*See the...*

**INTERNATIONAL HARVESTER  
EXHIBIT**

Dairy Equipment . . . Coolers . . . Milkers  
Separators . . . Tractors . . . Engines . . . Plows  
and Tillage Tools . . . Hay Machines  
Grain Machines . . . Corn Machines  
Threshers . . . *Many New Features and Attractions*

*See These Machines in Actual Operation*

*Meet Us at the*

**INTERNATIONAL HARVESTER EXHIBIT  
"YOUR HEADQUARTERS"**



**JNO. J. BECKER IMPLEMENT CO.**  
MENOMONEE FALLS

**GEO. SCHUBERT SONS CO.**  
THIENSVILLE

**EARNEST C. HOLZ**  
TESS CORNERS

## Mr. Fletcher Says: . . .

One thing that needs explaining is why the July price averages lower than for the month of June. This is the first time that I ever have known this to happen and seems to indicate a rather critical situation in the milk business.

Part of this is caused by the fact that production as a whole is somewhat higher than normal at this time of year.

While mosquitoes and flies have been bad, yet pasture conditions have been good and a great deal of supplementary feeding is taking place.

The biggest trouble is in reduced sales. With more vacations being granted in the city than ever before, with many of our large manufacturing plants practically closed and with the reduced purchasing power of the consumers generally, sales have shown the sharpest decline in the history of the business for this time of year. If this is permanent it will be serious for the future of our fluid market. It would mean that every pound of increased production in this territory will be made on the butter market and our costs scarcely justify making milk for butter.

If business conditions do not improve rapidly and the theory is true that sales could not be increased by price appeal then we must find ways to reduce our costs so we can produce milk on the butter market or our total production must be curtailed either by the elimination of many shippers or by some other drastic means. The present condition cannot continue long without causing disaster eventually.

This is proving to be a rather hard year to produce milk of the highest quality due to a variety of conditions.

We have had abnormally wet weather combined with lots of mosquitoes and flies, making the cows uncomfortable and causing some

trouble with sediment. We find that the shippers who are clipping the udders at this time of year are having very little trouble producing clean milk. It is not much of a job compared to trying to wash the udders and is much more effective. The use of the strainer cover and putting the covers tightly on the cans at night after cooling helps to keep the flies out of the milk.

I also believe the plentiful use of lime on the stable floors is an important factor in combating the fly menace.

Any shippers who are fencing off second cut hay for pasture where there is any quack grass will find that the second growth quack this year is as apt to make bad odor milk as it would in the early Spring due to the rapid growth it has made. Be careful not to pasture this in the afternoon until after it is well eaten down.

When production conditions are bad, as they are this year, the only answer is extra precaution.

\* \* \*

This is the month of the big producer picnic and the date August 17 should be marked in red letters on each producer's calendar.

Inasmuch as we are in a new location, Muskego Beach, it is important that you know the easiest way to reach the grounds.

To those who go through Waukesha city take Racine Ave. known as Highway Y straight south of the city about 10 miles to Highway A, turn left one-half mile to the grounds.

Those who come down 100, take 15 west to Highway Y at Prospect Hill, turn left two miles to A and then left one-half mile to the grounds. From the west county trunk A direct to the grounds and from the south county trunk Y. We will attempt to have proper directional signs up on the main highways for your convenience.

There will be much of the old types of entertainment and some new. Don't forget the baby contest, we believe the competition will

be more keen than ever. The children's games will be better than other years.

An additional attraction will be at least one number from each of the main counties of the milk shed that we believe will be exceptionally entertaining.

The gate prizes we hope will be better and more varied than ever. So come one, come all, come great and small, and we will endeavor to show you another real time.

\* \* \*

The annual Waukesha County Holstein picnic and Four H round-up was held at the County Farm on July 30 and in spite of threatening weather and harvest conditions a good crowd was in attendance.

Ernie Clark, state field representative gave an interesting talk on the necessity of culling the pure bred herds more closely in the future. Carl Taylor, speaker of the day gave his usual inspiring talk and many farmers stated it was the best speech they ever listened to.

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.

Rated "A" (excellent) By Best's

Phone or Call

ALBERT F. CZARNECKI, Agent  
Big Bend 2921 Muskego, Wis.

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

ARTHUR HALL,  
Thiensville, Wis.

## FOR SALE

Five Serviceable, Registered, Brown Swiss, Bulls, sired by first prize winner in the largest shows of the middle-west. Their Dams averaged 425.4 pounds butterfat on twice-a-day milking. T. B. accredited and Bangs free certified. Priced reasonable, inspection invited.

THEO. J. KURTZ  
Cedarburg, Wis.

New Low Prices on . . .

COBURN  
MILK STIRRERS

Spring operated, small size... \$5.50  
Spring operated, large size... 8.50  
Electric operated ..... 10.50

Sent parcel post prepaid upon receipt of price.

AUTOMATIC MILK STIRRER CO.  
1005 Main Street, Whitewater, Wis.

**FOR SALE**

Diamond T 2½ ton truck in good condition and insulated milk body used four months.

Inquire

Ben Wolff or Stowell Service Station  
THIENSVILLE

**Our Members are OFFERING**

Pure Bred GUERNSEY BULLS Serviceable and Younger. Many out of Production Tested Cows. Priced at \$75.00 and up. Also High Grade Cows and Registered Females.

INSPECTION INVITED

Write

Waukesha Co. Guernsey Breeders Ass'n  
Delbert H. Kingston, Secretary,  
Waukesha, Wis.

*Speediest..*  
*Easiest to handle*

**ANIMAL CLIPPER**

World-Famous

**STEWART CLIPMASTER**

Over 90% of the world's clipper users own and PREFER STEWART clippers. *CLIPMASTER is faster, cooler running, easier-to-use. The most powerful clipper of its kind ever made. Lasts longer. Stays sharp longer. Fan-cooled, ball-bearing motor exclusive Stewart design. Completely insulated in the special EASY-GRIP handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$25.00 value for only \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois. 48 years making Quality products.*



**We Buy Malting Barley.**

**Wait For Our Buyer.**

**MAYR'S SEED and FEED**

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**

*For quick service have your milk hauler bring them to us.*

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS**

**...NOW...**

**GUARANTEED CANS AT A LOWER COST**



ASK YOUR WACHO DEALER

**THE WACHO MANUFACTURING CO.**

3048 W. Galena Street

Milwaukee, Wis.

**PRIME ELECTRIC FENCE**

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

*(Located on Highways 100 and 57, 4 Miles North of Milwaukee)*



# 88th ANNUAL WISCONSIN STATE FAIR

Your Wisconsin State Fair beckons you with the Greatest Premium List, the Greatest Exhibits and the Greatest Entertainment Program in its history.

\$10,000 has been added in Premiums  
 \$250,000 spent for Buildings and Ground Improvements  
 \$48,000 for Thrills, Excitement and Gorgeous Spectacles.

## 25¢

Admission to grounds gets you into 20 big shows, exhibits and contests. You never stretched a fun quarter so far.

### GRANDSTAND THRILLERS

AAA Automobile Races and AMA Motorcycle Races—Harness Racing—Rodeo—Death Dodgers—11 Big Circus Acts—"Belles of Liberty" Spectacle—Festival of Fire—WLS National Barn Dance.

**YOUR OWN DAY—  
 DAIRY DAY—Aug. 26**

**DAIRY PARADE**

**QUEEN CONTEST**

**CORONATION OF QUEEN**

**"MIGHTY MIKE" PAGEANT**

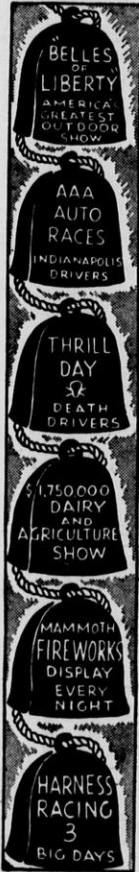
**COLORFUL BUTTER BALL**

**DAIRY MENU CONTEST**

**DAIRY PROMOTION**

**\$85,517.50**  
 IN CASH PREMIUMS

# Aug. 20-28



## MURDER MADE EASY FREE

Kill bacteria on contact with FREE SAMPLE B-K POWDER Makes 20 gallons of death! Keep your bacteria count down this summer. Sterilize with B-K Powder. 50% available chlorine. Kills bacteria on contact, at any temperature. B-K is non-corrosive to your equipment. Fast, sudden, and sure death for bacteria. Guards your profits for 1/6 of a cent per gallon. Approved by health authorities.



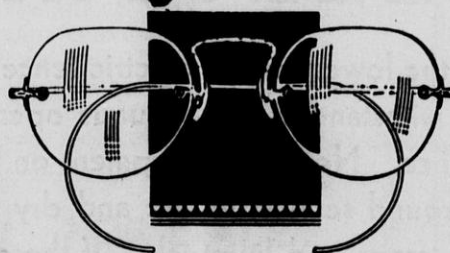
GENERAL LABORATORIES, Div. Penn. Salt Mfg. Co. 1011 Widener Bldg., Philadelphia, Pa. Send FREE SAMPLE B-K Powder to

Your Name & Address.....

MMP

## Mark the Date August 17th, Your Annual Picnic Muskego Beach

# Yes—you can save money on Kindy Glasses



WRITTEN GUARANTEE ON ALL WORK

Glasses cleaned, straightened adjusted and frames polished without charge.

To Milwaukee Co-operative Milk Producers — and their families

**SUBSTANTIAL DISCOUNTS on Complete Glasses Optical Repairs Lenses**

To be sure of discount, just say Co-operative Milk Producers after regular prices are quoted.

**KINDY OPTICAL CO. . . 615 No. 3rd St. MILWAUKEE, WIS.**

Tel. MARquette 7223



# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 SEPTEMBER, 1938 No. 6

## BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
WM. KERLER, *Treasurer*, R. 5, West Allis.  
CHARLES DINEEN, *Secretary*, Cedarburg.  
A. C. KIECKHAEFER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 3, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

## NINTH ANNUAL GET-TO-GETHER

It rained most all day on the 16th of August. No threshing could be done on the 17th which allowed most of our members to attend the Ninth Annual Picnic, without having their conscience bother them. It was a beautiful day and the members and their families seemed to enjoy getting together again.

They were not forced to listen to any speeches and the day was given over to visiting, listening to the entertainment given by the amateurs, all of whom were from member's families. A breakdown of the public address system made it difficult to hear the entertainers and also made it very difficult for people to hear the announcement of the drawing for the attendance prizes.

Some people felt that there was more sociability at the picnics formerly held at Kerler's Grove and it is true that the people were gathered closer together than at Muskego, the grounds being so spacious at the latter place.

The Bingo Game always an enjoyable feature at Kerler's Grove Picnics was also missed by many. There was a game at Muskego Beach but it was operated by the management and did not create the enthusiastic interest shown at other picnics.

## SHUT-OFFS

Probably one of the most unpleasant things that has happened in this market in a long time is the laying off of producers some who have been in the market a long time. In every case these are of the less desirable shippers due in some cases to the conditions of the farm buildings and in others because producers themselves for some reason were

unable to care for milk as it should be cared for in order to arrive on the market in good condition.

The fact of the matter is that there is too much milk on the market and, of course, the market belongs to the producers who can produce a satisfactory product and to those producers who keep their premises clean and in good order. If all of the dealers had just enough of milk to supply the fluid and cream needs with a margin to take care of fluctuations in supply and demand, the composite price would, of course, be considerably better.

## COUNCIL OF AGRICULTURE TAKES STAND ON LABOR POLICY

The Wisconsin Council of Agriculture whose member-units comprise 80,000 Wisconsin farmers, has made a very thorough study of the state labor relations act and has decided that that law should be amended. The following resolutions were adopted by the Directors of the Council, after a very thorough study of the situation:

"RESOLVED, By the Directors of the Wisconsin Council of Agriculture in session at Madison, Wisconsin, August 6, 1938

That the farmers of the state of Wisconsin demand the right to produce and to market their products free from unlawful interference."

This means that farmers believe that they should not be molested in the production, delivery and final processing or marketing of their products.

"That in determining wages and hours, the ability and situation of the industries concerned shall be taken into consideration."

The Council believes that if wages are too high and hours too short as set by organized labor, it means that industry cannot operate and that as a result, markets are lost to farmers for their produce.

"That the rights of the employer shall be equal to those of the employee in demanding and receiving the arbitration services of the State Labor Board."

The present labor law does not allow the employer to ask for and receive arbitration under the State Labor Law unless the employee agrees.

"That we demand the unquestioned and the unobstructed right, at all times, to the use of public roads, streets, and highways in the movement of articles of commerce."

Farmers believe that the public roads, streets and highways may not be taken over by individuals or organizations but that they will have the use of them except as estab-

lished government may otherwise order.

"That we vehemently object to the non-enforcement of existing laws designed to protect the individual in the use of his own private property, and that the Wisconsin Council of Agriculture demands that the legislature take such steps as are necessary to insure the enforcement of these laws by the responsible official."

The Council is objecting to the non-enforcement of laws under which certain groups have infringed on the rights of others.

"That we demand security of our persons and property from all acts of violence and intimidation. Such security requires vigorous and prompt prosecution of those violating these rights to persons and property guaranteed to us by the accepted laws of the land."

The Council does not think that any group or groups should be allowed to commit unlawful acts just because they may be numerically strong or have political power.

"That upon demand by either party to a labor dispute the Labor Board shall hold an impartial election in order to determine the extent of the bargaining rights of the specific organization of labor purporting to representing a majority of workers involved in the dispute working for a specific employer."

The Council believes that the State Labor Relations Board should step in at the request of either party to the labor dispute rather than as the law is now set up where only the employee may ask for intervention by the Board.

"That organizations of labor be held responsible under the law for their acts. The legal right to bargain should be based upon the prior fulfillment of this responsibility."

The Council believes that labor, as well as the employer, should be held responsible for its acts and that the lack of responsibility should take away the right to bargain from any group.

"That the parties to a labor agreement shall post security bonds in like amounts, with the State of Wisconsin, sufficient for the fulfillment of labor agreements and for the purpose of reimbursing either party for the overt acts of the members of the other."

In order to see that fair play for all parties is guaranteed, bonds should be posted for the fulfillment of agreements to pay for any damages which may be caused.

"That it shall be an unlawful labor practice for employees, individually or collectively, or their organizations representatives, or

agents, to coerce or intimidate any employee in the exercise of his rights."

The Council believes in the right of the individual to work and that the right should not be taken away either by coercion or intimidation by any other individual or group.

### PICNIC PRIZES

(Continued from page 1)

Waukesha Feed Co., Waukesha—Carol Krohn, Sullivan; Smoking Stand, Harris Furn. Co., Waukesha—Bob Vrooman, 309 McAll St., Waukesha; Case Beer, Waukesha Fox Head, Waukesha—Mrs. Wm. Schrieber, Hales Corners; 25 lb. Bag Pillsbury Flour, J. L. Davies & Sons, Waukesha—Burton Kuenzel, Milwaukee; Smoking Stand, J. K. Randall & Sons, Waukesha—Isabell Zillmer, Waukesha, R. 5; 12 Cans Peas, Rockfield Canning Co., Rockfield—Lillian Marron, Grafton; 1 Ton Coal, Farmers Oil & Supply, Menomonee Falls—Mrs. Clarence Hartman, West Allis; 5 qts. Sinclair Opaline, Bartz & Schmidt, Pewaukee—M. Ludwig, Mukwonago.

1 Picture, R. Malsch Furn. Co., Sussex—Minnie Stenzel, Sussex; ½ Ton Pocohantas Coal, Schneider Fuel & Supply, Milwaukee—J. O'Malley, Hales Corners; 12 Cans Peas, Merton Canning Co., Merton—Mrs. R. Pierner, Thiensville; 1 Vibrator, Andis Clipper Co., Racine—Wm. Mehrling, Burlington; Basket Artificial Flowers, Froeming Bros., Hales Corners—H. Schoessow, Thiensville; 1 Subscription, Tri-Town News, Hales Corners—Mr. Wm. McGewie, Waukesha, R. 3; 1 Fence Unit, Robt. Ludwig, Implement, Hales Corners—Robt. Vyvyan, Waterford; 3 gal. Wadhams Oil, Motor Service Co., Tess Corners—Cherwell Overson, Dousman; 1 Can Coffee, Schmidt's Food Market, Hales Corners—Henry Yahr, West Allis, R. 4; 1 Can Topp Grease, Bob Meyer Implement, St. Martins—Mrs. M. Posekany, Mukwonago.

25 lbs. Mothers Best Flour, Reich's Food Mkt., St. Martins—E. J. Peterson, Franksville; Strainer & Pads, W. M. Sprinkman Corp., Milwaukee—Donald Klussendorf, Waukesha, R. 5; Case Beer, Kingsbury Brewery, Milwaukee—Gertrude Kasten, Cedarburg, R. 2; 1 Radio Lamp, Meyer Tire & Supply, Milwaukee—Walter Schlicher, Hartland, R. 1; 25 lbs. Pillsbury Flour, Nettesheim & Otto, Sussex—Leo. Schaefer, West Allis, R. 4; \$5.00 Mdse. Coupon, Big Bend Lbr. Co., Big Bend—H. H. Bryant, 2928 W. Wells, Milwaukee; 100 lbs. Square Deal Mash, Feed Supplies, Inc., Milwaukee—J. Connell, Colgate; Case Beer, Kingsbury Breweries, Milwaukee—Math Woel-

fel, Waukesha, R. 4; Radio Lamp, Meyer Tire & Supply, Milwaukee—Mrs. Ed. Anderson, Union Grove; 2 gal. Wadhams Oil, Paul's Service, Prospect—Agnes Schaefer, West Allis, R. 4.

One 3 Can Retinning Job, Wacho Mfg. Co., Milwaukee—Math Woelfel, Waukesha, R. 4; Electric Clock, Meyer Tire & Supply, Milwaukee—Carl Renning, Hartland; 50 lbs. Square Deal Calf Meal, Feed Supplies, Inc., Milwaukee—C. A. Zimdars, Waukesha, R. 2; Hot Point Mixer, Electric Co., Milwaukee—LaVerne Schmidt, So. Milwaukee, R. 1; 100 lbs. Square Deal Mash, Feed Supplies, Inc., Milwaukee—Nick Acker, Hales Corners; 10 lbs. Dumore & Brush, Diversey Corp., Chicago—Louis Benson, Franksville, R. 1; 3 gal. Wadhams Oil, Motor Service, Hales Corners—Geo. King, North Prairie; 25 lb. Bag Pillsbury Best, F. Schumacher, Pt. Washington—M. Ruege, Pewaukee; 10 lb. Can Diverson & Brush, Diversey Corp., Chicago—Bernice Henn, Colgate; 1 Halter, O. F. Hadler Harness, Thiensville—Mrs. A. Krueger, Hartland, R. 1.

1 Can Disinfectant, Thiensville Mlg. Co., Thiensville—E. Foeckler, Milwaukee; 2 gal. Budget Motor Oil, Martin & Rindt, Prospect—Edw. Dabel, Mukwonago, R. 1; 50 lbs. Square Deal Calf Meal, Feed Supplies, Inc., Milwaukee—Wilf. Pellman, Burlington; Bag Sunnyfield Flour, A & P Tea Co., Milwaukee—Florence Connell, Colgate; 5 gal. Bovinol, Standard Oil Co.—John Karsten, 3306 S. Kinnickinnick, Milwaukee; 2 gal. Bovinol, Joe Swatek, Pt. Washington—M. Hagan, Waukesha, R. 4; \$2.00 Cash, Richfield State Bank, Richfield—Mrs. J. Kitzen, So. Milwaukee; 100 lbs. Square Deal Scratch, Feed Supplies, Inc., Milwaukee—Konrad; 50 lbs. Silk Finish Flour, Wm. G. Wolff & Sons, Richfield—Mrs. P. Hauerwas, Sta. D, R. 2, Box 1260, Milwaukee; 5 qts. Germ Process Oil, Laubenheimer's Garage, Richfield—Jos. Small, Hales Corners.

Two 3 lbs. Coffee, A & P Tea Co., West Allis—Mrs. Ray J. Key, Troy Center; 1 Set Fog Caps, Ray's Garage, Tess Corners—Mrs. Edw. Owens, Nashotah; 2 Cans Budget Motor Oil, Martin & Rindt, Prospect—Konrad; 1 Fly Sprayer, Wm. Puetzer, Prospect—Ethel Falk, Hales Corners; 1 Box Cigars, Alf. Antoine, Belgium—Mary Jacobi, West Allis, R. 4, Box 410; 1 gal. Bovinol, Knellsville Service Sta., Knellsville—Annie Esch, Sta. D, Milwaukee; 2 gal. Bovinol, Joe Swatek, Pt. Washington—Mrs. Wm. Nitz, Hales Corners; 25 lb. Bag Pillsbury Best, F. Schumacher, Pt. Washington—A. D.

Shultis, Waukesha; 1 Barn Scraper, E. Mequon Co-op., Mequon—Alice Bublitz, Fredonia; 1 Camera, Paul Seyfert, Mequon—Mrs. Ray Volkman, Jackson.

2 lbs. Coffee, Helm's Market, Thiensville—Charles Laimon, Hales Corners, R. 2; 1 Halter, O. F. Hadler, Thiensville—Hy. J. Schmitt, Sta. D, Milwaukee; Can Disinfectant, Thiensville Mlg. Co., Thiensville—Mrs. J. Holzner, Menomonee Falls; 25 lb. Bag I. G. A. Flour, Krause Mercantile Co., Thiensville—F. J. Schmidt, Menomonee Falls; 50 lb. Bag Seal of Minnesota Flour, Frie-stadt Grocery, Thiensville—Arthur Roskopf, Rockfield; 1 Can Car Grease, J. H. Boehlke Garage, Thiensville—Mrs. W. Scholz, Fredonia; 100 lbs. Square Deal Scratch, Feed Supplies, Inc., Milwaukee—Rod. Fries, Waterford; Scrap Book, H. H. West Co., Milwaukee—Frank Hanold, 651 S. 31st St., Milwaukee; 10 gal. Electric Heater, Schlueter Dry. Supply, Janesville—Henry Gettelman, Rockfield, Wis.

1 Bottle Vanilla, Joe Delange, Milwaukee—Bernice Pierner, Thiensville; 7 Piece Cake Set, R. Hille & Son, Menomonee Falls—Mrs. A. Dittmar, So. Milwaukee; 1 Pestroy, Hammondo Slugg Shot & Spray, J. H. Gessert, Menomonee Falls—Irwin Lauer, Colgate; 5 lbs. Shell Pressure Gun Grease, Swister's Service, Granville—James Murphy, Pewaukee; 10 lbs. Dumore & Brush, Diversey Corp., Chicago—Miss Bernice Schweitzer, Hales Corners; 1 Bates Finder, S. J. Olsen Co., Milwaukee—Alb. Kohl, Jr., Slinger; \$10.00 Allowance, Heil Pump, Milwaukee—Walter Steffen, Rockfield; 1 Bag Big Joe Flour, Wm. Steinmeyer, Milwaukee—Walter Ahlers, Grafton; Bag Sunnyfield Flour, A & P Tea Co., Milwaukee—A. R. House, Milwaukee; 2 Can Retinning Job, Wacho Mfg. Co., Milwaukee—Jo Ellen Hargrave, Waukesha; 5 gal. Conoco, Hardiman Oil Co., Sussex—Herman Tess, Hales Corners.

Shaving Lotion, Getz Drug Co., Hales Corners—Myrtle Holtz, Hales Corners; Radio Lamp, Meyer Tire & Supply, Milwaukee—Mrs. Wm. Sorweid, Cedarburg; Coffee Percolator, Meyer Tire & Supply, Milwaukee—Mrs. Charles Luedke, Hales Corners; 5 gal. Sanilac Spray, Wadhams Oil Co., Milwaukee—Clement Bers, Waukesha, R. 3; 1 No Buckle Halter, Walsh Harness Co., Milwaukee—Milt. Delikat, Waukesha; two 6 lb. Bags Dutox, E. I. DuPont De-Nemours, Inc., Milwaukee—Harry Dopke, Sussex; 1 Dairy Pail, Geuder, Paeschke & Frey Co., Milwaukee—Marg. Pfister, Waukesha, R. 4; 1 Westinghouse Iron, Meyer Tire & Supply Co., Milwaukee—Eunice

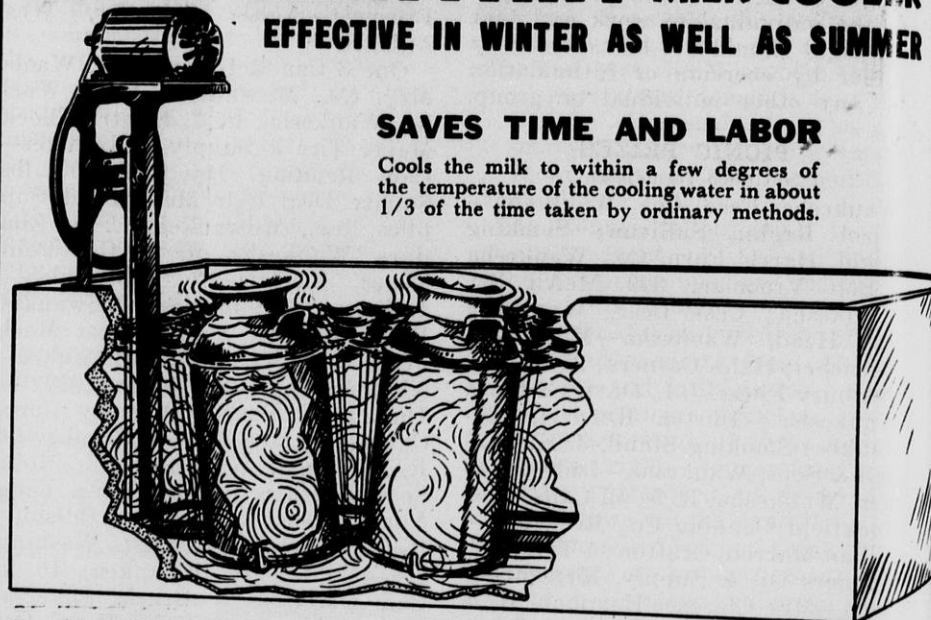
Hahs, West Allis; Gal. Shell Fly Spray, Salentine's Garage, Tess Corners—Ruth Volkman, Jackson; Coaster Wagon, E. C. Hoelz Hdwe., Hales Corners—Mrs. M. Janicek, Franksville.

5 gal. Sanilac Spray, Wadhams Oil, Milwaukee—John Nettesheim, Mukwonago; 10 lbs. Phillips Cup Grease, Loomis Center Garage—Mrs. E. Becker, Oconomowoc; 5 gal. Barn Paint, Wilbur Lumber Co., Waukesha—Robt. Hanson, Waterford, R. 1; 1 Bottle Sterilizer, Universal Milking Machine, Waukesha—Harold Ludwig, Mukwonago; 100 lbs. Egg Mash, Mayr's Seed & Feed Co., Milwaukee—Viola Post, Thiensville; Two 6 lb. Bags Dutox, E. I. DuPont DeNemours, Milwaukee—Mr. John Vandesand, Burlington; 1 No Buckle Halter, Walsh Harness Co., Milwaukee—Otto Erdman, Sta. F., Milwaukee; 1 Ham, H. Walters & Sons, Milwaukee—Helen Herda, Hales Corners; 1 Camp Chair, Schmidt Furniture Co., Menomonee Falls—Nancy Lee Neu, 2060 S. 34th St., Milwaukee; 1 Pitchfork, J. J. Becker Imple., Menomonee Falls — Helen Peterson, Caledonia.

1 gal. Fly Foil, Fontanazza Produce, Menomonee Falls—Patsy Fletcher, Mukwonago; 100 lbs. Egg Mash, Mayr's Seed & Feed Co., Milwaukee—Geo. Meinel, Jefferson; Two 6 lb. Dutox, E. I. DuPont DeNemours, Inc.—Forrest Miller, Sta. F., Milwaukee; 1 Subscription, Menomonee Falls News—Mrs. Harry Beggs, Waukesha, R. 3; 1 Spot Mirror, Bast 1 Stock Sta., Menomonee Falls—Gilbert Strupp, Richfield; 100 lbs. Egg Mash, Mayr's Seed & Feed Co., Milwaukee—Gilbert W. Peterson, Caledonia; \$2.00 Coupon, W. G. Slugg Feed Stores, Menomonee Falls—Gerald Hardt, Jackson; 2 Theater Tickets, Park Theater, Waukesha—Jas. F. Hart, Mukwonago, R. 1; 2 Theater Tickets, Park Theater, Waukesha—W. Zimmerman, Sussex, R. 1; 100 lbs. Egg Mash, Mayr's Seed and Feed, Milwaukee—Earle Hartman, West Allis.

100 lbs. Egg Mash, Mayr's Seed & Feed, Milwaukee—Mrs. Wm. Schefkska, Waukesha; 100 lbs. Egg Mash, Mayr's Seed & Feed, Milwaukee—Barbara Heller, Waukesha, R. 3; 100 lbs. Egg Mash, Mayr's Seed & Feed, Milwaukee—Mrs. Leona Pardee, Waukesha, R. 4; 2 Theater Tickets, Park Theater, Waukesha—Edmund Renniecke, Thiensville; 1 Box Ladies Stationery, Olsen Publ. Co., Milwaukee—W. C. Heling, Hartland; 1 Box Men's Stationery, Olsen Publ. Co., Milwaukee—Mrs. Erwin Kruger, Thiensville; 1 Box Ladies Stationery, Olsen Publ. Co., Milwau-

**Buy** **SANITARY** **Use**  
**THE KRUG MILK COOLER**  
**EFFECTIVE IN WINTER AS WELL AS SUMMER**



**SAVES TIME AND LABOR**

Cools the milk to within a few degrees of the temperature of the cooling water in about 1/3 of the time taken by ordinary methods.

The Krug Milk Cooler is designed for use in the ordinary cooling tank, to supply the need for better and more sanitary milk cooling.

It requires no washing, no sterilizing, no attention. Nothing goes inside of the milk can. The cover may be left on the milk can during the entire process of cooling, thereby eliminating any possibility of contamination from outside sources.

The Water in the cooling tank is also kept in movement which gives the wall of the milk can a constant cool surface for the milk to cool against.

The Milk Can is subjected to simple oscillating and rotating movements, thereby stirring the milk without the use of any unsanitary stirring rod.

These sanitary features have won the approval of state dairy inspectors, cheese and butter makers, dairies and condenseries.

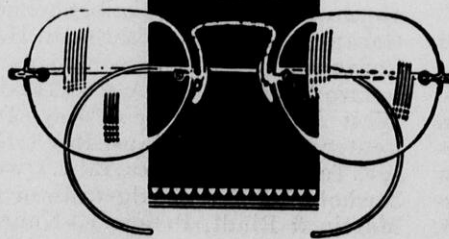
Call . . . Let Us Demonstrate . . . No Obligation . . . Write

Phone  
Hilltop 5460

**COOLER PRODUCTS COMPANY**

5303 W. Center St.  
Milwaukee, Wis.

**Yes—you can save money  
on Kindy Glasses**



**WRITTEN GUARANTEE  
ON ALL WORK**

Glasses cleaned, straightened  
adjusted and frames polished  
without charge.

To Milwaukee Co-operative  
Milk Producers

— and their families

**SUBSTANTIAL  
DISCOUNTS on  
Complete Glasses  
Optical Repairs  
Lenses**

To be sure of discount, just  
say Co-operative Milk Pro-  
ducers after regular prices  
are quoted.

**KINDY OPTICAL CO. . . 615 No. 3rd St.  
MILWAUKEE, WIS.**

Tel. MArquette 7223

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.

Rated "A" (excellent) By Best's

Phone or Call

ALBERT F. CZARNECKI, Agent  
Big Bend 2921 Muskego, Wis.

kee—Lillian Koerber, West Allis; 1 Box Men's Stationery, Olsen Publ. Co., Milwaukee—Mrs. W. Hargrave, Waukesha; 1 Summer Sausage, H. Ploetz Co., Painter, Milwaukee—John Ballbach, Sta. D, Milwaukee; 1 Summer Sausage, H. Ploetz Co., Painter, Milwaukee—Mrs. P. Lohman, West Allis.

1 Bottle Monarch Vanilla, E. Miller, Waterford—Virg. Bauer, Richfield; 1 Summer Sausage, Meyers Food Market, Hales Corners—A. W. Stark, Sta. F. Milwaukee; Hess Stock Tonic, Geo. Gerritz Drug, Cedarburg—Mrs. S. C. Redford, Pewaukee; 100 lbs. Mash, Mayr's Seed & Feed Co., Milwaukee—Wm. Koehler, Thiensville; 1 Summer Sausage, Arno Herbst Mkt, W. Mequon—Erland Breunig, Hales Corners; 2½ gal. Wadhams Oil, Radke Garage, Brown Deer—Chester McKenzie, Mukwonago; 3 gals. Mobiloil, Kuphal Service Sta., Granville Center—Wayland Jones, Mukwonago; 1 Neck Yolk, Wm. Krueger, Cedarburg—Geo. Schlueter, Hales Corners; 50 lbs. Sunkist Flour, Cedarburg Supply, Cedarburg—Mrs. H. Hubman, Waukesha; 6 gals. Gas, Tri-Par Oil Co., Saukville—Mrs. Ed. Hartung, Sta. D, Milwaukee; 2 Theater Tickets, Rivoli Theater, Cedarburg—Mrs. Helen Turek, Sta. F, Milwaukee.

2 Theater Tickets, Rivoli Theater, Cedarburg—Alf. Johnson, Waterford; 2 Theater Tickets, Rivoli Theater, Cedarburg—Grace Felsing, Germantown; 1 Cookie Jar, Waterford Mercantile Co., Waterford—Milton Angerstein, Hales Corners; 3 gals. Wadhams, Ludwig Garage, Mus-

**OAKITE'S GENERAL DAIRY CLEANER**  
*Has many uses!*

BEFORE MILKING, WASH UDDERS, FLANKS, HIPS, TAILS OF COWS

WASHING MILK and CREAM PAILS

BOTTLE WASHING

WASHING SEPARATORS, STRAINERS, CANS

VACUUM MILKING EQUIPMENT

**BARNs and MILK HOUSE**

OAKITE GENERAL DAIRY CLEANER

### Cleaner Milk Scores Higher!

You can take the hard work out of cleaning dairy utensils and equipment, do it more easily and save time if you will use Oakite General Dairy Cleaner. This modern Detergent, always safe to use, gives you the thoroughly clean surfaces that assures clean milk and low bacteria count.

### Ask For Free Booklet

Order a supply of Oakite General Dairy Cleaner. You will like the results it gives, and its economy. Write too, for free booklet describing this and other Oakite materials for cleaning and sterilizing.

**A. H. Bond, OAKITE PRODUCTS, INC. 757 No. Broadway, Milwaukee, Wisc.**

kego—Anna Keske, So. Milwaukee; Flash Light, Irv. Foat, Waterford—Frank Schaefer, Hales Corners; 1 qt. Varnish, Wilbur Lumber Co., Waterford—Mary Stubinsky, Brookfield; 1 Tea Kettle, Steinke, Hdwe., Waterford—Mrs. Louis Johnson, Waterford; Rust Remover, Steinke's Service, Waterford—Wm. A. Weber, Merton.

Flash Light, Trinborn Electric Shop, Waterford—Mrs. John Nettesheim, Mukwonago; 1 Year's Subscription, Waterford Post, Waterford—H. Jacobson, Waterford; Wash & Grease Job, Union Chev. Co., Waterford—Myron Rennie, Thiensville; Wash & Grease Job, Union Chev. Co., Waterford—Mrs. W. Osterling, Hales Corners; Wash

& Grease Job, Union Chev. Co., Waterford—Alb. Peterson, Burlington; Wash & Grease Job, Union Chev. Co., Waterford—Paul Roskopf, Rockfield; ½ bu. Tag-O-Lene, Hansen Oil Co., Waterford—Vernon Drought, Caledonia; Can Supreme High Pressure, Alex Engle, Waterford—Edw. Milewski, Caledonia; 25 lb. Bag Big Patent Flour, Bryant Store, Waterford—H. Ranke, Lake Beulah; Sinclair Oil, Al's Service Station, Waterford—Emily Herda, Hales Corners.

5 qts. Lubrite Oil, Graf's Garage, Waterford—Kenneth Vocke, 3359 N. 30th St., Milwaukee; 10 lbs. Sugar, Bebenik Store, Caledonia—Mrs. Edw. Dabel, Mukwonago; 25 lbs.

(Continued on page 6)

## Mr. Fletcher Says: . . .

At the Milk Producers picnic this year, we had the misfortune of having the broadcasting system go out of commission, during the time the Amateur program and the baby contest was held. The result was that very few people knew who the winners were in the baby contest and who took part in the amateur show.

Those who took part in the amateur program showed by their efforts that a great deal of time had been put on preparation for this part of the show and it is extremely regrettable that more people could not have enjoyed it. Following is a list of those who participated.

In the amateur program, Ed. Beggs, Waukesha and Gerhard Krause, Oconomowoc, as the "Waukesha Hot Shots;" Miss Betts of Waukesha, soloist; the Double quartette of the Dousman Farm and Home School, Dousman; The Lake Denoon Band, of Racine County, Richard Jacobson, director; Marvin Lemke, Ozaukee County, violin solo; and Norman Schweitzer, Milwaukee County, piano accompanist. Each contestant received \$2.50 in cash donated by the Waukesha National Bank and the Belgium Branch of the State Bank of Pt. Washington.

In the baby contests; from 6 mo. to 15 mo.—1st, Russell Salentine, Waukesha, \$3.50; 2nd, Eileen Fitzgerald, Wauwatosa, \$2.50; 3rd, June Fiedler, Union Grove, \$1.50.

From 15 mo. to 27 mo.—1st, Ray Elroy Martin, Waukesha, \$3.50; 2nd, Joyce Lohman, West Allis, \$2.50; 3rd, Edward Lindemann, Hales Corners, \$1.50.

These prizes were donated jointly by the Hales Corners State Bank, Farmers and Merchants Bank of Menomonee Falls, and the Thiensville State Bank.

\* \* \*

Recently a meeting of Milwaukee milk shippers was held at the Merton Village Hall. Inasmuch as the hall is not large, farmers shipping to six different companies were invited from the immediate locality to discuss some of the problems facing this market. Charts were shown giving the trend of fluid sales within the past three years, production records were given and the situation in the butter market was discussed.

The immediate reaction was that with the serious economic situation now faced by producers, present prices must be maintained if possible, but in open discussion later on, some expressed their willingness to accept reduced prices if labor would accept their share of the cost,

they feeling justly, that it would be unfair for them to stand the entire drop and labor maintain its present wage scale.

It is hoped that more of these meetings may be held soon in other sections of the milk shed.

### PICNIC PRIZES

(Continued from page 5)

Sunnyfield Flour, A & P Tea Store, Milwaukee—Edw. Gierach, Rockfield; Shaving Cream & Lotion, Zimmer's Drug Store, Waterford—Wm. H. Schmidt, Germantown; Hill's Bros. Coffee, Oliver Høgenesen, Waterford—Otis Motz, Colgate; Silver Buckle Coffee, Auterman's Store, Waterford—E. C. Buttles, Lake Beulah; 5 qts. Motor Oil, Gamble's Store, Waterford—R. J. Friede, Thiensville; 1 Whiffletree, Mass Implement, Watertown—John Finnegan, Racine; 1 Summer Sausage, Carl Bergna, Durham Hill—Jos. Schiek, R. 5, Box 682, Waukesha; 1 gal. Oakite Milkstone Remover, Oakite Products, N. Y.—H. J. Schultz, Saukville; 5 lbs. Oakite Dairy Cleaner, Oakite Products, N. Y.—Hazel Lurvey, Dousman.

Oakite Bactericide, Oakite Products, N. Y.—Geo. Small, Hales Corners; 1 Set Glasses, Nevins Store, Waterford—Mr. Adolph Kaun, Waterford; Milk Pail, Creamery Pack-

age, Chicago—Geo. Schilz, Hales Corners; 50 lbs. Pillsbury Flour, Waterford Mills, Waterford—C. Osterling, Hales Corners; \$2.50 Cash, Cedarburg State Bank—Mrs. Oscar Rutz, Sta. D, Milwaukee; \$2.50 Cash, Cedarburg State Bank—Margaret Beres, Waukesha, R. 3; \$2.50 Cash, Waterford State Bank, Waterford—Bryon D. Davis, Waukesha; 100 lbs. Homestead Growing Mash, Makowski Bros., Lincoln Ave., Milwaukee—Elsa Bensene, Caledonia; Electric Fan, Mealy Furn. Waterford—Mrs. Ruby Miller, Waterford; 6 Packages Wyandotte, J. B. Ford Co., Milwaukee—Verna Christopherson, Hartland; Mrs. Ernest Timm, Sus-

sex; J. B. Brown, Hartford; John Muehl, Hales Corners; Charles Robey, West Allis.

Binder Twine, Geo. Schubert Sons Co., Thiensville—Rudy Gruenwald, Wauwatosa; Mortise Lock Set, Cooper & Utter—Earl Breunig, Hales Corners; 1 Thermos Jug—Theo. Biese, Merton; Kleanzade Products—June McCollar, Nashotah; Wm. Rintelman, Cedarburg; Lawrence Koch, Muskego; Mrs. Fred Leischer, Pewaukee, R. 2.

Can Oil Universal Service, Waterford—Marie Roskopf, Germantown; 1 Can Oil, Liesner Hardware, Jackson—Holzem, Menomonee Falls; 1 Can Oil, Kannenberg Garage, Jackson—Roman Henningfield, Waterford; 1 Can Oil, Walter Ollinger Garage, Jackson—J. A. Hanson, Waterford.

1 Box Candy, Clarence Gumm, Jackson—Peter Moldenhauer, Waukesha; Wadhams Oil, M. J. Gumm, Jackson—Jerry Boldt, Mukwonago; 1 Table Cloth, Rohmels Garage, Richfield—Doris Phillips, Pewaukee; \$3.00 Cash, Pewaukee State Bank—James Esselman, West Bend; 1 Coaster, F. B. Pritzlaff, Merton—Willard Nielsen, Waukesha; 1 Defroster Fan, Holz Motor Co., Hales Corners—Marvin Kurth, Hales Corners; 1 Bag Twine, Lindeman & Mannigan, Big Bend—John Trimic,

# Farm Loans

as Low as

**4 $\frac{1}{2}$ %** interest

**No Financing Charges**

**WE** buy, sell, trade bonds.  
If you are planning to  
buy or sell, consult us. For quick  
service, phone

**DAlly 3670**

**MAX RESNICK & CO.**  
REAL ESTATE

709 N. 11th St.

Milwaukee, Wis.

Sta. D, Milwaukee; 100 lbs. Purina Flock Chow, Alf Held Feed Store, Jackson—Stanley Gerazewski, East Troy.

**FARM WANTED!**

Experienced farmer with three big sons wants fully equipped dairy farm in exchange for Bungalow Flat and part cash. Inquire 2246 N. 27th St., Milwaukee, Wis.

**PURE-BRED HOLSTEIN BULLS**—Serviceable and younger. Example: 7 months old show calf. Dam—383 lbs. fat—3.8% H. I. R. test as 2 year old. Sire's dam a National Dairy Show Grand Champion. Brunquell Bros., Hwy. 57, Saukville, Wis.

**FOR SALE**

Five Serviceable, Registered, Brown Swiss, Bulls, sired by first prize winner in the largest shows of the middle-west. Their Dams averaged 425.4 pounds butterfat on twice-a-day milking. T. B. accredited and Bangs free certified. Priced reasonable, inspection invited.

**THEO. J. KURTZ**  
Cedarburg, Wis.

**FASTEST, FINEST!**  
*Electric*  
**COW CLIPPER**



Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

**STEWART CLIPMASTER**

Exclusive Stewart design ball-bearing motor is air cooled and entirely enclosed in the insulated **EASY-GRIP** handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for **FREE** catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 48 years making Quality products.

**We Buy Malting Barley.**

**Wait For Our Buyer.**

**MAYR'S SEED and FEED**

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**

*For quick service have your milk hauler bring them to us.*

**PRODUCE BETTER MILK**

**REBUILD and RETIN YOUR USED MILK CANS ...NOW...**



ASK YOUR WACHO DEALER

**GUARANTEED CANS AT A LOWER COST**

**THE WACHO MANUFACTURING CO.**  
3048 W. Galena Street  
Milwaukee, Wis.

**PRIME ELECTRIC FENCE**

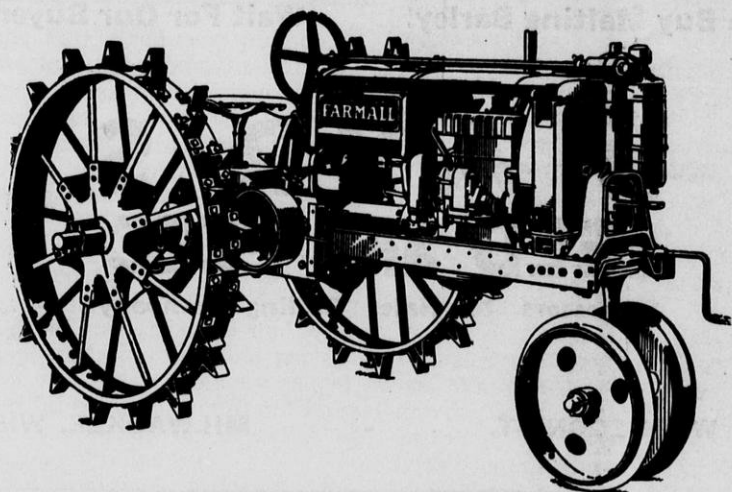
... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

*(Located on Highways 100 and 57, 4 Miles North of Milwaukee)*





*A Combination  
Hard to Beat*

# FARMALL TRACTORS

More than 300,000 Farmalls are on farms. There is only one way to account for such a figure—ever since the first Farmall was sold early in 1924, farmers have been choosing Farmalls on the strength of what they have heard and seen of Farmall performance on their neighbors' farms. In other words, the Farmall has an established record for easy handling, adaptability to all kinds of farm work, and unusual stamina. There are Farmalls working today that have been working more years than any other make of all-purpose tractor is old. Farmalls put out in 1924 are to be seen working side by side with new Farmalls.

Of course the new Farmall 20 is pulling heavier loads—doing more work. It has a good 30 per cent more power than the original and it has been improved and refined in other ways—has an additional plowing speed, variable-speed governor, automatic-impulse magneto coupling, ad-

justable radiator shutter for more efficient use of tractor distillate or other low-priced fuel, large composition steering wheel, etc.

Eight years of intensive study by numerous Harvester engineers—eight years of continuous experimenting, building, trying out, rejecting, starting over—went into the building of the first Farmall and the machines for use with it before ever a Farmall was offered for sale—eight years' start in designing this type of tractor and equipment! Since it was introduced, improvements have been made as experience has dictated, power added to give the Farmall purchaser more and more for his money. But in one way it is the same Farmall, and that is in its staying qualities—its ability to last for long years of dependable, economical satisfactory service.

## And the New 10-E Ensilage CUTTERS

### A Sturdy Quality-Built Cutter

The McCormick-Deering No. 10-E ensilage cutter is a sturdy machine, built for long life and years of dependable service. Every feature of the machine has been developed by years of experience and close study of cutter requirements.

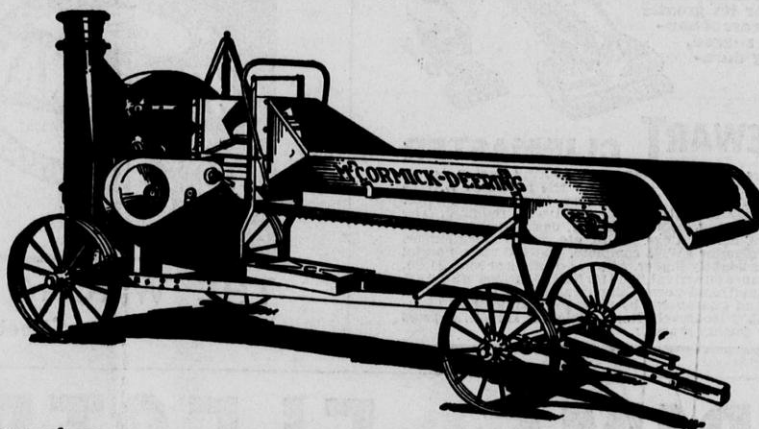
The 34-inch boiler plate flywheel assures safety at all working speeds. It is mounted on a 2-inch chromium steel shaft and operates on two ball bearings held in self-aligning boxes. This construction assures accurate alignment of the flywheel at all times and smooth, light-running performance.

The flywheel housing is constructed of heavy, high-carbon sheet steel, arc-welded at the joints to give added strength.

The "A" type truck frame is made of flat-bar steel, cross braced and arc-welded so that it will not warp or twist under heavy working strain.

The transmission gears are made of brake-drum iron and the entire gear assembly is enclosed and runs in oil. This enclosure protects the gears from dirt and reduces wear.

The wedge-type knife posts provide a simple and positive adjustment of the knives. The shearing strain is put on the knife posts, not on the knife bolts.



The double-faced cutter bar can be easily removed or reversed to present a fresh cutting edge.

The flywheel fan wings are the curved type, of high-carbon steel, with arc-welded ribs to give increased strength and longer life.

The safety clutch control is one of the outstanding safety features on the machine. The clutch is controlled by a bail which extends on both sides and over the top of the feed conveyor, providing a safety feature, and at the same time is convenient to operate. The feeder can be stopped, started, or reversed from either side of the feed table.

### Oiling Facilities

Proper lubrication is especially important on an ensilage cutter. All bearings on the No. 10-E cutter are provided with hydraulic fittings for grease-gun lubrication, conveniently placed for the operator to lubricate the machine with safety while it is in motion.

DEALERS HANDLING ABOVE MACHINES

**GEO. SCHUBERT SONS CO.**  
THIENSVILLE

**JOHN BECKER IMPLEMENT CO.**  
MENOMONEE FALLS

**ERNEST C. HOLZ**  
TESS CORNERS

# MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

OCTOBER, 1938

Number 7

## SEPTEMBER PRICE CONFERENCE

Your board met with the Milwaukee dealers on September 26, to confer on the price of October fluid milk. The dealers had not changed their minds about the need of selling milk at a lower price in order to hold and increase sales. One dealer moved that the October price for all milk testing 3.5 percent fat be \$1.60 per hundred pounds. In other words a flat price. In view of the fact that September average or composite price was expected to be \$1.80 or better the board refused to vote for the flat price.

Talk of the certainty of a European war led some directors to think that an upturn in butter, cheese and condensed milk demand would help fluid milk. The directors also had in mind a conference which a committee of producers expected to have with labor leaders under the auspices of the Department of Agriculture and Markets on the following Wednesday.

Mr. Geo. Kuenning in charge of fluid milk markets for the Department of Agriculture and Markets and an auditor for the department were present. Figures on sales of fluid milk were shown by the department men. The meeting adjourned without action on the price.

## CHEESE, BUTTER, CONDENSED AND FLUID INTERESTS MEET

The Department of Agriculture and Markets called a meeting at Fond du Lac on September 21 of various people in the dairy industry. This meeting was called at the request of the Wisconsin Cheese Makers Association. The cheesemakers felt that the department was not being as helpful to the cheese interests as it was to the fluid milk

branch of the industry. Director Ralph Ammon presided and formal statements were made by a spokesman for the different branches of the industry, namely, cheese, butter, evaporated milk and fluid milk. The cheese men said that the makers had lost farmers to condenseries and city markets because of the higher price paid by the latter. Cheesemakers also argued that if the retail price of fluid milk was lower, more would be sold and less would remain to go into manufactured dairy products. They also attacked the condenseries code which was set up when milk solids were much higher than now.

The condenseries' spokesmen defended the code and some sharp argument resulted. The fluid milk man told about the extra costs of producing for a city market, such as high sanitary requirements, and uniform production. The creamery man was rather open minded, saying that high quality products and advertising would sell more dairy products at a better price.

Pot shots at the Milwaukee market because of the high price were taken by the cheese men. They said that Milwaukee's average price for August was about ninety cents per hundred pounds above what the cheesemaker could pay. Some long and tiresome arguments were made by a certified producer who said his operating costs were very high.

Mr. Ammon thanked the people who had appeared for their frank and friendly discussion of the tough problems. He said that it was his intention to hold hearings and meetings when the people wanted to discuss their problems. A study of the testimony might help the department in some of its decisions. Mr. Ammon said.

## COUNCIL MEETS IN MILWAUKEE

Plans are rapidly maturing for the annual Get-Together Conference of the Wisconsin Council of Agriculture. This gathering will be held in the Milwaukee Auditorium, October 27, 28 and 29 and will be participated in by 35 different farm organizations, embracing in their membership, approximately 80,000 farm families.

In connection with this year's Get-Together Conference, a trade show is planned, which is being put on by the Auditorium Board and at which show machinery, equipment and supplies that farmers are interested in will be exhibited.

Because cash in farmers pockets is not too plentiful, exhibitors have been somewhat loath to take space for this show, but the Auditorium management feels that diversified farm machinery and supplies will be exhibited.

A speaking and entertainment program which is planned is to be much better than at any previous conference. The women's program will include interesting discussions and practical home demonstration by leaders from the state and outside. Four H boys and girls and Future Farmers of America will be featured as entertainment on the program.

A banquet will be the feature of Thursday night's program to which all farm families are invited. There will be a special luncheon for women on Saturday.

The members of the Milwaukee Co-operative Milk Producers are especially invited to attend this conference. Come to the banquet on Thursday, October 27 at 7:00 p. m. and enjoy the entertainment, listen to talks by speakers of national renown.

## SEPTEMBER PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	46.97	\$2.71	Fluid	45.93	\$2.71	Fluid	49.75	\$2.71	Fluid	47.77	\$2.71
Out. Relief.	2.23	2.48	Out. Relief.	3.27	2.48	Out. Relief.	2.64	2.48	Out. Relief.	.98	2.48
Cream	15.43	1.18	Cream	7.58	1.18	Cream	14.51	1.18	Cream	15.20	1.18
Manuf'd	35.37	.93	Manuf'd	43.22	.93	Manuf'd	33.10	.93	Manuf'd	36.05	.93
Composite price		1.83	Composite price		1.81	Composite price		1.89	Composite price		1.80
BLOCHOWIAK DAIRY			EMMER BROS DAIRY			SUNSHINE DAIRY CO.			TRAPP'S GOLDEN RULE DAIRY		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	47.21	\$2.71	Fluid	62.04	\$2.71	Fluid	43.62	\$2.71	Fluid	47.67	\$2.71
Out. Relief.	4.66	2.48	Out. Relief.	11.96	1.18	Out. Relief.	1.28	2.48	Out. Relief.	.90	2.48
Cream	3.83	1.18	Cream	26.00	.93	Cream	12.72	1.18	Cream	30.00	1.18
Govt. Sales	11.73	1.18	Composite price		2.05	Manuf'd	42.38	.93	Manuf'd	37.65	.93
Manuf'd	32.57	.93				Composite price		1.76	Composite price		1.82
Composite price		1.87									

COLLEGE OF AGRICULTURE  
 UNIVERSITY OF WISCONSIN  
 LIBRARY

## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11

OCTOBER, 1938

No. 7

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, President, Sta. D, R. 2, Box 626, Milwaukee.

GEO. W. DROUGHT, Vice-President, Route 2, Caledonia.

WM. KERLER, Treasurer, R. 5, West Allis.

CHARLES DINEEN, Secretary, Cedarburg.

A. C. KIECKHAFFER, R. 2, Thiensville.

FRED KLUSSENDORF, Waukesha, R. 5, Box 495.

ED. SCHMIDT, R. 7, Wauwatosa.

CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.

PAUL BARTELT, Jackson.

AMBROSE WIEDMEYER, JR., Richfield.

CHESTER FLETCHER, R. 3, Waukesha.

WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

### DAIRY SALES PROMOTION

Meeting at Marshfield on September 15, a large group of dairymen made plans for a corporation called the Wisconsin Dairy Industries Association. Its purpose is to better acquaint the consumer with the goodness of dairy products by education and advertising and to acquire funds to do the job.

The plan is to have its members agree to pay fifty cents on each 1,000 pounds of fat to the corporation, but no deductions are to be made until 50 percent of the milk fat of the state is pledged. The agreement provides, among other things, that a complete financial report be rendered each member at the end of the fiscal year, distribute the money for advertising in about the same proportion, contributed by the different branches of the industry and establish the educational and advertising program on a three year basis. It is estimated that \$100,000 per year can be raised. If other states come in with a proportionate share, a fund large enough for national advertising can be obtained.

It was agreed to meet in Chicago on October 5 with representatives of other organizations interested in the promotion of dairy product sales.

### HAULING ROUTES MERGED

Rudolph Feldman, who has hauled milk for some 25 years, first to the Luick Ice Cream Company, at Thiensville, and when that plant was closed to the Luick Dairy Company, at Milwaukee, sold his route to John Lindner, also a hauler to Luicks.

Both of these haulers serviced farms lying between Highway 57 and Lake Michigan in Ozaukee. Neither trucker had a paying load and the deal should help everyone concerned.

### FLUID PRODUCERS MEET LABOR LEADERS

A committee of producers met at Madison on Wednesday, September 28 to discuss serious problems confronting the fluid milk markets of the state at the call of the Department of Agriculture and Markets.

Several graphs were shown, one in the form of a pie, showed the division of the consumers' milk dollar as revealed by a study of the books and records of milk dealers in Milwaukee, Racine and Kenosha. According to this graph, the increase which labor employed to process and deliver milk got was offset by the decrease which the producer received to a very close degree.

The graph indicated that because the dealer had a very narrow margin on which to pay labor and milk checks any decrease in price to the consumer would have to be borne by producers or labor or jointly by both. Graphs also showed a steady decline in sales and a need to do something about it if the farmers in the market and the employees in the plant were all to keep their jobs. In other words, a decline in sales meant less milk needed and fewer men needed to distribute it.

Representatives of organized labor were invited in. The charts and graphs were explained to these men—the probable results in loss of jobs if something was not done to induce people to keep on buying milk and to get back those customers who had changed to canned milk.

The labor people listened very attentively to the explanations and asked some questions. They then asked if they might have the department's figures for further study and agreed to meet with the producers' committee at a later date to further discuss the subject.

### BUTTER MARKETS

The butter market was in fairly good condition as reported by the Bureau of Agricultural Economics on October 1. The Dairy Products Marketing Association, had purchased 108,724,000 pounds of butter and had sold 7,569,487 pounds to the Federal government for use of persons on relief.

Storage holdings on the Pacific Coast were low and the price was 2½ cents per pound above Chicago. A slow decline in production for September was noted but conditions for a good flow of milk were good. The most disturbing factor for producers was the increase of storage as compared with other years.

### O.K. CO-OP. CELEBRATES SEVENTH BIRTHDAY

On July 1, 1938 the O.K. Co-operative Milk Association of Oklahoma City celebrated its seventh birthday, states the O.K. Co-operator. On July 1, 1931 it opened to receive and manufacture dairy products produced in a radius of 60 miles of Oklahoma City. Since that time it has established an additional plant at Pauls Valley. At present the association is operating 28 milk routes and seven cream routes. During the 1937-38 fiscal year the association handled a total of 1,254,564 pounds of butterfat for patrons, which is an increase of 57,862 pounds over the preceding year. Owned assets on June 30, 1938, were \$182,447. The association has consistently refused to engage in price wars but members have always been paid the highest price possible under existing market conditions.

### PRODUCERS APPROVE BUFFALO ORDER

On September 15, the New York state milk order for the Buffalo-Niagara marketing area was approved by 93 percent of the producers voting, states the Dairymen's League News. The order will become effective on October 1. The minimum price for 3.5 percent Class I milk will be \$2.85 per hundred-weight from August through March and \$2.45 from April through July. About 3,500 producers in five western New York counties took part in the referendum. The Niagara Frontier Co-operative Milk Producers' Bargaining Agency, Inc., with which the Dairymen's League Co-operative Association is affiliated, petitioned for the order and represents more than 85 percent of the producers selling on the market.

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

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

President—Edward Hartung.

Vice President—Geo. W. Drought.

Secretary—Chas. F. Dineen.

Treasurer—Wm. Kerler.

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

Signed, Chas. F. Dineen, Secy.

Sworn to and subscribed before me this 27th day of September, 1938.

J. A. Walt, Notary Public, Milwaukee, Wis.

(My commission expires June 19, 1939.)

**OTHER MARKETS**

A study of Sioux City Milk Producers Co-operative Association, Sioux City, Iowa made by the National Co-operative Milk Producers' Federation is just off the press. This organization of 900 dairy farmers is located in three different states namely, Iowa, Nebraska and South Dakota, all being adjacent to Sioux City, Iowa.

Most of the farmers producing for this market, do not specialize in dairy products. That is probably the reason why they must go so far to get enough milk for that city. In 1937, 43 percent of the milk sent to Sioux City, or 12,000,000 pounds was needed for fluid purposes. That may be compared with the 168,000,000 pounds of fluid milk consumed in the Milwaukee metropolitan area each year.

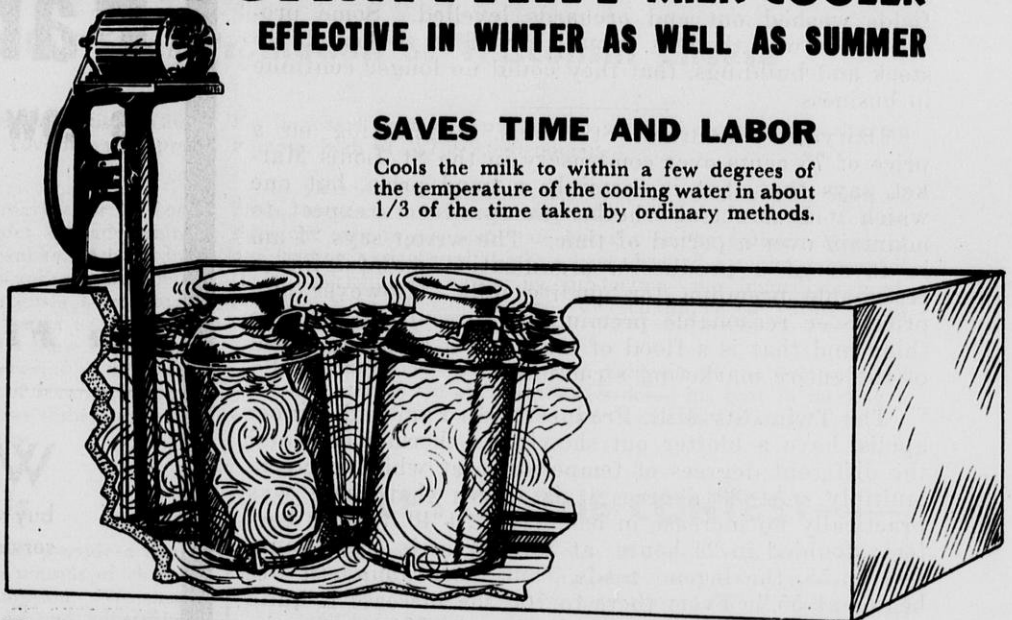
The Sioux City organization was in the national farmers holiday movement strike in 1932 and at that time it gave away raw milk at 13 depots in the city. The strike was finally settled when the retail price of milk was raised from eight to nine cents and the farmers being given a raise in price also.

The association has a publication called "Producers News" which carries official news and prices paid and reports on the progress of the organization. It has as a competitor the Equity Creameries, Inc. of Aberdeen, South Dakota, which is also a farmers co-operative organization. This co-operative sells all of its milk through a single cash and carry store at three cents under the established retail delivered price.

The Nebraska-Iowa Milk Association had its 7th annual meeting on October 5, 1938. It would seem that October would be a very busy season for farmers to hold an annual meeting, but undoubtedly they would get away from the ice and snow which we have had on many occasions.

The Connecticut Milk Producers Association at Hartford, Connecticut, headlines a story in the September issue of its bulletin "Milk Goes Through Flood and Hurricane. Industry copes with worst disaster in history. Damage to Producers believed heavy." The article goes on to tell about the floods and hurricane which took out bridges, washed out roads in places and covered other highways with felled trees, electric telephone wire and poles. In spite of all this, the bulletin says, enough milk was brought in so that consumers received an adequate supply. Over many a road the way was first opened by axes and saws of

**Buy THE KRUG SANITARY MILK COOLER Use EFFECTIVE IN WINTER AS WELL AS SUMMER**



**SAVES TIME AND LABOR**

Cools the milk to within a few degrees of the temperature of the cooling water in about 1/3 of the time taken by ordinary methods.

The Krug Milk Cooler is designed for use in the ordinary cooling tank, to supply the need for better and more sanitary milk cooling.

It requires no washing, no sterilizing, no attention. Nothing goes inside of the milk can. The cover may be left on the milk can during the entire process of cooling, thereby eliminating any possibility of contamination from outside sources.

The Water in the cooling tank is also kept in movement which gives the wall of the milk can a constant cool surface for the milk to cool against.

The Milk Can is subjected to simple oscillating and rotating movements, thereby stirring the milk without the use of any unsanitary stirring rod.

These sanitary features have won the approval of state dairy inspectors, cheese and butter makers, dairies and condenseries.

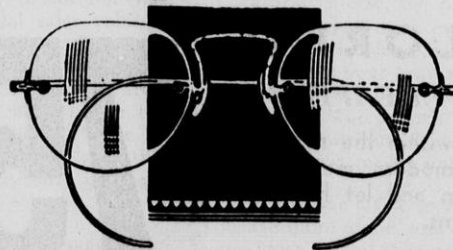
Call . . . Let Us Demonstrate . . . No Obligation . . . Write

Phone Hilltop 5460

**COOLER PRODUCTS COMPANY**

5303 W. Center St. Milwaukee, Wis.

**Yes - you can save money on Kindy Glasses**



WRITTEN GUARANTEE ON ALL WORK

Glasses cleaned, straightened adjusted and frames polished without charge.

To Milwaukee Co-operative Milk Producers — and their families

**SUBSTANTIAL DISCOUNTS on Complete Glasses Optical Repairs Lenses**

To be sure of discount, just say Co-operative Milk Producers after regular prices are quoted.

**KINDY OPTICAL CO. . . 615 No. 3rd St. MILWAUKEE, WIS. Tel. MARquette 7223**

milk truck crews. Deliveries were made difficult, some drivers having to go 60 miles to reach customers who were within five miles of the plant. It was too early to decide on how much damage had been done to barns, fields washed out and orchards levelled. Some producers, it was thought, would have lost so heavily in stock and buildings, that they could no longer continue in business.

Dairymen's Journal, St. Louis, commenting on a price of 75 cents over condensery in the St. Louis Market, says that that is certainly a good price, but one which it is doubtful whether the producers expect to maintain over a period of time. The writer says "I am in favor of a producer's organization maintaining a reasonable premium for quality milk. However any price over reasonable premium will result in but one thing and that is a flood of milk and a breaking down of the entire marketing structure.

The Twin City Milk Producers, St. Paul and Minneapolis, have a blotter out showing a thermometer and the different degrees of temperature at which bacteria multiply. At 30 degrees it is shown that there was practically no increase in bacteria. At 40 degrees bacteria doubled in 24 hours; at 50 degrees in eight hours and at 55, the legend reads, "our more abundant life begins at 55." From there to 100 the increase is quite rapid. The moral point is that up to 55 degrees the bacteria growth is very slow and that it is safe to hold milk at that temperature, but above 55 the growth is so rapid that milk cannot be kept in good condition. The Twin City Milk Producers are to be congratulated on getting out this clever reminder to their members to keep the temperature down and avoid trouble with high count.

# Farm Loans

as Low as

**4½% interest**

**No Financing Charges**

**WE** Buy, sell, trade farms.  
If you are planning to  
buy or sell, consult us. For quick  
service, phone

**DAly 3670**

**MAX RESNICK & CO.**

REAL ESTATE

709 N. 11th St.

Milwaukee, Wis.

## An Announcement . . .

### OF IMPORTANCE TO EVERY MILK PRODUCER

**A New and Finer Dairy Sterilizer**

\* **KLENZADE!**

**LIQUID CHLORINE**

**SAFER! BETTER! CHEAPER!**

The Klenzade man will visit you within the next few days to explain all about this modern method of bacteria control. Watch for him and let him help you with your sterilization problems.

IT WILL PAY YOU DIVIDENDS IN  
LOWER COSTS AND BETTER MILK

**75<sup>c</sup>**

Gal.

plus 15c Jug Deposit



**CARRIED BY ALL LEADING DRUG OR HARDWARE STORES**

**ASK FOR KLENZADE AT YOUR ASSOCIATION OR FROM YOUR HAULER**

\*Fully approved by Milwaukee and Chicago Boards of Health.

# \$350.00 Cash Awards

## State-Wide Contest for Sales Promotion of Wisconsin Cheese

One of the major functions of the Milwaukee Advertising Club this Fall, is the big cash prize contest for ideas covering sales promotion and advertising of Wisconsin Cheese.

With the need and demand for an expanded market for the consumption of Cheese and the requirements for sales and advertising of one of our leading state products, the Milwaukee Advertising Club has prevailed upon the three leading Milwaukee newspapers, and the National Cheese Institute, and the Wisconsin Department of Agriculture and Markets, to contribute cash prizes to the Club, which will be paid for ideas which can be used by these state agencies whose business it is to promote and secure greater distribution, increase consumption, and find ways and means of securing greater appreciation for the many delightful and delicious dishes prepared with cheese, and particularly with Wisconsin Cheese.

### Cash Prize Awards

It is desired that plans be submitted which will provide a turnover for the present surplus of over one million pounds of cheese. Production has been much greater than consumption. We must increase consumption, and to that end marketing and advertising requires ideas to make this possible.

Donors of \$350.00 in cash, divided in the following manner, has been assured the Advertising Club, and the awards will be made as follows:

First Prize . . . \$100.00 in cash, donated by the Milwaukee Journal;  
 Second Prize . . . . . \$50.00 in cash, donated by the News-Sentinel;  
 Third Prize . . . . . \$20.00 in cash, donated by the News-Sentinel;  
 Three more following prizes \$10.00 each in cash, donated by the News-Sentinel;  
 Next five winners, \$10.00 each in cash, donated by the National Cheese Institute;

And a Grand Prize of \$100.00, donated by the Wisconsin Department of Agriculture and Markets to go to the winner of the winning idea adopted by the State Department as practical for immediate use in selling and promoting Wisconsin Cheese.

### Contest Closes October 20, 1938

Every business, industrial or trade, is largely dependent upon the success of the farmer in Wisconsin. Our chief industry is Wisconsin dairy products. It contributes largely to our total farm income. When we help the farmer, we help ourselves. It is evident that Wisconsin produces more cheese than the state does consume. While Wisconsin Cheese has become a national product, its competition now comes from other states whose dairy production has steadily increased, and it has cut into the potential sales volume. What is to be done about it? This is a question for advertising men, marketing experts, and sales executives to supply the answer, so that the Wisconsin farmer can continue his prosperity and live, and pay attention to what he knows more about, and that is the actual production of milk, cheese, and dairy products. What he doesn't know about selling and marketing, fills a book, and this must be left to a few agencies who have the responsibility in hand.

### Present Surplus 127,979,000 Pounds

Formerly Wisconsin could market all the cheese it could make. A change in that condition was felt very noticeably, however, in 1933 when surplus cheese production became a very serious problem. With a total production of 315,687,503 pounds of cheese in this state at that time and greatly reduced consumer buying power, the market appeared to be glutted. The legislature, during a special session of 1934, took notice of the problem and passed a resolution requesting the Department of Agriculture and Markets to carry on some dairy promotion work. Since that time, the surplus of cheese

has increased until on September 1st of this year it had reached an all time high of 127,979,000 pounds.

In view of this huge surplus, there is an immediate need of ideas, suggestions, or marketing plans that will stimulate cheese sales not only in our own state but also in the nation. Many of our leading agricultural thinkers have devoted a major portion of their leadership to improving production—the immediate need, however, is to sell more cheese—to establish cheese eating habits with all classes of our citizens.

This contest may not only pay dividends in the form of cash to those entering but each entrant is doing his part in meeting a tremendous need for one of Wisconsin's greatest industries.

### RULES OF THE CONTEST

1. This contest is primarily one of ideas. You will cover points on marketing, selling, dealer and jobber co-operation, forms of advertising, packaging, labeling, publicizing and educating; ideas must be practical and designed to successfully promote consumption of Wisconsin Cheese, and successfully increase distribution and promote public demand for Wisconsin Cheese.
2. One single idea or more covering one or all phases of sales promotion may have the power to do the job.
3. The contest is open to any person (18 years or more) who lives in the State of Wisconsin. As many ideas as desired, may be submitted by any one person.
4. Answers should not exceed 500 words; they should be typewritten, and should be kept simple in form. Technical data, advertising lay-outs, or artistic efforts will not count.
5. In case of a tie, the judges' decision will be considered final as to the position of the prize-award. (Should submitted proposals not warrant the giving of any awards in this contest, due to being unusable and impractical, the judges can, by unanimous decision, call off the contest, and the contributed prizes will be returned to the donors.)

### Contest Open to All

Students, Farm Workers, Sales Professionals, and Public

To fulfill the gap that appears to be wanting in the marketing of Natural Cheese, the Advertising Club has taken this interest. We desire to prevail upon everyone to enter into the spirit of this contest and provide ideas which are practical and which will help sell cheese. Give your time and thought to this big and important question. Write out your idea and submit it. It costs you nothing but your time. The awards are in cash and the satisfaction and glory of having contributed your idea, should it be used, is something that remains a part of you and no money can buy this satisfaction.

Go to your office or to your study, when all is quiet tonight and you are quite alone, and do some thinking. Sit down and type out your ideas. Mail it so as to reach the Milwaukee Advertising Club, c/o Milwaukee Athletic Club, on or before October 20. Competent judges will be appointed to select the winners of the best ideas, and the prizes will be awarded accordingly. The judges' decision will be final. All entries submitted to the Club will remain the property of the Club to be given over to such agencies whose business it is to carry on the ideas which appear best. Remember, as a final grand prize, the Wisconsin Department of Agriculture and Markets will award the \$100.00 to the winner of the idea which they deem practical to absorb. It may be a \$10.00 prize winner who will win this extra grand prize award.

## Mr. Fletcher Says: . . .

The Directors of your organization have been holding a number of meetings around the milk shed recently with more to follow, attempting to convey to the producers some of the problems involved in present day marketing. These meetings have been extremely interesting, the shippers showing a keen interest in their marketing problems.

One of the things that is outstanding is the bitterness shown by producers against the efforts of organized labor to increase their income at the expense of those who produce farm produce. They are no longer believers in the theory that Farmer-Labor co-operation means greater income to them, for practical experience has shown that farm products sold on the law of supply and demand sells at market levels while labor, due to governmental assistance both in bargaining and through relief channels, has ignored the law of supply and demand and has created artificial levels, creating high priced finished products that farmers cannot buy with their reduced incomes. Thus we have class consciousness with the inevitable class hatreds that follows, that at no time is for the general good of the country. Farmers in all these meetings have expressed their willingness to meet labor on equal terms but they justly resent the present trend of taking from their meager income to boost the other fellow's return.

One of the problems confronting many shippers is that of remodeling or rebuilding their milk house.

Many of the milk rooms now in use were built fifteen or twenty years or more ago and probably have well served the purpose for which they were constructed. At the time they were built, in many cases milk was being cooled in tubs or outdoor tanks and having a separate room just for milk seemed to be the acme of perfection. The buildings and tanks were constructed of any material that was handy for definite knowledge as to what was the best building methods were not known.

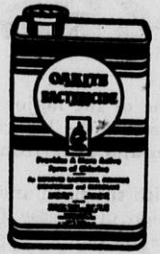
This was particularly true as regards the milk tank but, as time went on, it was proven that many of these tanks were not serving their purpose correctly—maintaining the temperature of the water as near well temperature as possible. It was important that they should do

## MORE PROTECTION for your milk!

If your milk is to be graded high, it must be clean, with good butter fat content and . . . bacteria count must be LOW! There is no surer way to make certain your counts will be low than to clean first . . . then sterilize milkers, pails, strainers and other utensils with

### OAKITE BACTERICIDE

This safe-to-use, yet powerful bacteria-killing material gives you a wider margin of safety against high counts . . . gives you more protection due to its more active form of available chlorine. Economical, easy to use, leaves no white deposits. Order a two-pound can of OAKITE BACTERICIDE today from your dealer. Ask him too, about other specially developed Oakite dairy cleaning materials that help make your cleaning easier, more economical. Write for booklet, further information.



If your dealer cannot supply you write to  
**A. H. BOND**  
**OAKITE PRODUCTS, INC.**  
 757 North Broadway  
 Milwaukee, Wis.

this. For it was found that quick cooling was one of the essentials in having milk of low bacteria count.

With that in mind a study was made of insulation for tanks that would keep the water cool in the Summer and yet not freeze in the Winter.

The result of these studies would show that any farmer who is planning on rebuilding or remodeling the milk room should be sure to have an insulated tank, for they have proven their worth, for very slight additional cost, in assisting in the production of high quality milk.

### NEW SUPPORTERS

Eichstaedt Bros., Brookfield  
 E. C. Kline, Burlington, R. 2  
 Harry Brooks, 1521 W. North Ave.,  
 Milwaukee

### TO FIGHT FILLED MILK IN KANSAS

The Carolene Products Company, manufacturers of Carolene, a filled milk product, applied for and obtained a temporary injunction in August restraining the authorities from enforcing the Kansas Dairy Law as it affects that product, reports the Kansas City Co-operative Dairyman. A hearing on this injunction will be held on September 28. At a meeting held August 27 the Kansas State Board of Agriculture, Kansas State College, fluid milk groups including the Pure Milk Producers' Association of Kansas City, and other farm groups agreed to aid in upholding the law. The National Co-operative Milk Producers Federation promised assistance from its legal department in the case.

### SALES PROMOTION OF WISCONSIN CHEESE

Elsewhere in this issue there appears an article telling about efforts of the Milwaukee Advertising Club to secure new ideas for advertising and merchandising cheese. It will be noted that cash awards are offered and perhaps some of our members might get in on this nice prize money if they entered the contest. Read the rules carefully and if you believe that you have good ideas, get into the contest.

### NATIONAL FEDERATION TO CINCINNATI

The National Co-operative Milk Producers Federation will hold its 22nd annual meeting in Cincinnati, Ohio on November 14, 15 and 16. The federation has a membership of 60 organizations in the fluid milk, condensery, cheese and butter marketing fields and the groups are made up of 350,000 farm families residing in 41 states.

Marketing problems and national legislation that affects agriculture directly or indirectly are among the problems that the Federation attempts to deal with.

### CLIP LONGHAIRED COWS

During the recent prolonged spell of wet weather, many producers found the cleaning of cows a tough job.

Clipping the udders and flanks help, in fact make the cleaning job an easy one.

### FOR SALE

Pure Bred Bull Calves 1 to 10 months old out of dams with good D. H. I. A. records.  
 Charles Dineen, Cedarburg, Wisconsin

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

**FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.**

*Rated "A" (excellent) By Best's*

Phone or Call

**ALBERT F. CZARNECKI, Agent**  
Big Bend 2921 Muskego, Wis.

*Speediest..*  
*Easiest to handle*

**COW  
CLIPPER**

World-Famous



**STEWART CLIPMASTER**

Over 90% of the world's clipper users own and PREFER STEWART clippers. **CLIPMASTER** is faster, cooler running, easier-to-use. The most powerful clipper of its kind ever made. Lasts longer. Stays sharp longer. Fan-cooled, ball-bearing motor exclusive Stewart design. Completely insulated in the special **EASY-GRIP** handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$25.00 value for only \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois. 48 years making Quality products.

**We Buy Malting Barley.**

**Wait For Our Buyer.**

# MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

**NOW is the Time to Retin Your  
Used Milk Cans for Summer Service**  
*For quick service have your milk hauler bring them to us.*

## PRODUCE BETTER MILK

**REBUILD and RETIN YOUR  
USED MILK CANS**

...NOW...

**GUARANTEED CANS  
AT A LOWER COST**



ASK YOUR WACHO DEALER  
**THE WACHO MANUFACTURING CO.**  
3048 W. Galena Street  
Milwaukee, Wis.

# PRIME ELECTRIC FENCE

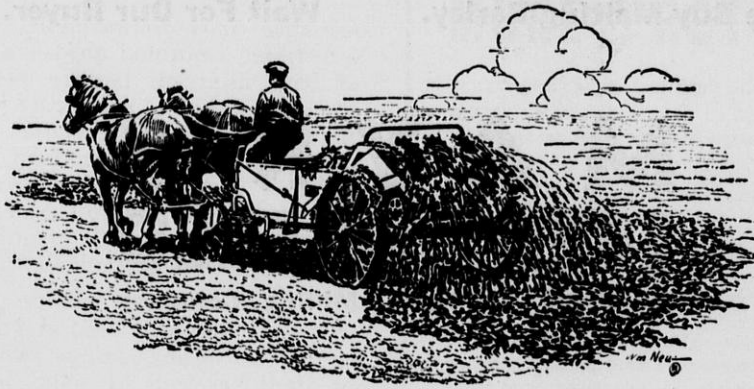
... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

*(Located on Highways 100 and 57, 4 Miles North of Milwaukee)*





# THE CORNER STONE of Your Farm

## Crops, Like Humans, Must Have Food

**G**ROWING crops remove from the soil large quantities of plant food which go to make up the stalks, leaves, and grain. When a crop is sold from the farm much of the plant food goes with it. On the other hand, when the crop or a portion of it is fed to livestock, manure, a home product with excellent fertilizing properties, becomes available.

The fertility value of manure produced annually by all farm animals is approximately two and one-half billion dollars. Each year a portion of this amount is wasted because of inadequate storage facilities or by inefficient methods of applying manure to the soil.

Some farmers still spread manure by hand from a wagon box, while others haul it to the fields, dump it in small piles, and when convenient spread it. The extra handling of the manure, the slow and tedious task of hand-spreading,

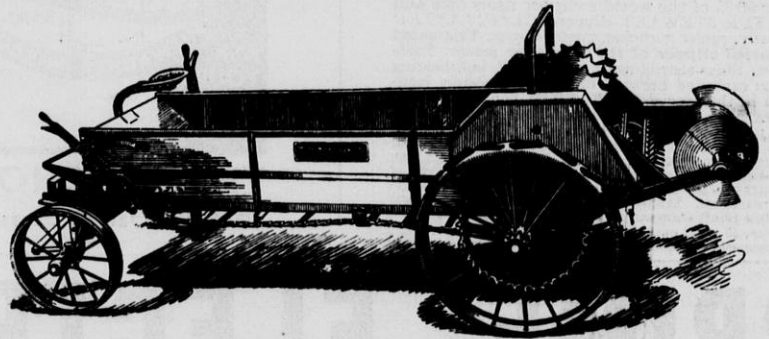
combined with the loss of the fertility value of the manure left in piles, make these methods unsatisfactory, unprofitable, and unwise. To get full value out of every ton of manure produced it should be hauled to the fields when fresh and spread with a modern, up-to-date spreader.

According to actual tests, manure, exposed to weather for a long period of time, loses on an average from one-third to one-half of its plant food and fertilizing elements. Dr. Charles E. Thorne in his book, "The Maintenance of Soil," proves the above statement. Dr. Thorne refers to experiments made at Ohio Experiment Station, where repeated analyses of fresh manure, placed in the yard in January and left until April, show that the manure lost 30 to 40 per cent of its nitrogen, 15 to 25 per cent of its phosphoric acid, and 40 to 60 per cent of its potash. It is unwise to waste this valuable plant food, particularly when it costs so little to get full value by proper distribution.

## McCormick-Deering All-Steel Spreader No. 4-A

**W**HEN you purchase a McCormick-Deering all-steel manure spreader No. 4-A, you get more dollar-for-dollar value on your investment than in any other spreader on the market. This statement is based entirely on opinions voluntarily expressed by McCormick-Deering spreader owners. These owners have had every opportunity to see and study the McCormick-Deering in actual operation under all spreading conditions. Space does not permit the printing of their comments, but each one is an endorsement of McCormick-Deering quality and low-cost performance.

If you are planning on replacing your old spreader, or if you are spreading by hand, we invite you to see the McCormick-Deering all-steel manure spreader No. 4-A. Take the time to study its many time- and labor-saving features; compare it with other spreaders; then you be the judge. When you select a McCormick-Deering and use it in all kinds of weather, spreading all kinds of manure, you too will say, "It's the best money-making machine I ever owned."



### Special Equipment

Brake attachment, three horse steel evener, pneumatic tires, tractor hitch, slatted apron, lime-spreading attachment, endgate attachment, and spreader box rear pan for even spreading of semi-liquid manure, supplied as special equipment at extra cost.

### Investigate the McCormick - Deering Before You Buy

There are many exclusive time- and labor-saving features on the McCormick-Deering all-steel spreader that must be seen to be appreciated. Ask the McCormick-Deering dealer to show you one of these spreaders and explain its many advantages.

### DEALERS HANDLING ABOVE MACHINES

**GEO. SCHUBERT SONS CO.**  
THIENSVILLE

**JOHN BECKER IMPLEMENT CO.**  
MENOMONEE FALLS

**ERNEST C. HOLZ**  
TESS CORNERS



## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 NOVEMBER, 1938 No. 8

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
 GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
 WM. KERLER, *Treasurer*, R. 5, West Allis.  
 CHARLES DINEEN, *Secretary*, Cedarburg.  
 A. C. KIECKHAFFER, R. 2, Thiensville.  
 FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
 ED. SCHMIDT, R. 7, Wauwatosa.  
 CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
 PAUL BARTELT, Jackson.  
 AMBROSE WIEDMEYER, Jr., Richfield.  
 CHESTER FLETCHER, R. 3, Waukesha.  
 WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

### ANNUAL MEETING OF COUNCIL OF AGRICULTURE

The Tenth Annual meeting of the Wisconsin Council of Agriculture was held in the Milwaukee Auditorium, October 27, 28 and 29. It was the first time in the council's history, that it had met in Milwaukee. A fair sized crowd attended the sessions, considering the fact that weather was so favorable for farm work. The farmer who is interested in getting his work done in good season and in good shape, doesn't leave it for trivial reasons and great numbers of them think that listening to speeches doesn't help very much for they hear politicians spouting on every crossroad and they can't tune in on the radio without having to listen to someone tell them how he proposes to save the country.

The meeting opened on Thursday afternoon and in most respects it was just the average first day meeting. Nothing in particular was said which would warrant comment. A banquet and dance on Thursday evening drew a fair-sized crowd, amateur musicians and other entertainers sponsored by member-organizations were on the program along with several speakers.

Mayor Hoan welcomed the farmers to the city and took occasion to ride his municipal milk distribution hobby. This hobby was sired by prejudice, dammed by ignorance and borne sway-backed, knee-sprung, cock-ankled, ring boned and spavined, and has not improved with age. Nevertheless, the Mayor of Milwaukee mounts and rides this poor misfit, whenever he feels that he can make a good showing.

J. O. Christianson, superintendent of School of Agriculture, University of Minnesota, gave a splendid ad-

dress. Mr. Christianson has the ability not only to entertain people, but he can also teach without having his audience feel that it is being lectured to.

The Friday morning program was presided over by Prof. H. B. Hibbard of our own university. Prof. Hibbard in discussing farm problems and farmer-labor relations, pointed out that the price of farm products are as low as they were in 1931, but that skilled labor and supplies and equipment which farmers need, and which must be bought with money obtained from farm products are very much higher than at that time. To illustrate, he pointed out that three pounds of butter would hire a carpenter for one hour in 1931, while it takes five pounds to pay for the same hour's work at present.

Industry and Farmers were discussed by George S. Whyte, director of the National Association of Manufacturers. Mr. Whyte gave a very fine talk and was followed by Arnold S. Zander, whose topic was Labor and the Farmer. Mr. Zander is president of the American Federation of State, County and Municipal Employees. Mr. Zander argued that in order to have the farmers profit, labor must be well-organized so that it could demand high wage scales. He pointed out that in the South where labor was unorganized, the farmer had a very low living scale and in many cases lived in a home so small that the fire had to be built outside, there being no room for heating equipment. Mr. Zander, an educated man of pleasing appearance, did the best he could with a bad situation for he had to build up his talk on theories instead of facts.

He was followed by Carl Taylor, who has a farm in Waukesha County and who is executive secretary of the Wisconsin Building and Loan League, Milwaukee. Mr. Taylor said that he was born in the South and that because of the warm climate, homes such as we have and heated as ours are, were not needed in the South, that opportunities of getting an education were there if people cared to take advantage of them. Mr. Taylor got a great deal of applause when he compared farm incomes and incomes received by milk wagon drivers and other organized labor groups.

At the Friday noon lunch entertainment was put on by some of the young people mentioned above and an address on dairy advertising and publicity was given by Gordon W. Crump, supervisor of Agricultural Publicity, Wisconsin Department of Agriculture and Markets.

Louis Sasman, assistant director of Rural State Board of Adult Education, University of Wisconsin presided and gave a splendid address when he opened the session.

Ralph E. Ammon, director of the Department of Agriculture and Markets had as his subject, Merchandising, Necessary for Farm Success. Mr. Ammon was brief, to the point and well received by the audience.

Milton Hult, president of the National Dairy Council, Chicago, discussed dairy products promotion and the efforts of the National Dairy Council to educate people to use dairy products more freely. Mr. Hult gave a very fine address.

Mr. John Brandt, president of the Land O' Lakes Creameries, Inc., Minneapolis and also president of the group which is buying butter to stabilize the market, had the topic Doing—Not Talking. Mr. Brandt is one of these people who does things and everyone who ever heard him will agree that he can talk and drive home his point.

Friday evening's program opened with a band concert by the 4-H Club Band. Dean Chris L. Christensen, Wisconsin College of Agriculture presided at the meeting. A. H. Lauterbach, new manager of the Pure Milk Association, Chicago, talked on government policies and the farmers. Mr. Lauterbach gave a splendid address.

There was a ladies program each day which proved quite interesting, although the attendance was rather small.

The following appeared at the Women's Sessions: Blanche L. Lee, state leader of Home Economics Extension; Lois Johnson Hurley, editor, Woman's Department, Wisconsin Agriculturalist and Farmer; Mrs. Merle Witz, wife of a farmer at New Lisbon; Almere L. Scott, director, University Extension Division; Mrs. Chas. W. Sewell, and Gordon W. Crump. Meat cutting and poultry preparation program was put on by James Lacey, and J. B. Hayes both of the College of Agriculture.

Motion pictures of the "Seven Wonders of Wool" were shown.

Resolutions were adopted at the business meeting confirming the Council's stand on labor relations. Suggested that the Federal Land Bank allow the farmers who have lost their farms on mortgages to the Federal Land Bank, to buy back their farms on such terms as other buyers might. Resolutions were adopted thanking those who had appeared on the program and helped in any way to make the gathering a success.

**CARE OF COWS**

(Continued from page 1)

supply and demand would be a serious drop in prices.

A recent analysis shows by fact and figure that a dairy farmer who had no modern milk cooling equipment lost from \$25.00 to \$28.00 per month by what is called in his area "criticized milk." The installation of proper equipment—which is just another way of saying "Compliance with regulations" eliminated this loss and his saving was enough to pay for his equipment the first year after which it remained to add to his cash profits.

The dairy farmer is a progressive, up-to-date producer who wants to put out the best product he can because he knows the better his product, the better service he renders, the better his price and the greater his profits. Every dairy regulation is a common sense regulation designed by practical men with a view of improving quality, raising standards, widening markets, improving prices, adding to profits. Take as an example, the regulation that the flanks and udders of dairy cows must be clipped. Consider the common sense value of it.

Bacteria count must be kept down if milk is not to spoil. It is better, obviously, to keep bacteria out than to kill them after they are in. This being true, consider the way in which dirt, dust, filth cling to the flanks of an unclipped cow. Think how difficult it is to remove such filth—a brushing and wiping can't do it. Consider the millions of bacteria added to the milk by a tiny particle of that filth. You can't strain it out; most of it dissolves.

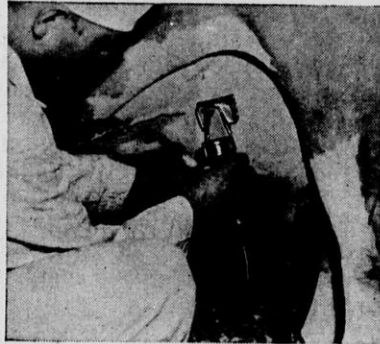
Now consider how easy it is to brush and wipe with a damp cloth dipped in a chlorine solution the flanks and udder of a clipped cow. It seems immediately evident that the clipping regulation is not a burdensome thing to be dodged if possible. It is, on the contrary, a helpful measure, really an aid in the production of better, cleaner milk, more easily salable at a better, more profitable price.

The milk inspector who checks on your requirement and the way you keep it, is, like your county agent, interested only in helping you. The less he must cause you to lose in condemnation, the more he can help you make in profits, the better he feels he has done his job.

Bark at the world and it will growl right back at you.

**HOW TO CLIP COWS**

These are the four areas that should be clipped closely.



**NEW YORK FEDERAL STATE MILK ORDER CONTESTED**

According to the Dairymen's League News the new Federal State milk order has been violated by the Rock Royal Co-operative, Inc., Central New York Co-operative Association, Inc., and Schuyler Junction New York Milk Shed Co-operative, Inc. These co-operatives have refused to co-operate, the market administrator contends. The New York State Guernsey Breeders Association refused to file its first payment to the settlement fund, claiming that its milk is a special quality product and that it should be exempt from the marketing order and has petitioned Secretary of Agriculture Wallace for exemption.

**QUANTITY DISCOUNT ON MILK SALES**

One of our members has inquired regarding selling milk at quantity discounts, having in mind the possibility of increasing milk sales.

In order to get information on this subject a letter was written to a producer at St. Paul, Minnesota, asking his opinion on quantity discounts given in that market. The following reply has been received:

October 18, 1938

Mr. Charles Dineen, Secy.  
Milwaukee Co-operative Milk Producers  
1633 N. 13th Street  
Milwaukee, Wisconsin

Dear Mr. Dineen:

The discount method used in Minneapolis is a compromise of a plan known as the Elwell Plan. I am enclosing a copy of the original Elwell plan. The union did not want this and some of the dealers agreed with them, so it could not be put into effect.

The Northland Milk Company of Minneapolis announced that they would give 20 percent discount on all accounts over \$4.00 per month. Discount starts after \$4.00. If purchases for the month amount to \$10 a 20 percent discount will be given on \$6.00 or \$1.20 discount for cash by the 10th of the following month. This applies to all purchases except butter and would make the price of milk in Minneapolis as follows:

- 1 quart ... 11 cents
- 2 quarts ... 10.13 cents ea.
- 3 quarts ... 9.67 cents ea.
- 4 quarts ... 9.55 cents ea.
- 5 quarts ... 9.34 cents ea.

This is not exactly the way the plan works out, as it applies to cottage cheese, chocolate milk and all products except butter.

The dealers report that the result of the plan is that they give about an eight percent discount. So far as I can see, the plan is not working well. It has caused a great deal of hard feeling on account of those who use only one or two quarts a day and has resulted in more chiseling than there has been in Minneapolis for many years. If a customer complains, he is given milk at 10 cents a quart.

If there is anything further, please, write me.

Very truly yours,

(Continued on page 6)

## Mr. Fletcher Says: . . .

### MR. FLETCHER SAYS

During the past month or more, there has been some trouble in the market with high bacteria count milk. This condition has been more noticeable among shippers to companies who in the past have not been checking so closely on this phase of milk inspection. With that in mind, I wish to give you some of the most common causes of high bacteria.

In the first place, I believe that the greatest cause for high count milk lies in infected udders. If the udder is not healthy, it is certain that no matter what is done, the milk will not be of good quality. With that in mind keep a close check on the cows' udders. The second most usual cause for high count lies in contamination through improperly cleaned utensils. Whenever any so called "yellow" appears on utensils, where open seams are not attended to or where milking machines are improperly cleaned bacteria counts will be high. The third most important cause is improper cooling. Bacterial growth in milk that is quickly cooled to a temperature between fifty degrees and sixty degrees will be very slow, but if the milk sits around for any length of time before getting into the tank, where the water is not changed in the tank frequently or where proper agitation methods are not used, bacterial growth will be rapid.

In the main, if these three conditions are kept well under control, bacterial counts will be low and as we think this over, I believe we will all agree that these conditions control proper milk production generally at all times.

As a member of the Council of Agriculture, appointed to investigate rural educational facilities in Wisconsin, it is my pleasure to report to you some of that committee's findings.

The outstanding feature of that investigation was the uncovering of a new type of school for teachers who are to go out into rural areas. This "college" conducted at Camp Douglas by the Workers' School of the extension division of the University, and at least part of the professors of which were on the payroll of the University, was training W.P.A. students to be your future leaders.

Remember this Workers' School, whose professors taught these students, is the special pet of the

American Federation of Labor and all philosophies of that group were being instilled into this group of students, who were to go out to teach and lead agriculture. For six weeks these students were taught the theories of "production for use," "technocracy," Farmer-Labor co-operation and any other crack-brained theory the students or the professors thought of. Along within that they were taught folk dancing. Some of their footwork was sure great. After six weeks of this they were "graduated" as competent farm leaders.

They are now out in the state expounding these theories to any group of farmers they can get to listen to them, and so, if in some of your social gatherings you are approached by a wild-eyed reformer, and asked to join in a little neat foot work to open up with, and then sit down and discuss wild eyed theories that will make your head swim, don't reach for your shot gun, but treat them gently. They really are harmless. The only tragedy is that any one at Madison or elsewhere, should insult the intelligence of rural people, by asking them to pay taxes to train misfits with crack-pot theories, and send them out to be agricultural leaders.

\* \* \*

With over production facing us as an immediate fact and every indication that it will continue through the Winter months, with milk consumption sharply decreased and not much to indicate increased business activity that might stimulate consumption, the problem that is faced now is to know what to do with our product. Most of the companies not only do not want any more milk, but show an inclination to desire to eliminate some of their present supply. Certainly if they do so, they will take off those shippers who in their estimation do not make the kind of milk they desire or have their premises up to the standard expected of fluid milk producers.

With this in mind, if a shipper wishes to retain his fluid milk market, of necessity he must have clean milk produced under sanitary conditions at all times. This does not mean that it becomes necessary to have new building or new equipment but it does mean that production equipment and conditions must be clean.

With every other kind of milk outlet overcrowded with increased production, the loss of your present market becomes doubly serious and for that reason we are issuing this friendly, earnest warning.

### WHAT IS THE NATIONAL DAIRY COUNCIL?

The National Dairy Council is the educational organization of the dairy industry. Established in 1918 in its present form, it was incorporated a year later as a non-profit organization without capital stock. A board of directors composed of leaders from all branches of the dairy industry formulates its policies and supervises its general program.

The World War army and navy examinations revealed amazing evidences of malnutrition. Leading health authorities and noted nutritionists, understanding and appreciating the value of milk in promoting physical growth and buoyant health, began at that time to advocate strongly the increased use of milk and its products in the daily diet. It was to help spread this newer knowledge of nutrition in an organized manner that the leaders of the dairy industry established the National Dairy Council.

The purpose of the Dairy Council as stated in the articles of incorporation is:

"To promote optimum health and human welfare through adequate use of milk and its products in accord with scientific recommendations and thus contribute to a more secure national well-being."

The National Dairy Council functions in two distinct ways: (1) Nationally, through its headquarters at Chicago; and (2) locally, through its affiliated units situated in more than thirty cities.

#### Activities of the National Office

At the headquarters in Chicago, constant contacts are maintained with professional, educational and consumer groups. No avenues are overlooked to assist physicians, dentists, dietitians, educators, and other group leaders and to enlist their cooperation. This is accomplished through: Investigating and assembling basic research facts on dairy products . . . the preparation and distribution of millions of pieces of literature . . . newspaper articles and feature stories for magazines . . . lectures . . . radio programs . . . the production of motion picture films . . . attendance and exhibits at national meetings and conventions.

Through its affiliated offices, the Dairy Council reaches consumers in most of the larger cities in the United States. More than thirty million consumers live in the territory served directly by these local units. Here trained nutritionists

and home economists conduct intensive programs in professional and educational fields, as well as with consumer groups. Working closely with the local producers and distributors of milk, the Dairy Council units also initiate and supervise sales-promotional activities designed to increase consumption.

To carry out its objectives, the National Dairy Council has developed a permanent educational plan known as the 8-Point Program. These eight types of activity are carried on in co-operation with, and through three major opinion-influencing groups:

#### I—Professional Group Activities

1. Health departments and the medical profession
2. Dental profession

#### II—Educational Group Activities

3. Schools
4. Home economics departments

#### III—Consumer Group Activities

5. Parent-teacher associations
6. Factories and offices
7. Dairy industry
8. General promotion

The activities sponsored by the national office are financed by all branches of the dairy industry. Through their financial support, producers and distributors of dairy products and manufacturers of dairy machinery and supplies become sustaining members in the national organization.

Each local unit is individually financed by the dairy farmers and milk dealers of that particular market in which the unit functions.

#### Where are the Local Units?

- Dairy Council of Stark County District, 318 Cleveland Ave., N. W., Canton, Ohio
- Milk Foundation, Inc., 75 E. Wacker Drive, Chicago, Ill.
- Ohio Valley Dairy Council, 430 Building Industries Bldg., Cincinnati, Ohio.
- Cleveland District Dairy Council, 419 E. Ohio Gas Bldg., Cleveland, Ohio.
- Columbus Milk Council, 904 High-Long Bldg., Columbus, Ohio.
- The Dairy Council, 806 U. B. Bldg., Dayton, Ohio.
- Denver Dairy Council, 810 Fourteenth St., Denver, Colo.
- Dairy Council of Des Moines, 446 Insurance Exchange Bldg., Des Moines, Iowa.

- Dairy Council of Detroit, 704 New Center Bldg., Detroit, Mich.
- Dairy Council of Elkhart, P. O. Box 187, Elkhart, Ind.
- Dairy Council of Evansville, 305 Boehne Bldg., Evansville, Ind.
- Dairy Council of Flint, 509½ Harrison Street, Flint, Mich.
- Fort Wayne Milk Council, Inc., 324 Medical Arts Building, Fort Wayne, Ind.
- Connecticut Dairy & Food Council, 43 Farmington Avenue, Hartford, Conn.
- Dairy Council of Indianapolis, 720 K. of P. Building, Indianapolis, Ind.
- Kansas City Dairy Council, 419 Railway Exchange Building, Kansas City, Mo.
- The Dairy Council, 218 West Walnut Street, Kokomo, Ind.
- The Dairy Council, Chamber of Commerce, Logansport, Ind.
- California Dairy Council, 532 Chamber of Commerce Building, Los Angeles, Calif.
- Central Dairy Council, 554 South Third Street, Louisville, Ky.
- The Dairy Council, Court House, Marion, Ind.
- Memphis Dairy Council, 135 North Pauline Street, Memphis, Tenn.
- Milwaukee Dairy Council, 1633 North 13th Street, Milwaukee, Wis.
- Connecticut Dairy & Food Council, 265 Church Street, New Haven, Conn.
- The Dairy Council, Court House, Peru, Ind.
- Philadelphia Inter-State Dairy Council, 20th & Race Streets, Philadelphia, Pa.
- Pittsburgh District Dairy Council, 451 Century Building, Pittsburgh, Pa.
- Dairy Council of Richmond, 516 Lyric Building, Richmond, Va.
- The Dairy Council, Mountain Trust Bank Building, Roanoke, Va.
- Dairy Council of the Quad Cities (Rock Island-East Moline-Moline, Ill.-Davenport, Ia.) 3115 Fourteenth Avenue, Rock Island, Ill.
- National Dairy Council, Twin City Unit 2642 University Avenue, St. Paul, Minn.
- California Dairy Council, 216 Pine Street, San Francisco, Calif.
- Washington State Dairy Council, 4419 White-Henry-Stuart Building, Seattle, Wash.
- St. Joseph Valley Unit of National Dairy Council, 307 Pythian Building, South Bend, Ind.

Virginia State Dairy Council, Box 102 (Staunton - Charlottesville - Fredericksburg - Harrisonburg) Staunton, Va.

Dairy Council of Wisconsin Rapids, 160 First Avenue South, Wisconsin Rapids, Wis.

Since its far-reaching program was launched in 1918, the National Dairy Council has been a powerful force in bringing about the 32 percent increase in consumption of dairy products. Authorities in health and nutrition state this increase in per capita consumption has been an important factor in the general improvement of public health.

The support and co-operation which authorities in professional and educational fields give to Dairy Council workers in all parts of the country is based primarily on a realization that the National Dairy Council program

...is based on nutrition research findings from recognized and accepted sources.

...is planned and endorsed by authorities in health and education.

...supplements and intensifies health education activities already inaugurated.

It is a pleasure to announce that Mrs. Louis Knuth, Thiensville, wife of Member Louis Knuth, was among the winners of cash prizes for ideas submitted for advertising sale of Wisconsin cheese.

This contest was sponsored by the Milwaukee Advertising Club and was given full page publicity in the October issue of this paper.

#### WHAT'S IN OLEO?

A U. S. Bulletin shows the following ingredients used in oleomargarine:

Babassu oil  
Coconut oil  
Corn oil  
Cottonseed oil  
Glycerine derivative  
Lecithin  
Neutral lard  
Oleo oil  
Olea stearine  
Oleo stock  
Palm oil  
Palm kernel oil  
Peanut oil  
Sage  
Benzoate of soda  
Soya bean oil  
Vitamin concentrate

## QUALITY DISCOUNT ON MILK SALES

(Continued from page 3)

In Madison, Wisconsin a discount was given for a certain quantity of milk. This like all these other plans, discriminates against the one or two quart customers and leads to much abuse and chiseling according to a consumer in that market. This consumer stated that he purchased four quarts of milk per day and got a quantity discount but during vacation time his boys were away from home in a camp and only two quarts a day were purchased. At the end of the month he insisted on the same price per quart as when he bought four and the company gave it to him because they did not want to take a chance of losing a good stop.

This consumer's idea was that many other purchasers got milk just as cheap as he did, although they did not purchase nearly as much, which leads to the same conclusions as arrived at in the Minneapolis market, simply opened up another avenue for chiselers. The discount system has been discontinued in Madison due to the dealers demand that price of milk must be lowered to farmers if the discount to consumers continued.

The Twin City Milk Producers Bulletin quotes its September price for 3.5 percent milk delivered to the Twin Cities distributing plants at \$1.46 per hundred pounds.

Illusion and wisdom combined are the charm of life and art.

## NEW SUPPORTERS

Glen Kolbow, Sta. D, R. 2, Milwaukee  
 Emil Heine, Jefferson  
 Adam Wawrzyniak, Palmyra  
 Frank Schlesner, Sullivan  
 Joe Savatski, R. 5, Box 174, Waukesha  
 William Kern & Son, R. 4, Waukesha  
 Reinhold Winkelman, R. 2, Pewaukee  
 Ruric Wetterau, R. 1, Rockfield  
 Emil Paulus, Cedarburg  
 Hubert Kleist, R. 2, Box 74, Pewaukee  
 Tans Bros., R. 3, Box 110, Waukesha  
 A. P. Wetterau, Rockfield  
 John Pill, Jr., R. 1, Box 47, Sussex  
 Chas. Pickhardt, R. 7, Box 188, Wauwatosa  
 Mrs. Ernst Dettman, German town  
 Jacob Roskopf, R. 1, Thiensville  
 Lyle E. Rice, R. 1, Nashotah

Henry Carpenter, R. 1, Box 22, Franksville  
 J. E. Ennis, Colgate

# FARMS WANTED!

We have several people interested in buying farms. If you are interested in selling, advise us.

*We buy, sell, and trade farms of all kinds*

Farm loans as low as 4 $\frac{1}{2}$ %, with no financing charges.

**DALY 3670**

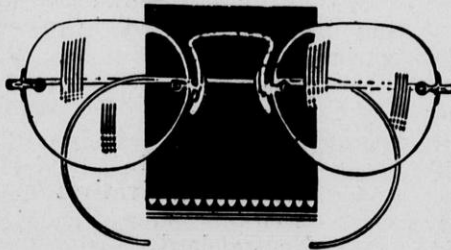
**MAX RESNICK & CO.**  
 REAL ESTATE

709 N. 11th St. - Milwaukee, Wis.

## HOME TALENT

As a general rule farmers prefer entertainment supplied by fellow workers. This is well illustrated by the popularity of the Dane County (Wis.) Holstein Quartet. Three Witte Brothers and their neighbor, M. E. Brinkhoff, all practical Holstein breeders, sing snappy Holstein songs to the tune of popular airs. They assisted with the recent successful Wisconsin state meeting.

**Yes - you can save money on Kindy Glasses**



WRITTEN GUARANTEE ON ALL WORK

Glasses cleaned, straightened adjusted and frames polished without charge.

**KINDY OPTICAL CO. . . 615 No. 3rd St. MILWAUKEE, WIS.**

Tel. MARquette 7223

To Milwaukee Co-operative Milk Producers  
 — and their families

**SUBSTANTIAL DISCOUNTS on Complete Glasses Optical Repairs Lenses**

To be sure of discount, just say Co-operative Milk Producers after regular prices are quoted.

**Louis Lemke**

Producer of

**HYBRID SEED CORN**

100 and 110 day maturities

2 miles North of Granville Station

Post Office THIENSVILLE

FOR SALE

Pure Bred Yearling Brown Swiss Bull Ernest Baumgartner & Sons Waukesha, R. 3, Box 9

FOR SALE

Pure Bred Bull Calves 1 to 10 months old out of dams with good D. H. I. A. records. Charles Dineen, Cedarburg, Wisconsin

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.

Rated "A" (excellent) By Best's

Phone or Call

ALBERT F. CZARNECKI, Agent  
Big Bend 2921 Muskego, Wis.

**FASTEST, FINEST!**  
*Electric*  
**COW CLIPPER**



Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

### STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated *EASY-GRIP* handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 6592 Roosevelt Road, Chicago, Illinois. 48 years making Quality products.

We Buy Malting Barley.

Wait For Our Buyer.

# MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

**NOW is the Time to Retin Your Used Milk Cans for Summer Service**

*For quick service have your milk hauler bring them to us.*

## PRODUCE BETTER MILK

REBUILD and RETIN YOUR  
USED MILK CANS



ASK  
YOUR  
WACHO  
DEALER

...NOW...

GUARANTEED CANS  
AT A LOWER COST

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

Prime Electric Fence Controllers are now available approved for sale and use by the Industrial Commission of the State of Wisconsin

# PRIME ELECTRIC FENCE

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



**Only  
FARMALL  
Brings You All  
of These  
Valuable  
Features**

McCormick-Deering Farmall 20 doing a good job of fall plowing. There are three FARMALLS in the line: Farmall 14, Farmall 20, and Farmall 30.



- |  |   |
|--|---|
| 1—Patented automatic steering - wheel cultivator gang shift. Clean cross cultivation at 4 miles an hour. | 5—Smooth 4-cylinder power — valve-in-head efficiency.                   |
| 2—Most complete line of direct-attachable machines to choose from.                                       | 6—Replaceable cylinders.  |
| 3—Unmatched ability for all row-crop work.   | 7—Steering operates wheel brakes automatically when making pivot turns. |
| 4—Outstanding economy on distillate or other tractor fuel.   | 8—Unequaled record for long life.                                       |
|  | 9—High resale value.  |
|  | 10—Complete nationwide service.   |

**AND IN ADDITION —  
FARMALL Prices Have Been  
Reduced \$43 to \$140**

The greatest all-purpose tractor value on the market is *today's* FARMALL. If you want *power*, insist on smooth, 4-cylinder FARMALL power, with valve-in-head efficiency and economy. If you want *beauty*, insist on the useful beauty of FARMALL power and performance. If you want *accessibility*, insist on the convenience of FARMALL'S simple, uncluttered design. If you want to be *sure*, insist on the Red Tractor, the one and only *genuine* FARMALL. It's on display in our show-rooms. Come in and see the new FARMALLS, reduced now \$43 to \$140.

**GEO. SCHUBERT SONS CO., Thiensville  
JOHN BECKER IMP. CO., Menomonee Falls  
ERNEST C. HOLZ, Tess Corners**

**MCCORMICK-DEERING**



## MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS  
CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.  
Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 DECEMBER, 1938 No. 9

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, *President*, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, *Vice-President*, Route 2, Caledonia.  
WM. KERLER, *Treasurer*, R. 5, West Allis.  
CHARLES DINEEN, *Secretary*, Cedarburg.  
A. C. KIECKHAFFER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

### A NEW STATE ADMINISTRATION

On January 1, 1939, Phil LaFollette walks out of the State Capitol and Julius Heil steps in. If the Governor-Elect is well-advised, he will make a careful study of the Department of Agriculture and Markets. Little criticism can be aimed at Director Ralph Ammon, but Mr. Heil or anybody else will have a hard time trying to think up reasons for keeping the seven commissioners on the payroll. These men, all fine fellows, were named by the present governor for no particular reason, except that they might swing the farmer-vote.

Harry Jack heads the Milk Pool; Ed. Malchefski, a Progressive-Farmer man and presumably an influential cheesemaker; Cy Long, a Farmer-Union man, Mr. Groves a former Progressive Assemblyman; Carl Marty, a Swiss cheese dealer; Wm. Hanchet, a creamery man and Milo Swanton, executive secretary of the Wisconsin Council of Agriculture make up the group.

This set-up would seem to be ideal for the purpose of gathering in the farmers' votes but the election returns proved that the farmers voted as they pleased and were not led to the ballot box by anyone.

No doubt the labor law will be amended so that it will be more fair to everybody instead of the one-sided law that was enacted by the last legislature. Mr. Heil's administration will be watched closely by farmers, for they are expecting a fair deal and an end of class legislation.

### DAIRY COUNCIL MEETS IN CHICAGO

The Twentieth Annual meeting of the National Dairy Council, was held in Chicago, on November 30. The principal talk was given by Dr. E. V. McCollum, John Hopkins University, formerly with the University of Wisconsin. Dr. McCollum has done more good work for the dairy industry than any other scientist and he is continuing his good work at the present time.

The National Dairy Council, in the twenty years of its existence, has done much to promote the use of dairy productions, its work has been educational rather than commercial, and with a limited amount of money, it has helped the dairy industry immensely.

Your Milwaukee Dairy Council is contributing to the support of the National and has purchased considerable material from that organization for use in schools in the Milwaukee metropolitan area.

### PUBLICITY FOR THE DAIRY INDUSTRY

In the Great Northern Hotel, Chicago, a milking contest was staged between a group of ladies from Wisconsin and a like number from Illinois.

Howard Green of Genesee Depot, Waukesha County, furnished five black and white cows for the Wisconsin maids to work on. The Illinois cows were good but not as well uddered as Green's.

Three of the ladies on the Wisconsin team were married, and on the Illinois team only one was a married lady. Perhaps that was in the Wisconsin ladies' favor and very likely they had the best cows. At any rate, a great deal of interest was taken in the contest by Chicago people and dairy products got a great deal of good publicity.

### DAIRY INDUSTRY INDICTED

Practically the entire dairy industry as it relates to milk and ice cream in Chicago has been indicted by the Federal Grand Jury. All the large dealers in milk and ice cream, union labor, the Health Department, and the Pure Milk Association, farmers bargaining and service organization, will have to stand trial for price fixing, according to the daily papers.

The accused persons or firms do not know what testimony was pre-

### SHARP ADVANCE IN BUTTER PRICES

After holding at 25 cents from the first to the eighth day of November, butter went to 26 cents on the ninth day and held at that until the eighteenth when a gradual rise started and the last two days of the month was 28 $\frac{3}{4}$  cents, making an average price for the month of \$.26457, against \$.25548 for October.

The government report shows a rise in receipts, broader buying and improved confidence, raising the price. Twenty-nine and three-quarters cents was reported for December 1. The Dairy Produce Marketing Association, which had bought considerable butter with money advanced by the government for stabilization purposes, had announced that the butter held would not be sold below 30 cents in Chicago, and perhaps that encouraged buying of butter at the advanced price. A general feeling that industrial conditions are improving and that the make of butter will not be quite as high as anticipated has lent strength to the market. December butter averaged just over 37 cents in 1937, but dropped to 32 $\frac{1}{2}$  cents in 1938. At that time it was felt that butter price was too high to sell free, consumers turning to other spreads.

### BASE MAKING PERIOD OVER

November 30 marked the closing of the base making period. Producers are reminded that for December they are on the same base as in the first six months of this year.

Beginning January 1, 1939, the amount that may be shipped at the composite price is the average amount shipped in July, August, September, October and November of 1938 or the average of the bases made in 1936, 1937 and 1938 if that figure is highest.

sented and had no chance to question the persons who made the accusations. That may come out in the trial. In any event the idea seems to prevail that milk should be bought cheaper from farmers. Every one knows that Chicago producers get little enough now and if the grand jury proceedings means that farmers may not bargain for the price of their product its just too bad.



## LIGHTING THE WAY



## with PENNY CHRISTMAS SEALS

Today your chances of getting tuberculosis are only about one-third what your parents' chances were 30 years ago. That's what the organized fight against the White Plague means to you. In this fight against your enemy it has been the Tuberculosis Christmas Seal that has lighted the way for it is through the annual sale of this Seal that the fight has been financed.

This fight, your fight against tuberculosis, must go on with your help. Buy and use Christmas Seals again this Christmas season!

**NO HOME IS SAFE FROM  
TUBERCULOSIS UNTIL  
ALL HOMES ARE SAFE**

**WISCONSIN ANTI-TUBERCULOSIS ASSN**

1018 N. Jefferson St. Milwaukee, Wis.

Above is a picture of this year's Christmas Seal, the 1938 edition of the penny stamp which has made possible, through the annual Seal sale from Thanksgiving to Christmas, the financing of the winning fight against tuberculosis. Buy and use as many of them as you can.

When Wisconsin's organized fight against tuberculosis started back in 1908 tuberculosis in the state was much like a neglected thistle patch in the midst of a fine farm. And just as the neglected thistle sends thousands of seeds over the farm, so was tuberculosis sending out its thousands of germs among people who did not know what it was or how to fight it. That year over 107 persons out of every 100,000 in the state died of tuberculosis.

Thirty years have passed, thirty

years during which that "neglected patch of thistles" has been given attention. Fewer seeds are being sent out, fewer new thistles growing—last year only 33.1 persons in every 100,000 in Wisconsin died of tuberculosis.

But the fight against man's "thistle" must go on. For in spite of the lowered death rate, this weed, tuberculosis, still kills more persons between the ages of 15 and 45 than any other disease, striking down many persons in the prime years of their lives.

And the fight is going on! Over Wisconsin's more than 50,000 square miles and among the state's more than 3,000,000 persons, the Wisconsin Anti-Tuberculosis Association carries on a wide variety of health-protecting and life-saving activities with funds raised during the annual sale of penny Christmas Seals.

Buy and use Christmas Seals, and in doing so, remember that you are doing your bit to keep the white plague from your home. Just as every thistle comes from another, so every case of tuberculosis comes from another case. "NO HOME IS SAFE FROM TUBERCULOSIS UNTIL ALL HOMES ARE SAFE."

### PROPER CARE OF MILK UTENSILS EASY BUT IMPORTANT

Attention to the proper cleansing and sterilizing of milk handling utensils has progressed rapidly over the United States in the last few years. More care is now given by producers, by inspectors and by others to the cleaning and sterilizing of milk utensils such as pails, strainers, milk cans, and other equipment. It is said that 85 percent of the bacteria in fresh milk comes from its contact with non-sterile utensils and containers used at the dairy farm. Most of these bacteria can be eliminated by proper care of the utensils before and after use. Prompt and thorough cleaning, and then chlorine sterilization immediately before use will eliminate 95 percent of the germs or bacteria adhering to the utensils and containers.

The operations in the care of utensils may be divided into three steps: (1) rinsing; (2) washing; (3) sterilizing. Of these cleaning operations, rinsing is just as important as the other two and takes place oftener. For example, utensils should always be thoroughly rinsed of milk before they are washed. Hot water is not necessary for that purpose—water of any temperature is suitable. The

rinsing should be thorough, however, because it is better not to scrub utensils with washing powder until as much as possible of the milk solids deposited during milking have been rinsed off.

Milk solids are composed of a number of substances—principally butterfat, sugar, casein, and minerals. Butterfat is easily melted and sugar is readily dissolved with hot water and cleansed away by scrubbing with washing compounds. Casein, however, is a sticky substance. In fact, from casein some types of glue are made; and from dried casein manufacturers make such hard articles of commerce as ivory substitutes used in billiard balls and the backs of hair brushes. Then if the milk is not well rinsed off, this casein may combine with the lime in the water (and possibly some of the ingredients in the washing powder) to make a scale or deposit on the utensils which is somewhat difficult to remove.

The first rinsing after the utensils are used at milking time and before the milk has dried will make cleaning and sterilizing all the more effective. After that first rinse, the utensils should be thoroughly scrubbed with a good washing powder (preferably one containing no soap) and hot water. The alkali cleansers saponify the fat and emulsify the casein in milk solids left on the utensils and are more easily rinsed off with no chance of leaving behind a soapy film of their own. Therefore, cleansers containing no soap are preferable.

After scrubbing the utensils comes the second rinse, and this rinse is a very important one. All the residue left from the washing operation should be thoroughly rinsed off so it will not dry or harden on the utensils. Rinsing is readily done with hot water. Plenty of it should be used and a thorough scalding should be given. The hotter the water the better since the hotter the utensil the quicker it will then dry when inverted. Equipment lasts much longer when it is dried quickly. Where utensils are allowed to remain wet for a long period of time, they rust more easily. There is more rust caused by utensils remaining wet than by the use of washing powders or chlorine sterilizers. **Never dry utensils with a cloth.**

### HOLIDAY CHEESE

Cheese in novel packages suitable for holiday gifts can be obtained at your headquarters at very reasonable prices.

## Mr. Fletcher Says: . . .

I hear a great deal of talk these days about ways and means to eliminate the heavy surplus of dairy products that has piled up in this country this year.

Most of this surplus has been created by one of the most favorable production seasons I have ever known coming during a time of industrial depression. The combination of these two factors naturally created the present situation. As is only natural and fitting, the industry is trying through advertising better production methods for higher quality products, and other means to move manufactured goods into consumptive channels. Too much of this work cannot be done, and the program once started should become a permanent thing.

However in fluid markets, we are faced with a sales problem that must be solved before any advertising program can be effective. That problem is the scale of pay established for milk drivers by the Unions.

Milk wagon drivers in my estimation, should be classed as salesmen of high caliber. Certainly not as delivery boys or order takers, for if that is what they are, they are very much overpaid.

I believe that they are salesmen of the highest caliber, men who are selected or should be, for their ability as contact men in the most highly specialized field there is—house to house selling.

But as contact men they should not be paid for the number of calls they make, or the number of hours they put in, but for the results they get as salesmen.

If their ability is such that they can persuade a customer to buy an extra quart of milk daily, they should be well paid for that ability, but if the only thing they know how to do is to set the bottle of milk, already ordered, on the door step, the quicker they get out of the business, the better for everyone concerned.

With that in mind, it is my sincere belief that milk salesmen should be hired on the basis of a fairly high commission on sales, and a relatively low guarantee in monthly income if we are to stop the decline in per capita consumption of fluid milk. Then forget about their total income. If they make twice as much as they do now by selling the goods so much the better.

It is my sincere belief that when milk drivers unions, not only in Milwaukee, but all over the country

recognize this fact in their bargaining, they will prove their worth as a union, and their value to the dairy business, and that, failing to do so over a long time period, they will not only harm their own organization, but will actually be a detriment to a great industry.

\* \* \*

Often times when shippers receive notice of high bacteria count, due to utensil contamination, I have traced the cause to the use of cistern water.

While it may be possible to use cistern water that has been boiled in the washing of utensils, providing they are properly sterilized afterward, yet I believe a better policy is not to use it at all. My recommendation on the care of milk utensils has usually been, a thorough rinsing with cold water immediately after milking, then wash with luke warm well water, with a good water softener in it, and finally a scald with boiling hot well water. If you then use a milk chlorine solution with cold water to rinse all utensils with before milking, you are not apt to have any trouble with utensil contamination.

\* \* \*

In the publication of our list of New Supporters, sometimes names are listed where changes take place in ownership from father to son, or similar situations, even though the farm formerly supported. Recent cases of that character are the names of Wm. Kern and Son and Tans Bros. Both of these farms have been loyal supporters for many years. Usually such changes are not listed as new supporters, but mistakes will happen sometimes.

## FLUID PRICE DETERMINATION SCRUTINIZED

The price of fluid milk, and how it is determined, was the subject of intensive scrutiny by delegates to the National Federation meeting at Cincinnati.

In many cities, it was recognized, prices are determined by a formula which is based on butter or other manufactured dairy products. These prices are maintained through farmers' co-operative groups, with or without the aid of federal or state milk marketing control. In other cities the co-operatives bargain for price, without specific price-fixing formula.

Justification for the higher return on "class 1" or fluid milk was given by Lowell D. Oranger, market manager of the Chicago Pure Milk Association.

"The first factor which makes it necessary for a farmer to get a

## NEW SUPPORTERS

**F. J. Preston, Oconomowoc**  
**Edw. G. Steinke, Waukesha, R. 2, Box 74**  
**Ernie Pfeil, Sussex**  
**H. A. Newbold, Waukesha, R. 2, Box 33**  
**Herbert Kaul, Germantown**  
**Otto Wein, Hartland**  
**Wilbert Kurth, Jackson, R. 1**

higher price for fluid milk than for manufactured milk is the health department requirements," Oranger stated. "In the Chicago area changes in barns and milk houses may run as high as \$1,400, while the additional labor over that needed when milk is shipped to a condensery is approximately 30 cents per hundred pounds.

"Another requirement in our market is that the producer must meet the demand for an even supply of milk the year around. Producers who deliver milk to the manufactured markets, on the other hand, may feed just enough to carry their herds through the winter without any responsibility for supplying the needs of the consumer during the slack milk production period."

## PUBLIC MILK CONTROL DISCUSSED

"Federal marketing agreement programs for improving conditions under which dairy farmers sell their milk are strengthening the position of producers' co-operatives in the United States," said Dr. E. W. Gaumnitz, chief of the Dairy Section of the United States Department of Agriculture, at the National Co-operative Milk Producers Federation meeting.

Producers' co-operative marketing organizations, he said, are "not only recognized in the act, but they are given definite prerogatives." Among those he listed the requirement of two-thirds producer approval before a program can go into effect in a market, and the right of the co-operative to vote for its members.

Federal regulations of milk markets, Dr. Gaumnitz pointed out, "cannot undertake to perform the functions of co-operatives but rather to supplement the work of the co-operatives in the performance of some of those functions. Some functions of co-operatives remain entirely unaffected by Federal regulation. The services rendered producer-members by the co-operative other than the negotiating of prices with distributors are not attempted by

the government. The co-operative still has the problem of selling the milk of its members under the fixed prices. It also has the problems of checking the weights and tests of members' milk and of guaranteeing the members a market outlet. While it may be true that the price-making functions of co-operatives are modified to some extent, the modification probably is more apparent than real, particularly in the light of the limitations imposed by the act."

#### FURTHER POSSIBILITIES OF MILK CONTROL AS DISCUSSED AT CINCINNATI

New fields of effectiveness for government milk control were outlined by H. B. Cowan, secretary of the Canadian Dairy Farmers Federation, who declared that present accomplishments of American control boards are "largely preparatory to more notable developments, if the New Zealand-Australian pattern is followed."

Canadian milk boards, he pointed out, appear to have been more successful than those in the United States.

"They have not had to contend with the problem of overlapping interstate markets, a situation which has created many difficulties in the United States. In addition, prompt action by law courts in Canada has discouraged any tendency on the part of distributors to attempt to block the rulings of the milk control boards through prolonged actions in the courts.

"As a result the boards have been able to stabilize and improve the prices to producers, eliminate many of the practices on the part of distributors which were a frequent cause of conflict with the producers and to maintain fair prices to the consumers. Practically all the milk control boards in Canada have power to regulate both the wholesale and retail prices of milk and cream."

Possibly the most unique feature of the work of the Sydney, Australia, Control Board has been its action in assuming the entire purchase of the city's supply of milk and cream from the producers and then appointing the distributors to act as its agents in the distribution of milk. It has reduced the number of large distributors to two. In addition there are a number of producer-distributors. Of the two large distributors, much the larger is a producers' co-operative organization which handles approximately 60 percent of the milk and cream supply of the city."

#### Secretary Reports on Meeting of National Co-operative Milk Producers Federation, Nov. 14, 15 and 16

Mr. Holman's report, covering activities in which some 350,000 dairy producers are involved, dealt largely with the effect upon the dairy industry of the administration's foreign trade policy and newly enacted labor statutes.

"Persistent rumors have been circulated that the British and Canadian trade agreements will include dairy products among the list of commodities upon which our tariff rates are to be cut," he declared. "This would be in line with the procedure of the state department in previous trade agreements, and dairymen therefore fear that they will be confronted with still further reduction in tariff duties.

"It is evident that foreign export subsidies on manufactured dairy products are being continued. From April to August, 1938, the price of 92 score butter in New York was consistently below the price of the finest New Zealand butter in London, but in every one of these months butter was imported into the United States from New Zealand. The government of New Zealand guarantees its farmers a certain price for all butter and cheese exported. In reality, the government buys the butter and cheese to be exported and sells it on foreign markets for what it will bring. Since Empire countries pay no tariff duty in the British markets, it appears that the New Zealand government is using the United States as a dumping ground for butter in order to maintain the London price. Danish butter has also come into the United States during most of three months in spite of the fact that Denmark must pay a tariff of only about three cents per pound in London while she must pay a tariff of 14 cents per pound in this country."

#### TREATMENT

"Where are you going with all that sandpaper?"

"I'm taking it to my grandfather. He has gooseflesh on his wooden leg."—Flagon.

"Now, Jimmy, we're going to take up words. I want you to use the word 'miscellaneous' correctly in a sentence."

"Franklin D. Roosevelt is the head man in this country and miscellaneous the head man in Italy."—Punch Bowl.

#### THE FALLACY OF CROSSING DAIRY BREEDS

In recent years pressure has been exerted upon the dairy farmer to raise the butterfat of the milk he produces. This demand is naturally the result of recent economic conditions. Lower consumer purchasing power and a burdensome surplus were real stimuli to competition and consumers were quick to demand higher testing milk at lower cost. Moreover, some distributors built up the butterfat test, as well as cut the prices of retail milk, in their mad scramble for business. Finally, producers generally, were notified to increase the butterfat percentage of their milk if they hoped to hold their markets.

Under pressure, dairy farmers set about to meet market demands. Some bought cows of higher testing breeds; others standardized the milk; and still others took the long, laborious, and uneconomical route of cross breeding Jerseys and Guernsey bulls on Holstein cows. The net result has been the destruction of breeding programs which had been carried on for many years in some herds.

Each breed of dairy cattle represents many years of careful selection and breeding, during which the inheritance has become rather pure for certain physical characteristics which denote the particular breed. Every dairyman appreciates the varieties of brindle, piebald and splashed color markings, to say nothing of the grotesque body shapes and temperamental dispositions which result when cattle of opposite breeds are crossed. The effect such cross breeding has upon butterfat test and milk production is even worse, since none of the breeds are as pure for high milk production and butterfat test as they are for hide color. Since no breed of cattle is "pure bred" for milk production and butterfat test, it is hard to understand why dairy farmers increase the complexity of this problem by cross breeding. For the preservation of our dairy cattle breeds and the improvement of our dairy farm income, it is far better for the dairyman to standardize the milk to meet the market demands, than to let cross breeding ruin generations of mental and physical toil represented in fine herds of purebred dairy cattle.

Within each breed there are strains and families of cattle closely related by blood. Some of these families are purer for both high milk production and high butterfat tests than are other families. Why, then, do dairy farmers cross breeds when

they could just as easily cross families within a breed with much greater assurance of success.

A big difficulty lies in the fact that so many cattle are not identified as their family descent; have not been tested consistently to measure their productive abilities; and cannot be compared one with another either on the basis of productive or reproductive merit. The solution of our milk production and butterfat test problem lies in breeding. To breed intelligently, we must know the inheritable constitution of our cattle and proceed to breed up our herds according to related families, headed by proved bulls and dependable brood cows.—The Maryland Farmer.

### MILWAUKEE DAIRY COUNCIL PROGRAM

The Milwaukee Dairy Council has begun educational work in the schools, in co-operation with the teachers, toward a better understanding and knowledge of nutrition among the school children.

Both the public and parochial schools, high schools and grades, are being supplied with milk educational literature and posters, in the name of the Milwaukee Dairy Council.

This is in addition to our daily radio advertising over stations WTMJ and WISN, and our advertising in all of the newspapers, thus making our work that much more extensive and complete.

### MILK STONE

Milk stone is a gray deposit which forms on the inside of milk utensils. This substance is more or less porous and being so it makes a fine breeding place for bacteria. Result, poor quality of milk. Milk stone remover is a liquid that cuts milk stone loose from utensils, leaving them clean and sanitary. It can be had at your headquarters.

Few people ever travel the road to success without a puncture or a blow-out.—Nuggets.

Every school called on, after receiving explanation of our purpose, has extended complete acceptance of our material, showing an interest that assures their using the material and the success of our work.

# FARMS WANTED!

We have several people interested in buying farms. If you are interested in selling, advise us.

*We buy, sell, and trade farms of all kinds*

Farm loans as low as 4½%, with no financing charges.

**DAly 3670**

**MAX RESNICK & CO.**  
REAL ESTATE  
709 N. 11th St. - Milwaukee, Wis.

A young wife who lives in an eastside apartment, London, was expecting an early morning visitor, a girl who had been a school chum. When the door bell rang the young woman, eager to make her friend welcome, called down: "Is that you, darling?"

There was silence down stairs for a moment, and then a voice answered in evident embarrassment. "No'm. I ain't the regular milkman. He's off today."

Trucks transported upwards of 33,000,000 head of livestock or over 48 per cent of the total marketed last year. This stock was valued at nearly one billion dollars, according to the Corn Belt Dailies.

Hotel Man: "Why, my dear man, I wouldn't cash a check for my own brother."

Transient: "Well, you know your own family better than I do."

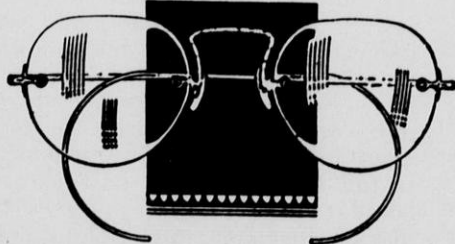
#### FOR SALE

Registered Holsteins, Heifers Bred and Open. Also heifer and bull calves; herd under D.H.I.A. work and Bangs Certified. Bern Schoessow, R. 1, Thiensville, Wis.

#### WORK WANTED MALE

Experienced young man, 21, wants work on dairy farm. Born and raised on a farm. State wages. John A. Kanter, R. R. 1, Box 559, So. Milwaukee, Wis.

**Yes—you can save money on Kindy Glasses**



WRITTEN GUARANTEE ON ALL WORK

Glasses cleaned, straightened adjusted and frames polished without charge.

**KINDY OPTICAL CO. . . 615 No. 3rd St. MILWAUKEE, WIS.**

Tel. MARquette 7223

To Milwaukee Co-operative Milk Producers  
— and their families

**SUBSTANTIAL DISCOUNTS on Complete Glasses Optical Repairs Lenses**

To be sure of discount, just say Co-operative Milk Producers after regular prices are quoted.

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.

Rated "A" (excellent) By Best's

Phone or Call

ALBERT F. CZARNECKI, Agent  
Big Bend 2921 Muskego, Wis.

Speediest..  
Easiest to handle

COW  
CLIPPER

World-Famous



STEWART CLIPMASTER

Over 90% of the world's clipper users own and PREFER STEWART clippers. CLIPMASTER is faster, cooler running, easier-to-use. The most powerful clipper of its kind ever made. Lasts longer. Stays sharp longer. Fan-cooled, ball-bearing motor, exclusive Stewart design. Completely insulated in the special EASY-GRIP handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$25.00 value for only \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois. 48 years making Quality products.

### IT'S STILL BETTER HERE

Dr. N. W. Hepburn, executive secretary of the American Butter Institute, quoting from a report of the American Iron and Steel Institute based on data compiled last year by the International Labour Office and by independent authorities, gives an interesting analysis of a comparison of the earning power of American steel workers and those of seven other countries.

Using as an illustration a "typical market basket" containing a pound each of bacon, beef, bread, butter, potatoes and sugar, a dozen eggs and a quart of milk, it develops that the cost of these items at retail in Pittsburgh last year was approx-

imately \$1.14, which, at the 1937 average earnings of 82 cents an hour, would permit its purchase by the typical American steelworker with the money earned in approximately one hour and twenty-four minutes.

In France, the steelworker would have had to work an average of three and one-half hours to earn an amount sufficient to pay for a similar basket of food; in England, three and three-quarters hours; in Sweden, four and one-quarter hours; in Germany, five and three-quarter hours; in Belgium, seven hours; in Italy, ten and one-quarter hours; and in Russia, twenty-three and one-half hours.

## NOW is the Time to Retin Your Used Milk Cans for Winter Service

For quick service have your milk hauler bring them to us.

### PRODUCE BETTER MILK

### REBUILD and RETIN YOUR USED MILK CANS



ASK YOUR WACHO DEALER

... NOW ...

### GUARANTEED CANS AT A LOWER COST

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

Prime Electric Fence Controllers are now available approved for sale and use by the Industrial Commission of the State of Wisconsin

# PRIME ELECTRIC FENCE

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



# Grind Feed This Winter with McCORMICK-DEERING Equipment . . . and **SAVE**



The  
McCormick-  
Deering No. 5  
Hammer Mill

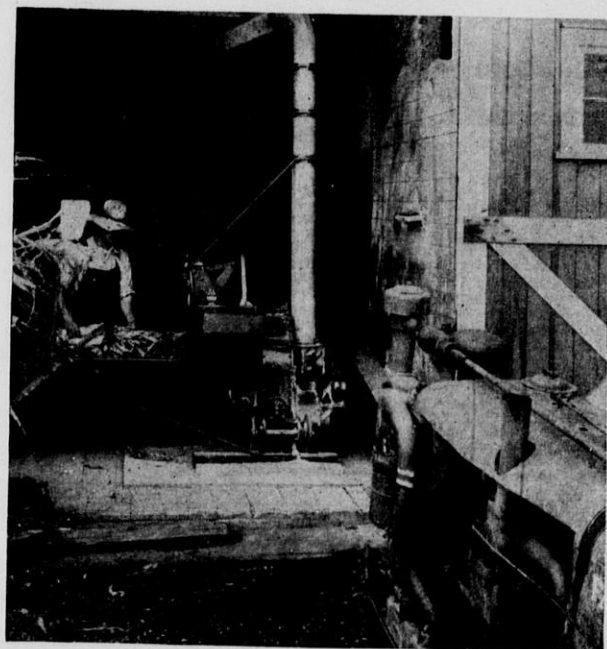
Save money on your feed grinding bills this winter with a new McCormick-Deering Hammer or Roughage Mill. Turn the work over to a new No. 5, No. 10, or No. 10-C Hammer mill or the large-capacity No. 2 Roughage Mill. Make sure of good performance. Grind feed as fine as you like.

The No. 10 and No. 10-C are practical mills for large farms. They handle a wide variety of grains, roughages, and mixed feeds. They are built to give you years of trouble-free service. The No. 5 is a smaller mill, designed to handle the needs of the average farm with utmost satisfaction. The No. 2 Roughage Mill answers the problems of large-scale stock raisers who need a mill for grinding all kinds of roughages and grain.

You can see these mills at our stores. Ask for demonstration on your own farm—then decide for yourself.



McCormick-  
Deering  
No. 10-C Ham-  
mer Mill with  
feed conveyor



Strength and durability are com-  
bined in the No. 2 Roughage Mill

*Dealers Handling* **McCORMICK-DEERING** *Hammer and Roughage Mills:*

**GEO. SCHUBERT SONS CO.,** Thiensville  
**JOHN BECKER IMPLEMENT CO.,** Menomonee Falls  
**ERNEST C. HOLZ,** Tess Corners

LIBRARY  
COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN

# MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

JANUARY, 1939

Number 10

### NO AGREEMENT

At the price conference held following the directors meeting on December 28, the buyers inquired as to whether we could sell them the milk or whether the Department of Agriculture and Markets was to decide on what should be done.

The Secretary then read a letter from W. L. Witte, Chief of Co-operative Marketing from the Department of Agriculture and Markets staff in which he stated that the Board of Directors of the Milwaukee, Madison, Racine, Kenosha, Janesville, Beloit and Watertown producers' organizations are invited to attend a conference with the Department's officials at Madison, on December 30. Mr. Witte stated that the Department would have a proposition to lay before the directors of these organizations.

Upon receiving this information the dealers decided that they would have a meeting of their own group and possibly make some suggestions or recommendations to the Department for the good of the market. The meeting then adjourned without further action.

A number of the dealers stated that milk sales were getting worse daily and that there could be no recovery expected unless the price of milk was lowered. On Friday morning, your Board went to Madison and with the Boards of the organizations mentioned above, were shown charts and graphs indicating the conditions of the markets by the Department, with Mr. Ammon presiding.

No proposition was presented however, and your Board returned to Milwaukee as much puzzled about what should be done as when they left. No meeting with the dealers

### STATE FAIR PLANS

Plans were made for the cattle and horse departments of the 1939 Wisconsin State Fair August 19 to 27, at a meeting of breed representatives with Ralph E. Ammon, state fair manager and director of the department of agriculture and markets.

The group went on record favoring a distribution of premium money which would encourage more Wisconsin breeders to show dairy cattle. They voted in favor of holding the Junior State Fair livestock show the entire week instead of the final four days of the nine-day show as was done last year. They voted a recommendation to the Junior State Fair board that junior exhibitors be permitted to show in both the open classes and the junior fair classes, provided the exhibitor meets all requirements of entry in the open classes.

The possibility of holding a production show that would bring some 400 head of dairy cattle to the fairgrounds the last two days of the fair was discussed, but no definite action taken.

had been called at this writing. While the department seemed to think that 10c per quart would be the right price for milk to retail at, nothing was said about what the price to the farmer should be.

For the first half of January the fluid price will continue to be \$2.71 and unless a hearing is held and a definite price set following the hearing there will be no price change made for January.

Rumors that a hearing will be held in the distant future continued to be circulated, but no definite indications of the Department's stand has been manifested.

### DAIRY COUNCIL PROGRAM

Milk advertising and promotion for the month of January will be as follows:

A total of 24 new advertisements in all of the daily newspapers, giving a newspaper advertisement every day of the month (except Sundays) and beginning January 4. These advertisements are designed to appeal to all ages, with definite reasons why they should drink more milk; and will certainly be seen and read by practically everybody in this market. In addition, we shall continue to have a good supply of free publicity, pictures and articles in the newspapers.

We will have 50 word radio announcements every morning and every noon during January over both radio stations—WTMJ and WISN—daily milk selling messages for a grand total of 114 announcements for the month, and being on the air with wide frequency to insure practically complete coverage of the majority of radio listeners.

The huge display sign at W. Wisconsin Avenue and N. Third Street is being changed—for new effect and increased attractiveness. The sign is repainted, with a new color combination, and the lighting is being changed to be a powerful on and off flash, giving stronger attractiveness and newness in every way. This corner is the busiest spot in the city, reaching the largest traffic population in the city, and at a very low cost per month. With the new painting and colors and flash light effect the sign should be even better than before. Added to this outdoor display, we are arranging for a series of new window displays throughout the city and suburbs.

(Continued on page 4)

### DECEMBER PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	54.63	\$2.71	Fluid	51.72	\$2.71	Fluid	58.43	\$2.71	Fluid	56.06	\$2.71
Out. Relief	2.90	2.48	Out. Relief	4.43	2.48	Out. Relief	3.35	2.48	Out. Relief	1.18	2.48
Cream	19.74	1.25	Cream	10.63	1.25	Cream	18.79	1.25	Govt. Sales	2.56	1.25
Manuf'd	22.73	1.00	Manuf'd	33.22	1.00	Manuf'd	19.43	1.00	Cream	20.54	1.25
Comp. price	2.02		Composite price	1.96		Composite price	2.09		Manuf'd	19.66	1.00
									Composite price	2.03	

BLOCHOWIAK DAIRY			EMMER BROS DAIRY			SUNSHINE DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price
Fluid	52.08	\$2.71	Fluid	71.53	\$2.71	Fluid	52.59	\$2.71
Out. Relief	4.99	2.48	Cream	14.00	1.25	Out. Relief	1.94	2.48
Cream	6.64	1.25	Manuf'd	14.47	1.00	Cream	17.40	1.25
Govt. Sales	12.82	1.25	Composite price	2.24		Manuf'd	28.07	1.00
Manuf'd	23.47	1.00				Composite price	1.97	
Composite price	2.00							

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 JANUARY, 1939 No. 10

## BOARD OF DIRECTORS

ELWARD A. HARTUNG, President, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, Vice-President, Route 2, Caledonia.  
WM. KERLER, Treasurer, R. 5, West Allis.  
CHARLES DINEEN, Secretary, Cedarburg.  
A. C. KIECKHAEPER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

## THE 23rd ANNUAL MEETING

On Tuesday, January 24, your organization will hold its 23rd annual meeting at the Milwaukee Auditorium.

One good speaker will address the members and the remaining time will be taken up with the co-operative's business. A good lunch can be had in the Auditorium. This will be a convenience particularly if the weather is disagreeable. All members may bring their wives and other members of the family but, of course, only one may vote as the constitution provides for only one vote for each member.

## HOLSTEIN BREEDERS MEET

The Waukesha County Holstein Friesian Breeders Association will hold its annual meeting at the Avalon Hotel, Waukesha, on January 29. This meeting always draws well for the enterprising breeders of Waukesha County have a way of doing things up right.

## PLEASE NOTE

Rumors that an effort will be made to sell stock to farmers by a man who wants to start a dairy are current. A reminder of what has happened to farmers who trusted too much in the honesty of operators of dairy plants no longer operating, may be timely.

Farmers who bought stock in Dairyland Farms, not long before it closed its doors, are being asked to complete payment or face judgments. Farmer-Stockholders of the bankrupt Quality Dairy are sued by an individual who bought up the wage claims of former employees of that concern. These same farmer-stockholders took a very heavy

## BUTTER MARKET WEAKENS; PRICES DECLINE

The butter market after a steady and higher opening, developed weakness as the week advanced and prices declined, according to the Bureau of Agricultural Economics. All markets opened in good position following the holiday with a fairly free trade anticipated. Prices while somewhat forced, were advanced  $\frac{1}{2}$  cent at both New York City and Chicago. The advance at the time appeared well sustained but easiness developed when fairly liberal receipts did not clear. Buyers sensing the change held off and prices declined  $\frac{1}{4}$  cent at both Chicago and New York City on Thursday. Speculative support buying at the latter city prevented a still lower price. Trade did not improve and with stocks accumulating selling pressure increased and prices declined  $\frac{3}{4}$  cent on Friday at New York City and Chicago. The markets in general closed unsettled with prices once again approaching the former F.S.C.C. "peg" price level. Contrary to the other markets, sentiment in Boston throughout the week was fairly confident with supplies at all times clearing closely. However, weaker and lower outside advices naturally were reflected in lower prices at the close. Production and private storage holdings on Pacific Coast are not sufficient for their immediate needs and prices on Pacific Coast have been maintained at a level above Chicago, so as to permit needed shipments of butter from Mid-West.

## COMPOSITE PRICE HIGHER

The composite price ranges about seven cents higher for December over November, there being a slight difference in the increase with the different composites. The manufactured price is three cents higher due altogether to the slight raise in butter. Considerable milk in excess over base, which means that it was taken out of the composite price, has also tended to "up" the base.

Early in the month it seemed that butter would have quite an influence on price, but the market weakened and the average price for the whole month of December was less than one cent per hundred pounds higher than November.

loss themselves and are now asked to pay back-wages of the employees.

The Timm Dairy closed its doors owing the farmers considerable money and a hauler, it seems, hauled milk for some time without pay. "Nuff sed."

## MANY FACTORS IN DISTRIBUTION COSTS

It isn't necessarily distributors' "profits" that have run up distribution costs on fluid milk, as was pointed out recently by T. G. Stitts, director of the co-operative research and extension service division of the Farm Credit Administration.

While distribution costs have increased tremendously in the past two decades, Dr. Stitts cited labor costs, high taxes, strict health regulations and heavy capital investments as chiefly contributing to the wide margins between producer and consumer in the dairy industry.

"The significant thing about these costs," Dr. Stitts said, "is that once they become established, they are seldom retractable or reducible. This means they will continue to be in the picture and probably will have a significant influence upon farmers' prices for a long time."

## Problem of Competition

The dairy industry's problem of meeting competition from other beverages, and from substitutes for milk, were discussed by Dr. Stitts as of vital importance. "It is probably not amiss to expect some increase in milk consumption with any general recovery in business," he said. "But we cannot sit idly by and expect predictions of greater consumption to be filled without any effort on our part. As a matter of fact, the problem of maintaining present consumption in the face of greater competition from other food products is indeed serious."

He cited productions that had made inroads on the milk trade, and added that now "filled milk and soybean milk, outright substitutes for whole milk, threaten to come in for their share of the milk market. Appeals to the courts to prevent or restrict their distribution is now in process. If they are accepted as legitimate food products we must prepare to meet them in open competition.

## INTERESTING CONTEST

Offering an opportunity for everybody to become a salesman for Wisconsin's biggest industry, dairying, the state department of agriculture and markets, through its director, Ralph E. Ammon, last week announced a new contest with \$300 in valuable awards.

"Because of numerous suggestions that have come to us from loyal Badgers interested in the prosperity of our state, we are holding a contest that will spread dairy con-

(Continued on page 4)

# MILK PRODUCING MEMBERS WHO HAVE EARNED SPECIAL RECOGNITION

## INVENTION . . . *Edwin J. Gengler* (THE ELECTRIC FENCE MAN)

### FOREWORD

*In sketching the history of Mr. Gengler and any others who may follow, there will be no attempt to cite all of the many worthy careers within our Milk Producer's Association. If the idea proves popular enough to warrant further stories, subjects will be chosen chiefly because the work of the men described had a pronounced and beneficial influence on the lives and labors of many others.—Joseph E. Ryan.*

While not marking the beginning of an idea, the first written reference to it made a few years ago in Ed Gengler's diary is interesting: "Pa went to church in the city. I made electric fence for cows." The simplicity and effects of the diary entry are remindful of Dr. Dafoe's recording of the birth of the Dionne quintuplets: "Number—5; Sex—Feminine; Race—Caucasian." For, just as the majority of people on the western hemisphere have heard of the famed five little girls, so also a majority have heard something about the casually mentioned electric fence, first conceived in the mind of our fellow milk-producer—Ed Gengler—a few brief years ago. Since Gengler devised a "shocking" fence for his own needs, 200,000 units have been sold (not all of his make, however) from which 80 million rods of wire lead out to protect a vast but undetermined number of acres.

National attention was soon drawn to Mr. Gengler, and the practical application of his device has made him personally known to perhaps a majority of the farmers in the Milwaukee milk shed. He is of medium stature, in the late thirties, clean-cut, dark and energetic. He is married and the father of a boy and girl. He farms the 120-acre Peter Gengler estate—his birth-place—on highway 74, near the Brown Deer airport. Gengler fields are protected solely by electric fence—moved when necessary.

As the youngest in a family of five, Ed was forced to spend weary hours on the "easy" job of "minding cows." A cow's vague and unpredictable behavior early set the youngster pondering methods to check her wanderings. Later, farming for himself with few fences and less money, the early problem of keeping stock out of crops reasserted itself more seriously. The mechanical mind reasoned that a coil and battery with one charged wire might be as effective and a lot cheaper than many new wires and posts. It was, but the perfecting of the apparatus to its present stage where it safely, economically and effectively operates from either battery or power line required years of research. It

was always clear that a charged wire would halt any animal. To keep the voltage low enough to be harmless, yet high enough for an effective shock, was the point to be worked out. For good measure, Gengler achieved the low, effective current, but as a safety precaution added means to "break" the flow of power, leaving it on and off at one-tenth second intervals. He installed visible signals to plainly show the flow and recession of power, and more signals to show if any obstruction on the fence even miles away might be "shorting" it. The fence finally worked to his satisfaction. It was too good to keep only to himself. A small factory built his controllers and he attempted to market them. He had been granted patents.

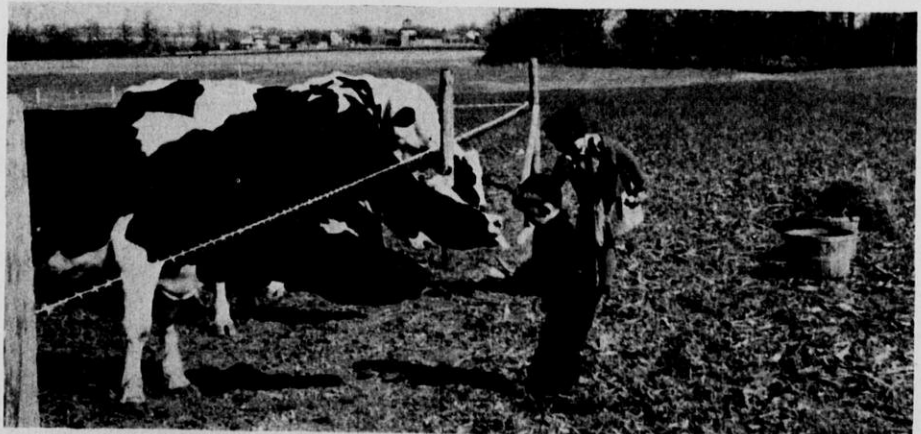
Gengler borrowed \$300 to circularize the readers of this monthly, the net returns of which was a joker's letter directing him to send a unit to Herbert Hoover. No check was enclosed. The first sale actually was made to a Milwaukee milk producer later, and like the majority of subsequent sales, was by actual trial with a guarantee of money refunded if unsatisfactory. Skeptical buyers, once convinced, became the most ardent advertisers of the controllers. The first users and purchasers of electric fence were practically all members of this co-operative and they in common with Milwaukee County's forward-looking agricultural agent—Ray Pallet—did much

to remove the doubts of others on the subject. Money was scarce, and Gengler traded his controllers for cows, pigs, ducks, a gun and even maple syrup.

The commercial side of Gengler's fence business was prospering when Prime Mfg. Co. offered to manufacture the controllers on a royalty basis. Ed realized that the possibilities of his invention were widening into a field too broad for one man to direct. He accepted the Prime offer and the controllers were thereafter sold under the Prime name. Prime experimental facilities improved the units; Prime money advertised them; Prime factories built them. Yet only Ed Gengler's need and inventive genius made these later expansions possible.

Mr. Gengler has fortunately achieved a measure of prosperity through his electric fence. He still lives on the farm, does some farm work, and would be content nowhere else. His experience is inspirational in showing that in solving our own problems we may unwittingly weave a pattern that countless others may follow. His loyal wife, who has been his chief assistant during the many worrisome days when her husband's idea was being worked out, agrees that in spite of the many discouragements it has been fun. "The development of this new idea has been so important a part of our lives during the last few years that we now feel we couldn't have gotten along without it," said Mrs. Gengler. We believe many will feel that we could not get along without stable yet striving people like the Genglers.

JOSEPH E. RYAN,  
Pewaukee, Wis.



*Pete and Marney, children of E. J. Gengler, try to tempt the cows who have learned to respect this fence. Note, town of Brown Deer in distance.*

## Mr. Fletcher Says:

On the twenty-fourth of January the twenty-third Annual Meeting of your organization will be held at the Auditorium in Milwaukee.

Every supporter of this bargaining co-operative should try to attend this meeting. Organization problems are discussed, the financial report analyzed, plans laid for the coming year and other conditions that may directly affect your income debated.

So come, if possible, and feel proud that you have had a share in maintaining one of the oldest and strongest bargaining co-operatives in the Middle West. Some of you who will attend that meeting can remember the first time the group got together in 1916 to form this organization. You will recall the fight to get the farmer to see the need of this work, the battle with dealers for recognition, later on the problem of near bankruptcy, the milk strikes and other trouble. Yet, in spite of all that, you have welded yourselves into a stronger, saner movement each year.

You will face many problems in the future in the dairy business, but you will solve them as you have in the past, by co-operating, one with another. Come to the meeting, renew acquaintances and rest assured the organization is not looking backward, but going forward.

\* \* \*

During the recent cold snap some frozen milk was received at the different plants in the city. Frozen milk is not only not acceptable under regulations of the market, but it is an economic loss to the producer. Not only does the producer lose in weight, but accurate butter-fat tests cannot be made on frozen milk.

The problem then is, how can we best avoid this condition? As a general rule, where the can is submerged in water up to the neck and the cover is on tight, the milk will not freeze. If there is a cover to the tank it should be closed on extremely cold nights.

Those who have insulated tanks in insulated milk houses find such conditions to be as valuable in cold weather as in warm, for the water in the tank, while cold, will not freeze. Their milk is certain to reach the city in very acceptable condition under normal care.

\* \* \*

It was my privilege to attend the recent inaugural services at Madison. Governor Heil spent his boy-

hood on a farm just a mile from my place and went to the same country school that I did. As was only fitting and proper our school district and much of the milk shed south of Waukesha was heavily represented at the ceremonies.

No one could witness the impressive solemnity of these services without feeling as if this change in thought, of the voting body of this state, was not merely a victory for the Republican Party, but was a direct mandate to our new officials for a change in the economic policies of our state. A change, that does not mean as some think, going back to a complete control by capitalism, but rather a more happy balance under which each group of citizens — agricultural, labor, or capitalistic — shall assume their full responsibility for their actions that affect our economic life. We are convinced that farmers voted with that thought in mind, and our new governor and the legislative body have that complex problem to solve in order to justify the confidence of the voters.

Knowing the governor as I do, and knowing the sincerity of the legislative body, I am entirely confident in their ability to solve this problem.

## INTERESTING CONTEST

(Continued from page 2)

sciousness to every citizen in Wisconsin," Ammon points out.

The rules of the contest as carried in the state-wide press announcement are simple. Write an ad that will help sell Wisconsin dairy products. Advertising experience is not necessary. Just present the facts in an appealing way.

Twenty-five dollars each will be awarded for the best (1) newspaper or magazine advertisement, (2) radio announcement, (3) billboard, (4) and sales letter. There will be 40 other Wisconsin dairy products prizes. The contest closes January 31, and all entries should be sent to the Contest Editor, Wisconsin Department of Agriculture and Markets, Madison.

Statistics reveal that Wisconsin produces 324,336,000 pounds of cheese, 49.9 percent of the nation's cheese production; 5,689,000,000 quarts of milk or 11 percent of the nation's milk supply; 175,659,000 pounds of butter which is 10.8 percent of the nation's butter; 855,143,000 pounds of condensery products, 27.9 percent of the nation's total; and 36,672,000 quarts of ice cream, which is 3.3 percent of all the ice cream produced in the United States.

## DAIRY COUNCIL PROGRAM

(Continued from page 1)

In addition to the extensive work we have been doing in all of the schools, with special milk posters and educational literature, we are now arranging for a large series of colored slides to be shown in the schools, accompanied by lectures; and also a series of motion picture films—constituting complete motion picture shows to be given in all of the schools during the year. These slides and motion pictures, will relate the food and health value of milk, and also show the complete process of milk supply—from the cows in the meadow, up through all the stages of delivery and preparation, to milk on the table being drunk by the family. Thus our whole milk story will be told in all of the schools during the year, with tremendous interest and milk selling value. Another feature we have started is the making of milk exhibits to be shown in all of the schools—showing in actual model form the dairy farm, cows, cow barn, milking, hauling, the various processing steps in the dairy, delivery into the homes, conveying a very complete model design of our whole milk industry, together with the food and health value of milk. In addition to showing these exhibits in schools, we shall also show them before women's clubs, at parent teacher meetings, church groups and other public gatherings.

This conveys a pretty good idea of the active and effective program we are following, and are arranging for the New Year, which we are sure you appreciate.

## NEW SUPPORTERS

Barney Fischer, R. 2, Box 63, Cal-  
edonia

Dr. O. R. Lillie, R. 5, Box 177, Wau-  
kesha

Otto Gilbert, Jackson

M. M. Baker, Milwaukee

Frank Heine, Helenville

Wilmer J. Hibing, Cedar Grove

Henry Verfuert, Thiensville

Edwards Bros., R. 1, Nashotah

M. J. Kramer, Mukwonago

Steve Kosut, Sta. F, R. 1, Box 502,  
Milwaukee

Albert Kannenberg, R. 1, Jackson

P. G. Frey & Son, Hartland

"Here comes a CIO girl."

"CIO girl? What kind is that?"

"Striking, striking, yuh dope."

## OTHER MARKETS

Iowa Dairy Marketing News reports that milk producers received an average price of \$1.75 per hundred for the first half of November and \$1.77 for the second half. For the whole month in the Des Moines, Iowa, area, producers received \$1.66. There was a check-off of five cents per hundred on all fluid milk and the price was f. o. b. Des Moines.

The Milk Shed News reports the average price in Omaha, Nebraska and Waterloo, Iowa as being \$1.61 for November, milk testing 3.8 percent fat.

## THE NEW YORK MARKET

"There will be little or no period of tranquility, but the Order will hold in spite of all opposition. Lawsuits, yes; injunctions, yes; disgruntled editors, yes; misguided producers, yes, a few; disappointed radical leaders, a few again; but the great body of producers will refuse to be deceived or misled by any of them."—Homer S. Rolfe, President, New York Metropolitan Milk Producers Bargaining Agency. "The effectiveness of this marketing plan will depend in large part on the degree of compliance with it by handlers and producers . . . I wish to emphasize that co-operative associations as well as the other factors in the trade have great responsibilities in a program of this type. Experience through the years has shown that co-operatives are the cornerstone of progress designed to stabilize the dairy industry."—Henry A. Wallace, United States Secretary of Agriculture.

"The co-operation and willingness to co-operate which this almost unanimous support of the Marketing Order indicates is to me the most significant development of the past year. It also holds the key to the future. If this co-operative spirit is continued and broadened I am sure that 1939 will register real and important gains for our dairymen."—Holton V. Noyes, New York State Commissioner of Agriculture and Markets.

## MILK IN CHICAGO

The following article is reprinted from the editorial pages of a recent issue of The Chicago Tribune:

"In some of the suburbs of Chicago milk is now being sold in paper containers. The experiment will be watched with interest. The use of paper bottles is forbidden in Chicago; it may well be that the suburbs are a step ahead of the city in this matter.

"The glass bottles in use in Chicago are carefully washed and ster-

ilized before being refilled, but there never can be the same confidence in a bottle that has been used repeatedly under conditions which are beyond control as there is in a bottle which is used but once. Another source of contamination, the lip of the glass bottle, over which the milk must pass while being poured, has been eliminated, in the judgment of many experts, by the use of well designed paper containers.

"The Chicago regulation forbidding the use of paper bottles seems unreasonable in an age which has recognized the sanitary advantages of paper plates, paper cups, and paper napkins. From the viewpoint of sanitation the paper container appears to be at least as good and it may be considerably better. It is also lighter and it takes up less room. It no doubt would be unreasonable to require the milk companies to use paper bottles, but it seems equally unreasonable to prohibit their use. Competition between the two types of bottle should be encouraged in the belief that it will result in cleaner milk and perhaps in cheaper milk as well"—Pure Pack News.

## F.S.C.C. EXTENDS MILK BUYING IN BOSTON AREA

The Federal Surplus Commodities Corporation has been authorized to buy up to 20 million quarts (43,000,000 pounds) of surplus fluid milk in the Greater Boston, Mass., milk marketing area during the period December 12, 1938, through June 30, 1939, at a cost up to \$1,500,000, the United States Department of Agriculture recently announced. This authorization permits continuance of surplus milk purchase operations which began October 14, 1937, in the Boston area.

## DAIRY ADVERTISING OUTLOOK

In Wisconsin, last week, state supporters of a national campaign of advertising for dairy products opened a drive to enlist financial backing for the program among dairy processors. This makes the second state in which the work of securing signed contracts is under way.

Enthusiasm for the advertising campaign developed steadily during the year as the result of some well directed prodding in Minnesota where the present movement originated. The favorable sentiment and hope thus engendered must be carefully nurtured or the movement will find its way to the burial place where the remains of at least a half dozen other proposed national cam-

paigns have been deposited. Unless we are mistaken, a few signs of lagging enthusiasm are already apparent.

There is reason to suspect that the original plan may embody some features which will operate against a realization of the objective. For one thing, development along all-product lines may be taking in too much territory. This is not to imply that the Minnesota all-products idea is not a good one, rather to raise the question of its practicability for national application.

The technical difficulties of collecting funds from three or four rather well defined units of the dairy trades is in itself something to contend with. The record of accomplishments in jointly supported projects in the dairy trades is not an encouraging one, and while an all-products advertising program might be accorded considerable support in the closely knit dairy states of the midwest, a like degree of unanimity might be unattainable in the national sense where big eastern milk and ice cream industries are to be considered.

Furthermore, there are the complications where Dairy Council units are now engaged in consumer programs. Evaporated milk interests have their own sales program to think about.

The dairy product obviously most in need of national advertising is butter. That all dairy products are in competition with other foods is realized, but the biggest job of consumer education and sales promotion is in the butter field. Principal sponsors of the 1938 program were butter people.

Before the program proceeds any further, the degree of support that can be enlisted from all important commodity groups on a national basis should be ascertained and the program shaped accordingly.

—Dairy Produce.

## MONTHLY MILK SALES REPORT

Daily average sales of fluid milk during November decreased 1.56 percent from November, 1937, according to reports from leading distributors in 136 markets to the Milk Industry Foundation. In November daily average sales totaled 6,243,855 quarts, compared with 6,342,868 quarts in November, 1937.

Milk company payrolls in November showed a decrease of 3.6 percent and employment decreased 4.63 percent compared with November, 1937.

### NEW TRADE PACT

Washington, D. C.—With the new British and Canadian trade agreements effective now, dairy and livestock farmers once again are called upon to bear "an undue share of sacrifice on the altar of increased industrial exports," declared Charles W. Holman, secretary of the National Co-operative Milk Producers Federation.

In an analysis of the effects of the two pacts upon dairy, livestock and poultry producers, Holman stated that severe inequities have resulted from the state department's efforts to build foreign markets for manufacturers of chemicals, heavy-iron and steel products, various types of machinery and automobiles.

"There is no question but that John Bull and Canada completely out-traded Uncle Sam so far as dairy and livestock products are concerned," he said. "This is in spite of the fact that the value of the imports upon which we granted concessions is practically the same as the value of the exports upon which we received concessions, according to 1936 figures.

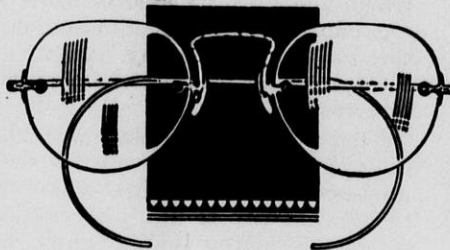
"The significant factor, however, is that the United States actually cut duties on items valued at \$14,678,000 with an average ad valorem reduction of 21 percent, while Canada and Great Britain reduced their rates on products valued at only \$8,464,000 with an average ad valorem reduction of 11 percent. In other words, the concessions we made on livestock and dairy products are more valuable than those received."

Holman conceded that certain other agricultural groups may gain from the trade agreements, particularly cotton and tobacco, and perhaps fruits and vegetables. At the same time he warned that many of these concessions may prove of empty value.

"Raw cotton was granted free entry into the United Kingdom," he pointed out. "But raw cotton always has had free entry, since the United Kingdom is a large manufacturer and exporter of cotton textiles. Thus the concession represents no sacrifice on the part of England — particularly when compared with the real sacrifices which American farmers must make."

Immediate and direct effects of the trade pacts upon dairy and livestock producers may in many instances not be as serious as the long-time and indirect effects, Holman stressed. Reductions made on Cheddar cheese from Canada, for example, may have little effect in increasing imports at present low cheese prices, but will prove a drag on the domestic market when prices rise to reasonable levels, he said.

# Yes — you can save money on Kindy Glasses



WRITTEN GUARANTEE  
ON ALL WORK

Glasses cleaned, straightened  
adjusted and frames polished  
without charge.

**KINDY OPTICAL CO. . . 615 No. 3rd St.  
MILWAUKEE, WIS.**

To Milwaukee Co-operative  
Milk Producers  
— and their families

**SUBSTANTIAL  
DISCOUNTS on  
Complete Glasses  
Optical Repairs  
Lenses**

To be sure of discount, just  
say Co-operative Milk Pro-  
ducers after regular prices  
are quoted.

Tel. MArquette 7223

### SHIPPING FEVER PREVALENT

Beware of hemorrhagic septi-  
cemia, is the warning of the state  
department of agriculture and mar-  
kets, to Wisconsin cattlemen.

In other words, shipping fever in  
cattle is abroad. Several outbreaks  
of this disease have been reported.  
In some instances owners have ex-  
perienced considerable financial  
loss.

Even though showing no visible  
evidence of illness, cattle that have  
been exposed to the disease or are  
infected with it, may be the means  
of causing a virulent outbreak, ac-  
cording to Dr. V. S. Larson, live-  
stock sanitation division head of the  
state department of agriculture and  
markets.

In all probability, cattle passing  
through public stockyards, sales  
barns or other assembling points  
have been exposed to the disease at  
this time, he warns.

"Where exposure is suspected, all  
cattle should be vaccinated imme-  
diately and isolated from other cat-  
tle for a period of at least three  
weeks," the state veterinarian ad-  
vises. "Where the disease does  
break out, prompt treatment with  
large doses of anti-serum gives very  
satisfactory results."

### DAIRY FARMERS TAKE PLEDGE

Thousands of Ohio dairy farmers  
signed the pledge this month coin-  
cident with the Nation-Wide Butter  
Sales campaign.

It wasn't the old-fashioned pledge  
of the anti-saloon days—but a brand

### WISCONSIN HYBRID SEED CORN

State Tested and Sealed  
100 and 110 Day Maturity

LOUIS LEMKE (Producer)  
Route 1, Thiensville  
Phone 217F2

2 miles north of Granville Sta.  
Highway "F"

new one that is not likely to be  
broken by any milk producer who  
has the welfare of his industry at  
heart.

Circulated by farm organization  
leaders, extension workers and  
Smith-Hughes teachers, the docu-  
ment read:

"I will see that my family has  
plenty of milk—the best food. I  
will not grumble about milk prices  
until I have used an abundance of  
all dairy products on my own table.  
I will not use substitutes for but-  
ter. I will co-operate with my fel-  
low dairymen in promoting in-  
creased use of dairy products."

In many other states dairy farm-  
ers gave special attention to their  
own obligation in helping to con-  
sume excess butter stocks. In New  
York, for example, producers joined  
in a plan of buying five or ten  
pounds of butter for their own fam-  
ily use during the week of the drive.  
Purchases were made from retailers  
who are co-operating in the cam-  
paign.

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.

Rated "A" (excellent) By Best's

Phone or Call

ALBERT F. CZARNECKI, Agent  
Big Bend 2921 Muskego, Wis.

**FASTEST, FINEST!**  
*Electric*  
**COW CLIPPER**



Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

### STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated *EASY-GRIP* handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, coolest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power clipping and shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 43 years making Quality products.

We Buy Malting Barley.

Wait For Our Buyer.

# MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

**NOW is the Time to Retin Your  
Used Milk Cans for Winter Service**

*For quick service have your milk hauler bring them to us.*

## PRODUCE BETTER MILK

REBUILD and RETIN YOUR  
USED MILK CANS

...NOW...

GUARANTEED CANS  
AT A LOWER COST

ASK  
YOUR  
WACHO  
DEALER



THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

Prime Electric Fence Controllers are now available approved for sale and use by the Industrial Commission of the State of Wisconsin

# PRIME ELECTRIC FENCE

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



# Come in and See the **NEW** McCORMICK - DEERING Portable Milker



*Placing the teat cups in place for milking takes only a minute.*



*The pulsator is simply designed, positive in action.*



It's here . . . the new McCormick-Deering Portable Milker . . . a compact unit bringing you sanitary machine milking in an outfit that is almost as portable as the hired man!

Many of the features of the McCormick-Deering stationary milker have been incorporated in this new machine. It uses the same inflation-type teat cups. The milker action is smooth and natural. The milk goes into the pail entirely under vacuum. This approved sanitary method

should not be confused with other types of portable milkers, where the milk is discharged into pails or cans not under vacuum.

The milker unit is rubber mounted. Operation is quiet and smooth. An automatic thermostatic circuit breaker guards against overloading or overheating the motor. The unit is equipped with a 50-foot, rubber-covered extension cord which is carried overhead, out of the way.

Come in and see this practical new milker today.

**Dealers Handling McCORMICK-DEERING  
Milkers · Cream Separators · Milk Coolers:**

**GEO. SCHUBERT SONS CO., Thiensville**

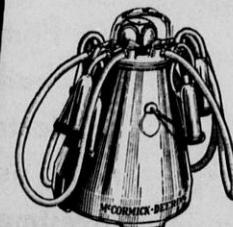
**JOHN BECKER IMPLEMENT CO., Menomonee Falls**

**ERNEST C. HOLZ, Tess Corners**

**STAINLESS STEEL  
PAILS ARE NOW  
AVAILABLE FOR  
McCORMICK-  
DEERING MILKERS**

•  
1-piece design  
No overlapping welds  
No soldered seams  
Easy to clean

**PRICES REDUCED  
ON BOTH  
McCORMICK-  
DEERING CREAM  
SEPARATORS  
AND MILKERS**



# McCORMICK-DEERING

# MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

"For Farmers"

Volume 11

FEBRUARY, 1939

Number 11

## PRICE CONFERENCE

The January 26 conference between your Board of Directors and the milk dealers ended just as had previous meetings with the declaration of the dealers that the price of milk was too high and that they could not agree to pay it.

Sales were still very much below what they ought to be, the dealers contended.

The directors stood pat on the old price and no agreement was reached.

The Department of Agriculture and Markets has been informed of the failure to agree on the price.

## ANNUAL BOARD OF DIRECTORS MEETING

Your Board of Directors were called together in annual board meeting at the Milwaukee Auditorium on January 24, immediately following the annual stockholders' meeting.

As the hour was late, the meeting was adjourned to Thursday, January 26 at your headquarters. The following officers were elected for the ensuing year: Edward A. Hartung, president; A. C. Kiekhaefer, vice-president; Charles Dineen, secretary, and Wm. Kerler, treasurer. C. W. Fletcher was retained as field representative.

## LOWER PRICE FOR NEW JERSEY

The State Board of Milk Control has ordered new and lower schedule of prices for Trenton, N. J., effective in February. A protest has been made by the milk producers of New Jersey, by its general manager against the price reduction. Farmers are to be paid \$2.50 per hundred pounds for 3.8 percent milk, the former price being \$2.76 for 3.5 percent milk. This milk would retail at 13½ cents instead of 14 cents.

## GOOD ANNUAL MEETING

Threatening weather which has been about the regular thing for the annual meetings of your organization was on the bill for the Twenty-third Annual Meeting. A good crowd turned out and took a very active part in the program.

George Kuenning of the marketing division of the Wisconsin State Department of Agriculture and Markets was the chief speaker. Professor Wm. Mortensen of the Agricultural College, University of Wisconsin, gave a short but interesting talk.

One resolution which will meet with the approval of every member that attends the meetings provided that the president shall name the members of the resolution committee at least 60 days before the annual meeting and that resolutions should be sent to the secretary's office at least 30 days prior to the meeting so that they could be turned over to the committee for action, before the meeting. That resolutions be printed in the last issue of the "Milk Producer" prior to annual meeting and that resolutions be presented to annual meeting right after directors are nominated.

The same resolution adopted last year regarding a possible reduction in price of milk, namely: "WHEREAS, In the past any reduction to the consumer has been taken from the producer; and WHEREAS it has brought about a most unfair situation; therefore be it RESOLVED, That we demand if any further cut is made to the consumer that labor and management take equal cut in proportion to the producer."

Another resolution endorsed the principle involved in a bill to be

presented to the legislature that would set up a new labor relations law in this state which would in the opinion of the members make for better relations between farmers, labor and industry.

A resolution providing for the deduction of one cent per hundred pounds on all fluid milk sales for an advertising fund for the promotion of dairy products to be expended by a committee from the Board of Directors and the dealers if the dealers provided a like amount from their respective companies was adopted by the meeting.

A resolution asking that the State Department of Agriculture and Markets require every dealer to issue with the milk checks a concise statement showing the percentages of milk paid for in the various classifications, the price for each classification and all deductions made from the farmer's accounts. Also that a report of every day's weights be sent to the producer, if not daily then at the end of the month. This resolution was adopted unanimously. Many producers complained that they do not get this information and believe they are entitled to it.

Nominated for directors were: Edw. A. Hartung, Geo. Drought, Evan Davies, Chas. Dineen, Chester Fletcher, Ed. Rausch and Ken Maule.

The result of the balloting as announced by chairman James Baird and certified to by Messrs. James Baird, W. O. Noble, Chas. Tempero, Allen Guenther, Dan Cramer, Henry Kurtz and Otto Bentz, who were ballot clerks was; Edw. A. Hartung, 304; Chas. Dineen, 264; C. W. Fletcher, 253; Geo. W. Drought, 248; Evan Davies, 151; Ed. Rausch, 148 and Ken Maule, 128.

## JANUARY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX'S DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	52.89	\$2.71	Fluid	49.01	\$2.71	Fluid	53.56	\$2.71	Fluid	54.21	\$2.71
Out. relief	3.06	2.48	Out. relief	4.56	2.48	Out. relief	3.67	2.48	Out. relief	1.20	2.48
Cream	18.54	1.18	Cream	10.36	1.18	Cream	16.14	1.18	Govt. sales	2.66	1.18
Manuf'd	25.51	.93	Manuf'd	36.07	.93	Manuf'd	26.63	.93	Cream	20.92	1.18
Composite price		\$1.96	Composite price		\$1.89	Composite price		\$1.97	Manuf'd	21.01	.93
									Composite price		\$1.97
BLOCHOWIAK DAIRY			TRAPP'S GOLDEN RULE			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	49.48	\$2.71	Fluid	47.67	\$2.71	Fluid	50.71	\$2.71	Fluid	64.56	\$2.71
Out. relief	5.48	2.48	Out. relief	1.46	2.48	Out. relief	2.01	2.48	Cream	14.27	1.18
Cream	13.30	1.18	Cream	15.36	1.18	Cream	16.82	1.18	Manuf'd	21.17	.93
Manuf'd	31.74	.93	Manuf'd	35.51	.93	Manuf'd	30.46	.93	Composite price		\$2.10
Composite price		\$1.92	Composite price		\$1.83	Composite price		\$1.90			

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 FEBRUARY, 1939 No. 11

## BOARD OF DIRECTORS

ELWARD A. HARTUNG, President, Sta. D, R. 2, Box 626, Milwaukee.

GEO. W. DROUGHT, Vice-Presidents, Route 2, Caledonia.

WM. KERLER, Treasurer, R. 5, West Allis.

CHARLES DINEEN, Secretary, Cedarburg.

A. C. KIECKHAFFER, R. 2, Thiensville.

FRED KLUSSENDORF, Waukesha, R. 3, Box 495.

ED. SCHMIDT, R. 7, Waunatona.

CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.

PAUL BARTELT, Jackson.

AMBROSE WIEDMEYER, Jr., Richfield.

CHESTER FLETCHER, R. 3, Waukesha.

WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

## ON SELLING MILK

Along with many other people, some of them social minded and unselfish, and others who wish to grind their own ax, editors of newspapers get to theorizing on the fluid milk market.

The following is taken from an editorial in a metropolitan newspaper:

"The sale of milk could be promoted in some such way as the '10 to 1' plan of electric distribution. The customer, after receiving his regular quantity of milk at a stated price, would have the privilege of ordering more at a much lower figure. The sale of the additional milk would be promotional, of course, and whatever effect this reduction had would be borne by all three factors in the sale—the production, labor and the distributor. The consumption of milk would be stimulated, surplus would be cut down, the whole dairy business in the end would profit.

"If it can be done for electric current, why not with milk?"

"It seems to us that the time for long range quarreling over the part each factor plays in the sale of a bottle of milk should come to an end. Instead, there should be study—and maybe a lot of new plans."

Well, it's not quite as simple as the editor may think. For one thing the electric utility is more or less of a monopoly and can make terms (with the approval of the Public Service Commission) that the consumer must accept or go without service while if the terms of one milk company does not suit its customers a competitor will get his business. Electricity is metered to each household but milk cannot be metered and the housewives seem to be very conscious of the outlay for milk. Probably more so than of any other purchase.

Then, too, the consumer who feels that one quart per day is all that can be economically used, will be resentful if charged more than the one who uses a larger quantity and if the dealer will have to give the same concession to the small consumer or lose the account to a rival dealer, everyone would soon get milk at the lower price. Why then go to all this fuss if milk must be sold lower anyway?

And why again, cannot everyone, the poor family as well as the more fortunate one, get all of their milk at a lower price if it would promote greater sales and if the distributor and labor as well as the producer would share in the reduction in price. After all that's what the producers are asking labor to take a lower wage and work a little harder to sell milk and earn commissions and dealers cut out nonsensical tricks like giving away extra fat, special deliveries, fancy coloring on bottles and a few other funny things that do not help to sell milk.

That every effort should be made to increase consumption of fluid milk without making the producer stand all of the cost is very logical. To this end every possible avenue that might bring about the desired result should be explored. This "10 to 1" or some other quantity discount plan might be worked out. There would be little trouble in working it out if the chiseling buyer would not find a chiseling dealer to buy from. As it is, doubt and distrust is rife in the distributing business and until this doubt and distrust can be removed little progress can be made.

Back in 1926 a feeling of trust and confidence began to develop among milk dealers in this territory and by mutual agreement many abuses were done away with and what amounted to a code of ethics was fairly well lived up to. This continued along until late in 1930 when a plan to give away extra fat in order to induce customers to leave other dealers was put into affect by an enterprising group. That and other practices which had been given up and practically forgotten opened the door for a great deal of trouble and today dealers find it harder to get together for market stability than at any time in the last 12 or 13 years.

## NEW YORK WANTS MILK CONTROL CONTINUED

That the present milk control law known as the Rogers-Allen law be given a chance to prove useful was asked by the New York State Grange at its annual meeting recent-

## AVERAGE PRICE LOWER

The average price paid by dealers for the month of January is lower than in December due in part to a seven cent drop in price of manufactured milk which, of course, also affects milk from which cream is taken by the same amount and also due to heavy receipts without any gain in retail sales.

Evaporated milk sales are increasing probably because of the lower price and also because chain stores are making quite a drive convincing people that a saving can be made by buying evaporated milk instead of fluid. Four cans for 22 cents were offered by a large chain with the suggestion that 50 percent water be added to be used in all recipes calling for milk. This would show a saving of 26 cents on a purchase of four cans of evaporated as against four quarts of fluid milk.

In this issue we print a poem "The Farmer" by Joseph Zingsheim. Mr. Zingsheim is one of our young members residing in the town of New Berlin, Waukesha County. He enjoys composing poetry and we are pleased to print his poem. At the annual meeting held on January 24 he recited this poem just before the afternoon session.

## COTTONSEED OIL MAY BE TAXED

State Senator Harry Bolens has introduced a bill which would place a tax on cottonseed oil coming into the State to be sold as a substitute for lard. This is a sort of a companion bill to the Wisconsin law which places a tax on oleo. Strong opposition to this was voiced by the State Department of Commerce, the department set up at the special session of the legislature. Several others have appeared against the bill.

## NEW STATE SET UP

A bill to repeal the reorganization act which became law in the special session of the last legislature will probably become effective very soon. That will mean that a new set up for the Department of Agriculture and Markets will be affected. A bill now before the legislature provides for a Board of nine men one from each congressional district except that one man will represent the two Milwaukee districts. These men will function very much as the present board and will select a director to have charge of the department.



**WISCONSIN'S BEST TO THE NATION'S BEST**—Here's more power to Olympic skate champions and officials participating in the recent Great Lakes open speed skating events at Oconomowoc. Before thousands of cheering spectators Governor Julius P. Heil presents cartons of Wisconsin State Brand dated cheese as official souvenirs from the State of Wisconsin. That the gifts were popular with each recipient is evidenced in this scene showing (from left to right) Maddy Horn, Beaver Dam, women's Olympic speed skating champion, Governor Heil, Olympic Coach Pete Miller, Chicago, Referee Henry Kemper and Charles J. Gevecker, chief timer and vice-president of the Amateur Athletic Union, St. Louis. Officials and skaters agreed that dairy products play an important part in their diet.

#### 1938 MILK PRICES LOWER

The average price on all milk sold by Wisconsin farmers in 1938 was \$1.28 as compared with \$1.59 average in 1937, according to the State Department of Agriculture and Markets. Considerably more milk was produced in 1938, according to the same authority.

#### EXTENSION OF THE INDIANA MILK LAW ASKED

A bill has been introduced in both the Senate and House of the Indiana Legislature asking that the present Indiana Milk Control Act be extended for two years beyond the date of expiration which is June 20, 1939.

#### THE FARMER

Those mighty men, the men who toil  
O'er mother natures, richest soil,  
Forgotten both, by you, by me,  
By government, by industry.

Those tantalizing foods, they raise,  
Contain those good old ultra-rays,  
Minerals, vitamins A to G  
So all the world may healthy be.

To be a farmer, please remember  
Success, depends upon the weather,  
Good or bad, which shall be boss?  
Completely spell, success or loss.

Though farming always is a gamble,  
Still right along, the farmer rambles.  
The greater of the great professions,  
Those mighty men, they know their lessons.

To build a great and lasting nation  
We use the farmer for foundation,  
The world at large gives little thought,  
The vital foods his work has wrought.

I hope that soon we shall espy,  
To rank those men with you and I,  
They're first in line, they're next to God

The mighty men, who plod the sod.  
JOSEPH W. ZINGSHEIM.

About 140 tornadoes and an uncounted number of wind storms are expected in 1938. Property damage on farms and ranches will be "cushioned" by over five billion dollars worth of farmers' mutual wind storm insurance now in force.

#### A VISIT FROM GOVERNOR HEIL

Governor Julius P. Heil paid the office an informal call on January 30.

The Governor was interested in hearing about the milk situation and was rather surprised to learn about the large percentage of the consumer's dollar that goes to labor. Having lived on a farm as a boy he has a working knowledge of the farmer's problems.

#### THE BUTTER MARKET

The butter market held steady through January at the prices pegged by Dairy Products Marketing Association. To hold that price the marketing organization had to buy large quantities of butter to add to its already heavy holdings.

The Department of Agriculture and Markets seems to believe that the D.M.P.A. is on safe ground on making these new purchases and hold the pegged price. The make of butter continues high, total manufactured in December being reported as 121,790,000 pounds or nine percent more than in December, 1937. Cheese production showed an increase of two percent, evaporated milk 15 percent and dry skim milk increased nine percent. The experts seem to think that a great deal of the butter stocks now on hand will be marketed through relief channels and possibly some will be exported.

R. M. Evans of the A.A.A., in addressing farmers gathered at Madison at Farm and Home Week said that the reciprocal trade agreement could not hurt the dairy farmers and he said that Federal Surplus Commodities Corporation will stand back of the huge loan to the Dairy Products Association and will move butter stocks into relief channels if necessary. More cows per farm probably accounts for the heavier production rather than more pounds of milk per cow.

#### NUMEROUS FEDERAL HEARINGS

A public hearing by the Triple A has been noted for St. Louis, Mo. The producers in that market have asked that a more definite stand be taken regarding the marketing area, the classification and the price of milk and the length of the present agreement and order.

The Omaha, Neb., and Council Bluffs, Iowa, markets will have a hearing by representatives of Secretary Wallace for the purpose of considering revisions of the milk marketing agreements in those markets.

## Mr. Fletcher Says:

We all hear a great deal these days about various plans to sell milk, all based on the theory of increasing consumption of the fluid product to reduce a serious surplus situation. All of these plans have some merit and should have whatever consideration they rate for any scheme that will increase consumption without reducing the producers income too much would be a real blessing.

Our director, Ed. Schmidt of Brookfield, recently presented a sales theory on milk that may have much value.

Under this plan, the use of the quart as a measure would be abandoned and the pound substituted in its place. He would talk to the housewife about a pound of milk rather than a quart, putting milk on a price scale comparable with other foods.

The bottle of milk would have plainly stamped on the outside the weight of the contents and the driver would now be selling two pounds for twelve cents or four pounds for 24 cents.

The psychological effect of comparative values between four pounds of milk and four pounds of apples, four pounds of milk and one pound of meat, four pounds of milk and one pound of coffee, etc., should tend to reduce the sales resistance now built up by the thought of the high price of a quart of milk.

Other foods have used the unit of the pound to break down sales resistance and possibly the same theory would do the same thing in the milk business.

Recently there has been considerable milk returned in our market as slightly sour. The cause is usually marked as utensil contamination and in some of these cases to all intents and purposes the utensils look clean. But in all cases they are rather thickly coated with a whitish substance commonly called milkstone. This is in reality butterfat and is gradually built up on cans and pails, particularly when washed with hot water without first using a proper cold water rinse.

Where this is found on the utensils it may be removed by using a compound sold through this office, known as a milkstone remover. In some cases shippers use a metal sponge instead of a brush for washing and gradually eliminate this trouble. In any case milkstone must be kept off utensils if bacteria counts are to remain low and the

keeping quality of the milk to be good.

One question that is discussed more around this milk shed than any other is the labor question.

Justly or unjustly farmers as a unit feel as if labor has been given too much power in bargaining rights and that, because of that situation their own income has suffered. We believe they are perfectly right in their beliefs. For that reason they feel as if they are justified in presenting to the legislature through the Council of Agriculture, a labor bill that, while granting to labor organization rights to protect their own interests, yet makes them responsible for their acts.

We believe this bill is not selfish in its aims. That it should, if enacted into law, create more industrial peace, strengthen the sound unions, eliminate the labor racketeer and keep men employed more steadily. That, too, agriculture is extremely important, for urban prosperity is necessary to create markets for our products and industrial peace is the first requisite to bring that about.

The legislature should enact this bill into law as quickly as possible so that the first and greatest demand of agriculture should be met.

### NEW SUPPORTERS

- Fred W. Merkt, Menomonee Falls  
 E. A. Karnopp, 707 E. Wisconsin Ave., Milwaukee  
 Alex Bauer, Sta. C. Route 6, Box 510, Milwaukee  
 Edwin A. R. Last, Germantown  
 Henry Last, Germantown  
 Mrs. T. E. Gangstee, Wauwatosa, R. 8, Box 909  
 Wilfred Kreuser, Menomonee Falls  
 Chas. Reblin, Cedarburg, R. 2  
 Benny Napientek, Hales Corners, R. 1, Box 316  
 Mrs. Julius Peterson, Hartland, R. 1  
 Jess R. Mount, Caledonia, R. 1, Box 49  
 Fred Wolfram, Sussex, R. 1  
 Leonard Marks, Hubertus, R. 1  
 M. F. Rheingans, Germantown, R. 1  
 John Moslavac, Caledonia, R. 1, Box AA

### GOVERNOR PROCLAIMS CO-OPERATIVE WEEK

Governor Heil has named the week of February 20 to 24 Co-operative Week, for the State. It is the

### WASHINGTON VISITOR

Mr. D. D. Brubaker, Senior Agricultural Economist, Farm Credit Administration, Washington, D. C., came in on January 26 and visited with the Board of Directors for a short time. He also sat in during the price conference.

Mr. Brubaker was formerly with the Twin Cities Milk Producers Association of St. Paul, Minnesota.

Added to the work of the Milwaukee Dairy Council in the promotion of milk consumption are the following activities and features to be started this month:

An attractive colored sign will be produced and displayed in every restaurant, and drug store serving luncheons, showing the council's milk bottle waiter man, and the message "SAY MILK WITH YOUR MEALS," for the purpose of inducing the public more to ask for milk instead of for tea or coffee. Thus we should increase our market in restaurants and drug stores, as well as in the homes.

A motion picture film, in color and sound, will be purchased and shown in motion picture theatres throughout the city, either during the regular evening shows, or in special Saturday morning shows for the children, as guests by ticket of the individual dairies contributing to the Dairy Council Fund. This film will tell the complete story of milk, from the cows in the pastures up through the various stages of production, preparation and distribution, until the milk is placed on the table in the consumer's home. It is the plan to have this film also shown in all the schools during the year. This will give the public a complete idea of milk service, and what it means to them.

Picture slides, the Story of Milk, showing milk from the cow to the dining table in the home, are now being made, for showing in all of the schools, for the same purpose as the motion picture film referred to.

And, also, our regular advertising continues . . . in all of the newspapers each week, on the radio twice a day during the month, the usual out-door advertising, continuing constant sales promotion in regular ways, and using additional and new ideas and features constantly.

second annual event and preparations are being made to have a great many talks made on the air by representatives of co-operatives. Some 75 different speakers are scheduled to broadcast from the different stations throughout the state.

**ENLIGHTENING**

The writer attended the meetings of fieldmen and Dairy Herd Improvement Association workers held in conjunction with the Annual Farm and Home Week. The short talks and discussions pertained chiefly to correct testing, variations in tests and things to watch most closely in the actual making of the Babcock Test.

There were, however, two matters discussed which I felt were very important and for that reason I would like to pass them on to you.

First: One fieldman in the Brooklyn, Wis., area, who gave a short ten-minute talk on the activities in his locality stressed the importance of the fieldman or tester instructing his members not to try and make comparison of the one day test made by the Improvement Association with the test as made by the buyer of his milk. He stated that the only true way to check was to work out some system whereby one could sample the milk daily on the farm so as to have a sample as identical as possible to the one taken at the plant. This was a very enlightening statement to me because in years gone by too many testers have given their farmer members a wrong impression on this most important matter.

The second thing that impressed me was a statement made by County Agent Baumeister of Shawano County in his little talk. He said that in his estimation one of the greatest needs of the producer today was some systematic set-up whereby the producers to any given buyer could have some way of checking weights and tests.

This association has been the pioneer in this field. We instigated check testing service for our members 17 years ago, starting on a scale so small that in looking back it seems almost unbelievable. Today we have the finest and largest Babcock Laboratory in the state.

In my past experiences, with other markets, as I have been thrown in contact with them from time to time, I have more than once experienced the crying need for such work as Mr. Baumeister mentioned. I hope his suggestion shall take root and develop in those localities in our state where the producers have no representatives to check weights and tests for them.

In closing, may I just add that it so happens that attending this meeting was one of our Milwaukee milk shippers. At the end of the conference he came over to chat with me and one of the first things he said was, "Well, we have nothing

much to worry about in Milwaukee when it comes to check testing, do we?"

Roy P. Knoll, Laboratory Chief

**GAUMNITZ TO HEAD MARKETING DIVISION; MAGUIRE NAMED F.S.C.C. VICE-PRESIDENT**

The Department of Agriculture today announced the selection of Edwin W. Gaumnitz as Director of the Division of Marketing and Marketing Agreements, and of Philip F. Maguire as vice-president of the Federal Surplus Commodities Corporation. Both men will work directly with Milo R. Perkins, A.A.A. Associate Administrator in charge of marketing agreement programs and president of the F.S.C.C.

Mr. Gaumnitz has been Chief of the Dairy Section of the Marketing Division. Mr. Maguire has been Director of the Rehabilitation Division of the Farm Security Administration.

Because of the special nature of the dairy marketing programs which have been under his supervision, Mr. Gaumnitz, while serving as director for the entire Marketing Division, will devote a considerable part of his time to the field of dairy program operations. He has also been selected as a vice-president of the F.S.C.C.

Mr. Maguire will be immediately associated with Mr. Perkins in the direct administration of the surplus removal programs of the Federal Surplus Commodities Corporation.

A native of Minnesota and graduate of the University of Minnesota, Mr. Gaumnitz came to the Department of Agriculture in 1931 as a member of the staff of the Bureau of Agricultural Economics. He has been associated with administration of the dairy marketing programs of the Agricultural Adjustment Administration since May, 1933, and was appointed Chief of the Dairy Section in 1935. Before coming to Washington, Mr. Gaumnitz taught agricultural economics and engaged in marketing research work for four years at the University of Minnesota and for two years at Iowa State College. He also spent two years with the California State Department of Agriculture.

Mr. Maguire is a native of New Jersey and a graduate in law from Stetson University, Florida. After practicing law in Florida for several years, he served for five years as assistant general counsel for the Florida Real Estate Commission. In 1934, Mr. Maguire came to Washington as an assistant counsel with the National Recovery Administration.

He has held his present position as Director of the Rural Rehabilitation Division since March, 1937, following a year's service as assistant general counsel working in connection with the activities which are administered by the Farm Security Administration.

**WISCONSIN CROPS LAST YEAR WORTH 154 MILLION DOLLARS**

Madison — The value of the 40 leading crops raised on Wisconsin farms last year is estimated at nearly 154 million dollars, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

With the exceptionally large production of many crops, and reduced business activity, farm prices declined in 1938, and the value of the crops raised in the state last year is estimated to be about 11 million dollars less than the value of the crops harvested in 1937.

Of the crops included in the estimate, corn and tame hay were valued at nearly 92 million dollars, which is about 60 percent of the total value of all crops in the state. Estimates of the Crop Reporting Service show that the 1938 corn crop which was the largest in the history of the state had a farm value of over 47 million dollars, and the tame hay crop was valued at nearly 45 million dollars.

Three cash crops important to many Wisconsin farmers alone had a farm value of over 17 million dollars. The potato crop harvested in the state last year is valued at \$8,586,000. The farm value of the state's crop of peas for canning is estimated at \$5,157,000, and the tobacco crop is valued at \$3,706,000.

**LYONS DEPUTY GOVERNOR OF F.C.A.**

Governor F. F. Hill of the Farm Credit Administration today announced the appointment of Gerald E. Lyons of Cresco, Iowa, as Deputy Governor of the Farm Credit Administration, effective March 1.

Mr. Lyons served as General Solicitor of the Farm Credit Administration for a period of about two years, ending in July, 1938. Prior to that time he was General Counsel of the Farm Credit Administration of Omaha, Neb., having joined that organization early in 1934.

Mr. Lyons is a graduate of Columbia College at Dubuque, Iowa. He received his legal training at the University of Minnesota Law School; and practiced law in Iowa for a number of years before joining the Farm Credit Administration of Omaha.

**WISCONSIN HYBRID  
SEED CORN**

State Tested and Sealed  
100 and 110 Day Maturity

LOUIS LEMKE (Producer)  
Route 1, Thiensville  
Phone 217F2  
2 miles north of Granville Sta.  
Highway "F"

**DAIRY PRODUCTS SCORE  
AGAIN!**

IF—When driving a car at night one is afflicted with "night blindness," and the eyes do not regain normal vision after looking into glaring headlights.

IF—One has difficulty seeing pedestrians walking along the side of the road at night.

IF—Side vision troubles arise and one can not see approaching cars coming from side streets at intersections.

Then the answer may be "Eat more dairy products!"

In the light of recent experiments conducted by the Bureau of Home Economics in Washington, it has been announced that there is a definite relationship between the health, strength, and vitality of the eyes and vitamin A.

The announcement further reveals that many "night blindness" auto accidents may be attributed to the need of more milk, cheese, butter, cream and other high vitamin A foods in the diet.

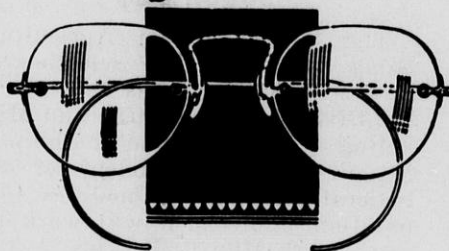
"The new discovery is of particular significance to Wisconsin because dairying is our major agricultural industry," points out Ralph E. Ammon, director of the State Department of Agriculture and Markets. "Wisconsin dairy products have long played an important part in the health of the nation's people. This discovery adds another good reason to an already long list for increasing the popularity and consumption of Wisconsin's dairy products."

**MILK LEADS**

Milk led all products as the largest single source of farm cash income in 1938 with a total of \$1,430,000,000. This was only 6.5 percent less than the 1937 figure of \$1,530,000,000 according to the Milk Industry Foundation.

"All farm cash income dropped 12.9 percent, government reports

**Yes—you can save money  
on Kindy Glasses**



**WRITTEN GUARANTEE  
ON ALL WORK**

Glasses cleaned, straightened  
adjusted and frames polished  
without charge.

**KINDY OPTICAL CO. . . 615 No. 3rd St.  
MILWAUKEE, WIS.**

To Milwaukee Co-operative  
Milk Producers  
— and their families

**SUBSTANTIAL  
DISCOUNTS on  
Complete Glasses  
Optical Repairs  
Lenses**

To be sure of discount, just  
say Co-operative Milk Pro-  
ducers after regular prices  
are quoted.

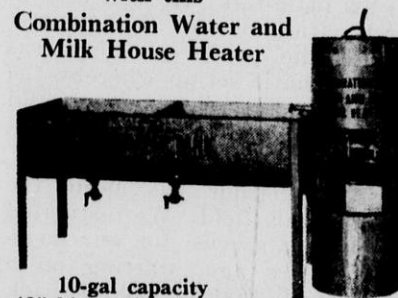
**SCHLUETER'S . . . Dairy Farm  
Washing and Sterilizing Equipment**

Electrically heated tanks.  
10-gal. electric water heaters.  
Combination wash and sterilizing  
tanks.  
Sets of single-section heat and  
wash tanks and single-section  
rinse tanks.

Write for  
Factory-to-You Prices

**SCHLUETER DAIRY SUPPLY CO.  
Janesville Wisconsin**

No Wet Ceilings —  
No Wet Side Walls  
with this  
Combination Water and  
Milk House Heater



10-gal capacity  
48" high; 17" diameter

show, from \$8,208,000,000 in 1937 to \$7,150,000,000 in 1938, excluding government payments," the statement said.

"These figures show the importance of milk as a mainstay of farm purchasing power. They are particularly impressive because milk production was estimated to be from four to five percent greater during the year and sales of fluid milk were down approximately four and one-half percent from 1937.

"Milk delivered to homes and stores in bottles, which brings farmers the highest price, probably would have suffered greater consumption declines but for determined

efforts by milk distributors to push sales.

"Cash income from milk is also important as it is chiefly cash paid monthly to farmers," the Foundation points out, "and this is cash that is used in the current purchases of merchandise and supplies.

"The milk industry is a huge buyer and milk distributors and producers in many markets account for one of the largest single outlays for cars and trucks, feed, oil, gas, tires, groceries and other supplies."

**FOR SALE**

Registered Holsteins springing cows and heifers. Also heifer and bull calves; herd under D. H. I. A. work and Bangs Certified. Bern. Schoessow, R. 1, Thiensville, Wisconsin.

# SAVE

At Least  
25%  
on your

## AUTOMOBILE INSURANCE

With A Company

SOUND AND LIQUID  
STRONG AND SECURE

**FARMERS' MUTUAL  
AUTOMOBILE INSURANCE CO.**

Rated "A" (excellent) By Best's

Phone or Call

**ALBERT F. CZARNECKI, Agent**  
Big Bend 2921 Muskego, Wis.

**FASTEST, FINEST!**  
*Electric*  
**ANIMAL CLIPPER**



Preferred the world over for its greater speed, ease of handling, rugged, lasting durability.

## STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated *EASY-GRIP* handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, smoothest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 60 years making Quality products.

**We Buy Malting Barley.**

**Wait For Our Buyer.**

# MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

## NOW is the Time to Retin Your Used Milk Cans for Winter Service

For quick service have your milk hauler bring them to us.

### PRODUCE BETTER MILK

REBUILD and RETIN YOUR  
USED MILK CANS

...NOW...

GUARANTEED CANS  
AT A LOWER COST



ASK  
YOUR  
WACHO  
DEALER

**THE WACHO MANUFACTURING CO.**

3048 W. Galena Street

Milwaukee, Wis.

Prime Electric Fence Controllers are now available approved for sale and use by the Industrial Commission of the State of Wisconsin

# PRIME ELECTRIC FENCE

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



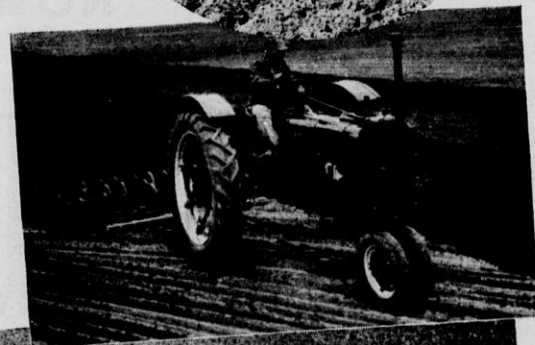
# PLAY SAFE Before Sowing and Planting

## USE McCORMICK-DEERING Plows and Tillage Tools

*Play safe* when you go into the field this spring. Get your seed-bed ready for sowing and planting with McCormick-Deering Plows and Tillage Tools. *Make sure* of good work.

You can depend on McCormick-Deering Plows to turn the kind of furrows you like because these plows are made the way good plows should be. And remember this—there is a large variety of sizes and types with the right kind of bottoms and shares. You can get the right plow for your farm in this line.

Follow through after spring plowing with McCormick-Deering Tillage Tools. Get the advantage of this complete line. See these disk harrows, peg and spring-tooth harrows, soil pulverizers, field cultivators, rotary hoes, land packers, and harrow-plows at the McCormick-Deering dealer's store. Get set for spring work now.



Views show McCormick-Deering Plows and Tillage Tools at work—(top) Farmall 14 and 2-furrow Little Genius Plow; (center) Farmall 14 and Spring-Tooth Harrow; (above) Farmall 20 and No. 8 Field Cultivator; and (left) Farmall 20 and Disk Harrow.

## McCORMICK-DEERING PLOW AND TILLAGE TOOLS

**Sold by:**

**GEO. SCHUBERT SONS CO., Thiensville**  
**JOHN BECKER IMPLEMENT CO., Menomonee Falls**  
**ERNEST C. HOLZ, Tess Corners**

# MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 11

MARCH, 1939

Number 12

## PRICE CONFERENCE

The Department of Agriculture and Markets asked your board to meet with its representatives and the dealers on February 28 to try to reach an agreement on the price of milk for March. All companies were represented except Golden Guernsey. A reduction in price to meet wild-cat competition was discussed. Mr. Kuenning urged that some agreement be reached. After an all afternoon discussion the meeting adjourned without agreement.

## PUBLIC HEARING

The Wisconsin State Department of Agriculture and Markets held a hearing on the state of the Milwaukee milk market on February 27. Director Ralph Ammon presided. Charts and graphs prepared by the Department's auditors following a study of market conditions were shown and explained by George Kuenning in charge of fluid milk control for the department.

Mr. Ammon then stated that any person that wished to testify under oath might do so providing that information helpful to the department in its effort to rule fairly on the price at which milk should be bought and sold by the Milwaukee dairies was offered.

A parade of witnesses followed. Mr. Ammon told most of them that they were not contributing anything that was helpful to the department in its search for light. Sentiment, he said, did not help in a fact finding hearing. Your board had no facts to show that the department was not acquainted with and therefore did not take up time repeating what the department already knew.

Director Geo. Drought, however, made some remarks about the consumption of beer and whiskey in his county. The hearing was declared adjourned by the chairman subject to call if he felt it necessary to hear more testimony.

## WAUKESHA COUNTY SHOW

March 14 to 17 are the dates set for the big Waukesha County Dairy and Agricultural Show.

This will be the twenty-first annual show and the management promises a bigger and better show for this year.

While the majority of the people attend the show primarily to see the exhibits, the chance to rub elbows with friends and neighbors makes the gathering doubly attractive.

A day or two spent at the show will do any farm family a lot of good.

## HEARINGS SCHEDULED

Hearings have been scheduled on the following bills in the legislature:

Thursday, March 9: Committee on Agriculture and Labor will hear a resolution asking congress to put a high tariff on dairy products, also to ask congress to pass the pending agricultural equality act and senate bill 169 defining agricultural commodities. The Committee on Education, bill 173S, relating to tuition of high school pupils; 174S, relating to transportation of school children. The Judiciary Committee will have a hearing on a bill, 214A, relating to installment payment of real estate taxes on March 9 at 2:00 p. m.

## SOME IN — SOME OUT

The Federal Agricultural Marketing Agreement Act was declared unconstitutional by Federal Judge Cooper on February 24. This decision invalidated the Federal state marketing order affecting 60,000 producers who serve the New York metropolitan market, which means that right now government control of milk prices in New York is out.

In New York, the dairy industry is a \$2,000,000 one. The throwing out of the federal state marketing order leaves that market in a chaotic condition. The judge's decision was based on his finding that money was taken from one group without compensation and transferred to another and he decided that that was unconstitutional.

The case came to court through the efforts of government attorneys to force compliance on the part of four milk handlers, three of whom are listed as co-operatives and all four of them had refused to comply with the law. Enforcement had broken down because a number of dealers had refused to make payments to the equalization fund which was set up for the purpose of paying all producers the same price for milk.

In the Buffalo, New York, case, the supreme court decided that the state law providing for minimum price to be paid to farmers was unconstitutional. The action was brought in court by the commissioner of agriculture against four dealers who the commissioner felt violated the order in the Buffalo area. The court declared that the legislature had not determined that fixing of minimum prices to producers of milk was a solution of the evils found to exist within the dairy in-

(Continued on page 3)

## FEBRUARY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX'S DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	50.25	\$2.71	Fluid	48.31	\$2.71	Fluid	51.66	\$2.71	Fluid	50.62	\$2.71
Out. Relief.	3.00	2.48	Out. Relief.	4.32	2.48	Out. Relief.	4.06	2.48	Out. Relief.	1.04	2.48
Cream	17.59	1.18	Cream	10.30	1.18	Cream	15.72	1.18	Gov't Sales	2.40	1.18
Manuf'd	29.16	.93	Manuf'd	37.07	.93	Manuf'd	28.56	.93	Cream	19.89	1.18
Composite price	1.91		Composite price	1.87		Composite price	1.95		Manuf'd	24.05	.93
									Composite price	1.94	
BLOCHOWIAK DAIRY			TRAPP'S GOLDEN RULE			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	46.07	\$2.71	Fluid	49.35	\$2.71	Fluid	47.98	\$2.71	Fluid	62.11	\$2.71
Out. Relief.	5.85	2.48	Out. Relief.	1.69	2.48	Out. Relief.	2.20	2.48	Cream	13.42	1.18
Cream	12.65	1.18	Cream	18.58	1.18	Cream	15.65	1.18	Manuf'd	24.47	.93
Manuf'd	35.43	.93	Manuf'd	30.38	.93	Manuf'd	34.17	.93	Composite price	2.06	
Composite price	1.86		Composite price	1.87		Composite price	1.86				

LIBRARY

COLLEGE OF AGRICULTURE

## MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 N. Thirteenth St.

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 11 MARCH, 1939 No. 12

### BOARD OF DIRECTORS

ELWARD A. HARTUNG, President, Sta. D, R. 2, Box 626, Milwaukee.  
GEO. W. DROUGHT, Vice-President, Route 2, Caledonia.  
WM. KERLER, Treasurer, R. 5, West Allis.  
CHARLES DINEEN, Secretary, Cedarburg.  
A. C. KIECKHAFFER, R. 2, Thiensville.  
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.  
ED. SCHMIDT, R. 7, Wauwatosa.  
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.  
PAUL BARTELT, Jackson.  
AMBROSE WIEDMEYER, JR., Richfield.  
CHESTER FLETCHER, R. 3, Waukesha.  
WM. WEBER, Merton.

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

Subscription . . . . . \$1.00 Per Year

### A GOOD PRESIDING OFFICER

Ralph Ammon, Director of the Wisconsin State Department of Agriculture and Markets, proved at the hearing here in Milwaukee Court House on February 27 that he was an exceptionally good presiding officer.

Faced with a large crowd and anxious to get evidence which would be helpful to him in ruling on milk prices, Mr. Ammon succeeded in keeping most of the speakers fairly close to the subject under discussion. While many of those who offered testimony tried to talk on everything but the facts in the case, Mr. Ammon was able to sift fact from sentiment in better shape than it has been done in the past at these hearings.

### LABOR BILL

A hearing on a bill desired to take the place of the State Labor Relations Act was recently held at the assembly chambers of the State Capitol.

A large group of farmers appeared for the bill. Opposition was voiced by labor leaders and their attorneys and some sharp exchanges of opinion occurred.

The labor leaders seemed to be opposed to the bill because it contained among other things, a provision that records of all moneys received and expended be kept and reported on. Also that employees be allowed to vote by secret ballot, before a strike could be called. Secondary picketing also forbidden in the act aroused the ire of the labor attorneys. Sound thinking union men ought to be able to see that their so-called leaders are misleaders who want to keep them in the dark about their own affairs.

### PRODUCERS APPEAR PUZZLED

Several people who attended the public hearing held by the Department of Agriculture and Markets in the Milwaukee Court House on February 27, expressed surprise that members of the Board of Directors did not offer testimony.

In explanation, it may be said that the Department of Agriculture and Markets had all the information previous to the hearing that the Board could possibly supply, and Mr. Ammon, who conducted the hearing, was very specific in his statement that he wanted facts and not sentiment. Sentiment was expressed by many of those present but Mr. Ammon stated no decision on whether the price was justified could be based on sentiment. Possibly the members of the Board might have called attention to the fact that as sales of milk decreased in the city less shippers were needed and some were shut off. This information, however, had been given to the Department prior to the hearing.

### OLD TIME CREAMERY SELLS OUT

The Blue Valley Creamery Company, one of the oldest of the centralized creameries, has sold its entire business, including factories, trade marks, etc., to the Beatrice Creamery effective on March 1. The Blue Valley has been in operation more than forty years and employed some 600 workers.

At one time the Blue Valley had a plant in Milwaukee, having taken over a lease and some of the machinery owned by your organization in the Pabst Brewing Company building.

Because it was difficult to get cream shipped direct from the farmers to Milwaukee, the Milwaukee business was closed out several years ago.

### IOWA WANTS MONEY TO ADVERTISE DAIRY PRODUCTS

The State Senate approved an advertising fund of \$100,000 to \$130,000 a year for Iowa dairy products, the money to be raised on a tax on butterfat.

The bill provides for a tax of one cent per pound to be collected each year on butterfat marketing between May 1 and May 15. The person who bought the butterfat from the farmer would pay the tax. The Secretary of Agriculture, one man from the State College and one named by the dairy industry would administer the fund.

### THE NATIONAL FEDERATION ASKED TO BE A PARTY TO MILK TRUST CASE

Because the Pure Milk Association, Chicago, one of the units of the National Co-operative Milk Producers Federation, has been indicted along with the Chicago Health Department and some Chicago milk dealers, the National Federation has asked permission to intervene as a friend of the court. The attorney for the Federation has said further that the Federation is shadowed and blackened by the alleged unfairness of the indictment. The Federation claims that the indictment is contrary to law in that the farmer may legally bargain for the price of milk to be paid with the distributor. The Federation claims that the future of all co-operative farm organizations hinges on the outcome of the trial. It feels that if the indictment holds that no bargaining co-operative can argue with dealers on price for its members' milk. The defendants have until April 3 to answer the government's argument and hearings are set for April 13 and 14.

### CONDENSED MILK

Notable change with respect to evaporated milk stocks occurred during January, according to U. S. Department of Agriculture. Manufacturers held on February 1, 150,000,000 pounds or 7,000,000 pounds less than February 1, 1938. The relatively lighter supply this year reflected active trade during January than there was during December, 1938. The January movement of evaporated milk out of manufacturers' hands was the largest since July, 1937. The increase in production for January was 23½ percent over last year.

### CHEESE PRODUCTION

Cheese production in January was reported by the United States Department of Agriculture as being four percent below a year earlier in spite of the two percent increase in Wisconsin. American cheese in cold storage on February 1 was 90,300,000 pounds, compared to 80,400,000 pounds a year earlier. The lower price, it is thought, has helped cheese move into consumptive channels.

She: "If you don't leave this room immediately, I'll call the whole police department to put you out."

Ardent Sailor: "My love, it would take the whole fire department to put me out."

## SUMMARY OF MARKET CONDITIONS

By

National Co-operative Milk Producers' Federation

Changes in fluid milk prices reported effective in February indicate a somewhat irregular market trend. While there is no general swing toward lower prices, it is significant that the reductions are of a major nature and that they have occurred in important market areas. On the other hand, there is an advance in the Boston area, although it is referred to as of a temporary nature, being due to the local production situation which developed as a result of the hurricane last Fall.

The Pittsburgh market leads with the heaviest reduction this month, Class I milk dropping from \$2.86 to \$2.10 per hundredweight on February 10. This cut of \$.76, which was accompanied by one of 20 cents on Class IA milk, had been preceded by reductions of Classes II and III, the latter in effect since January 17. Retail prices at Pittsburgh are reported to have been reduced two cents per quart. The member association affected by the foregoing changes is the Dairymen's Co-operative Sales Company. At Akron, Ohio, which market is supplied by the Milk Producers Association of Summit County and vicinity, Class I milk is down from \$2.27 to \$2.00 per hundredweight, this to apply to February only. Retail prices are reduced two cents per quart on home deliveries, the new price being 10 cents. Store milk was 12 cents and is now 8 to 10 cents. The Interstate Milk Producers Co-operative of Philadelphia reports a Class I reduction of 38 cents in certain New Jersey markets, including Trenton, which makes the new Class I price \$2.38. Retail prices in this area are one-half cent per quart lower, with home deliveries now at 12½ cents and store sales at 11½ cents. The previously mentioned Boston increase occurred January 16, as the result of an amendment to the Federal marketing order. Under the order, Class I milk is \$3.42 per hundredweight (3.5 percent milk), an increase of 29 cents per hundredweight, and there has been a general increase of retail prices amounting to one cent per quart. The prevailing delivered price at Boston is now 14 cents with store prices one cent below this. The amendments to the Federal order provides that the Class I price increase approved shall be effective only until May 1, at which time a 40 cent reduction will

be made, taking the Class I price at that time down to \$3.06 per hundredweight. As previously mentioned, the approval of a price increase at this time represented recognition of the extensive damage done to farm buildings and equipment and to unharvested feed and forage supplies, by the severe storm and floods which struck New England last Fall. Another market affected by price changes in February is Denver, Colorado, but reported changes apply to retail prices only. Delivered prices which were 10 to 12 cents per quart in January are 11 to 12 cents and store prices which were 10 to 11 cents are now 11 cents.

Reports on milk production are to the effect that it continues relatively heavy. The United States Crop Report of February 1 shows that the milk flow on that date was about six percent above a year earlier, and larger than in any other years except 1933. There was more than the usual seasonal increase during January. Only twice, in 1930 and 1931, during the past 14 years for which comparable data are available, was milk production per cow higher on February 1 than this year.

### BUTTER MARKET

Due probably to the stabilization program of the Dairy Products Marketing Association and the government's purchase of large amounts of butter to be given to people on relief, no change has occurred in the price of butter during the whole month of February.

Purchases of butter by the D.P.M.A. have held the market on an even keel and the giving away of butter by the government has prevented the piling up of more surplus. The grand total of government purchases from July 1 to March 1, inclusive, is reported at 69,729,000 pounds and the D.P.M.A. 113,500,000 pounds. There is now in the hands of the marketing association about 69,500,000 pounds.

Production is still high and with plentiful supplies of feed on farms and a lower price for commercial feeds, it would seem that the production will hold fairly well.

The fact that cow beef is bringing good money and the low price received by farmers at cheese factories and creameries might mean that cows may be sold for killing and thereby reduce the production to some extent. It would seem that farmers would be inclined to move low producing cows to market rather than produce cheese and butter

at ruinous prices. Farmers can never know what is in store for them in the way of crops for the current year and rather than feed all of their supply they may decide to sell cows and keep some feed over against a possible shortage.

In this milk shed farmers who have excess milk certainly would be better off to dispose of their poorest cows at the very good price offered in the stock yards and conserve any feed that they may have for use in the Summer and Fall months when pastures normally dry up.

However, where some farmers complain that they could not make a base because of short pastures it would seem to be good common horse sense to save some of that feed for use later on rather than feed it to produce excess milk, to say nothing of producing milk for manufactured price within the base.

The manufactured price remains unchanged because there has been no change in either the butter market or the skim milk market.

### SOME IN — SOME OUT

(Continued from page 1)

dustry. The Agricultural Marketing Act and Federal Milk Marketing Order were ruled constitutional as affecting the Boston market by Federal Judge George G. Sweeney. The judge issued permanent mandatory orders requiring 30 Boston milk dealers to pay funds into an equalization pool. The sum of \$3,000,000 had already been paid into the district court and held in escrow since 1937. The defendants have indicated that they would appeal to the United States Supreme Court.

The Indiana law extending the State Milk Control Board for two more years has passed the house after some strenuous work to line up the legislature. The governor is expected to sign the bill.

In Miami, Florida, an effort is being made to bring pressure on the legislature for re-enactment of a milk control law. There is considerable opposition from producers, distributors and consumers who complain that the milk control board "upped" the price too much during the height of the Florida season. The present milk control law expires in June and the opposition to the law claims that the issue is between free government as against dictatorship.

Why do so many people try to live up to their "yearned" income?

## Mr. Fletcher Says:

There has been so much confusion and so much misunderstanding over the present price controversy in our market, that I wish to give you my idea of the problem. Some people, either through misunderstanding or through deliberate intent to create dissension, have made statements that some members of the board are promoting lower prices.

Such statements are too silly to even merit notice—were it not for the fact that many shippers, worried almost sick over thought of a reduced income when incomes now scarcely equal expenses, are rather prone to listen to most anything except the voice of sanity. No one can blame them for that, but whether we so desire or not, sanity in marketing must prevail in our market if we are to avoid complete chaos.

Our fluid price as you know is \$2.71 per hundred pounds of milk. With manufactured milk bringing \$.93, the "spread" between fluid and surplus is so wide that unscrupulous dealers can buy milk for fluid purposes even far below our average price market. Due to the milk control law this phase of the marketing problem is not great as yet, but it is becoming greater every day. Every pound of milk bought or sold that way displaces your milk and creates increased burdens of surplus for you. Cheap manufactured milk creates cheap cream and much of this business can no longer be gotten by the companies who are obeying the order in this market. Condensed milk selling far below the price of fluid milk is cutting heavily into the business. Add to this the very important fact that employment is at a low ebb, causing a natural restriction in purchasing power and you have a very serious marketing problem.

The much discussed cheap milk at roadside stands and outlying farms have a serious effect on the business of all companies but particularly so of those concerns in or near the suburbs.

What then should be done? Bring up the price of manufactured milk to say \$1.75 per hundred pounds, create reasonable employment and the trouble is over. Unfortunately, we have no way through our organization to cause such a happy situation to develop.

Therefore we must face our situation as we now see it. You, our members, have almost unanimously told us to hold the price as now is no matter what the consequences.

That your board in meeting after meeting last week had been trying to do. When any reduction was discussed it was only on the basis of each branch of the industry carrying its share of the drop. At this writing your milk has not been bargained for and what the outcome will be we do not know.

It is certain that, unless a miracle happens, if the present price is maintained, we all will have to carry a very heavy burden of surplus or else many shippers will have to be dropped from the market.

The period from March 14 to 17 is a very important time to the dairy interests of Waukesha County. For that is the time when the Waukesha County Dairy Show is held.

Favored as the county is by having the cream of the dairy herds of the state, the cattle exhibit, while not equal in numbers to a state fair, would give them a real run on quality.

But the show has many other features besides cattle. Truck gardening being highly intensified there, means an outstanding vegetable show. The many fine orchards will furnish fruit that cannot be matched by many. All other classes of farming will be well represented.

Add to that a very fine line of clean amusement, all conducted smoothly by their efficient County Agent, Fred Thomas, and it adds up to a show few can afford to miss. They invite you to come and enjoy a day of pleasure and valuable education.

Now will come the time of year when we face our first trouble with high temperature milk. It may seem strange but when the weather is very changeable there is usually the most trouble getting the milk properly cooled. It may be because we sometimes fail to change the water in the tank as often as we should, or because we are not getting up as early as we will when seeding time comes, or from some other cause, but whatever the cause returned milk from high temperatures is costly.

So this is just a gentle reminder to check the temperature with the thermometer each morning before shipping and avoid possible trouble.

Someone has said that a specialist is a man who knows practically everything about almost nothing. The milk business seems to be overcrowded with specialists.

## NEW SUPPORTERS

Al. Wiedmeyer, Hubertus  
 Leo Wiedmeyer, Hubertus  
 Edw. Wiedmeyer, R. 1, Richfield  
 Louis A. Krause, R. 1, Rockfield  
 Carl Klumb, Rockfield  
 Alex Karceski, R. 1, Box 116, South Milwaukee  
 Steve Jutrzonka, R. 1, Box 232, Hales Corners  
 Ed. Schmidt, Jackson  
 Andrew Herman, Jackson  
 Albert Thierfelder, R. 1, Rockfield  
 Arthur Wegner, Colgate  
 Toney Wiedmeyer, R. 1, Richfield  
 Philip Peters, R. 1, Richfield  
 Aloysius Schmitt, Richfield  
 John H. Barker, R. 7, Box 166, Wauwatosa  
 Harry Leonhardt, Germantown  
 Clinton Barth, Thiensville  
 Lena Neu, Colgate  
 Emery Miller, R. 2, Box 119, Mukwonago  
 F. J. Bialzik, R. 4, Box 319, West Allis  
 Dr. W. Van Duine, R. 1, Burlington  
 Mrs. Thom. Loduha, Germantown  
 R. Warnecke, R. 1, Germantown  
 Wm. Roeglin, R. 1, Rockfield  
 Joseph T. Czarnecki, Germantown  
 Maria Aicher, R. 1, Box 39, Richfield  
 John Lofy, R. 1, Richfield  
 Bernard Lofy, R. 1, Richfield  
 George Poehlman, R. 1, Rockfield  
 Mrs. A. Krause, R. 1, Box 114, South Milwaukee  
 Geo. E. Schmeling, R. 1, Germantown

The Chicago Flexible Shaft Company, makers of Clipmaster and Shearmaster, announce that three new bulletins are available for the asking. They are:

No. 23—"Harvesting the Farm Flock Wool Crop"

No. 24—"The Custom Shearer"

No. 34—"The Production of Clean Milk"

Any of our readers who wish to have these bulletins may get them by writing to the Chicago Flexible Shaft Company, 5592 Roosevelt Rd., Chicago, Illinois.

## OTHER MARKETS

A Milk Control Bill has been introduced in the Missouri Legislature which does not look too good to the St. Louis Milk Producers Association, according to reports. Because milk comes from other states, a Federal or triple A license is used in the St. Louis market. Some dissatisfaction with the A.A.A. has been manifested lately in St. Louis. Ed Tredeman, president of the Sanitary Milk Producers of St. Louis, is quoted as saying at the annual meeting, "Milk control must not take away our inherent privileges."

### OTHER MARKETS

Peoria, Illinois, net pool price for January is reported at \$1.33 per hundred by the Milk Producer, publication of the Peoria Milk Producers.

Milk Market Review of Denver, Colorado, says that a state milk control bill is in the legislature. It is planned to have this proposed legislation in case the federal license under which the Denver market is operating is not renewed.

The Twin City Milk Producers Bulletin reports "that the composite price for all milk testing 3.5 percent for January was \$1.46 per hundred. The distributors paid the association \$1.75 per hundred. The Producers association handles the surplus." The bulletin says further: "The outlook for dairy prices is so unfavorable that we wish to urge our members to try to curtail production during the flush months of 1939. If each member would milk one cow less during May and June, it would help keep our plants in proper balance and not have a flood of milk during that period, with a shortage during the Fall months. This results in inefficient operation during the flush months and a high cost of operation during the Fall months because of lack of milk. Every member will receive more if he will follow this recommendation.

Every member of the Connecticut Milk Producers' Association can feel a sense of personal ownership and pride in the new home of the association.

The home is ready. We have moved in. It is our permanent headquarters we trust for many years to come. The stability and permanence of the C.M.P.A. have been translated here into brick and steel and concrete, things that can be seen and felt.

In later issues of the bulletin we shall have an opportunity to present pictures of the building and a complete description. As time goes on each and every member should come and see it with his own eyes.

The building is a beauty, and it is as practical as it is fine to look at. The building committee, the architects, and the building contractor have done a splendid job.—C. M. P. A. Bulletin.

### CO-OPERATION RANKS HIGH IN FARM AID EFFORTS

Among all farm aid efforts, co-operation stands today as one of the most effective tools by which farmers themselves can help build

a more permanently prosperous agriculture, according to Tom G. Stitts, chief of the co-operative research and service division of the Farm Credit Administration.

Despite the importance of governmental programs aimed to increase rural income, co-operative marketing and purchasing activities remain significant because of their self-help character and their wide-scope and long-range effectiveness, Stitts declared.

"It should never be claimed that co-operation is a cure-all for agricultural ailments; and other programs also may be necessary to counteract economic maladjustments," he said. "Nevertheless it should be recognized that co-operative effort has been responsible for building and maintaining the machinery that is directed toward basic economic improvement throughout agriculture.

"In other words, the co-operatives have taken the lead toward reducing handling charges, narrowing spreads between the producer and consumer, raising standards of quality, and eliminating marketing abuses—all of which have been effective in increasing relative net returns to the producers.

"Agricultural co-operation is no longer an experiment. Consequent-

ly its future growth will lack the stimulus of enthusiasm for trying something new. More valuable than such stimulus, however, is the very apparent determination of co-operators to develop their enterprises on sound business principles; to seek the best possible management; and to direct their energies toward the solution of their economic problems on a self-help basis."—Bureau of Home Economics, U. S. Department of Agriculture.

### WISCONSIN LEADS IN COW NUMBERS AND VALUES

Wisconsin continues to lead all other states in the number of milk cows and total milk production, according to estimates made recently by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

There are about 2,179,000 head of cows and heifers kept for milk in Wisconsin, the only state to have more than two million milk cows. Only six other states have more than one million milk cows. Minnesota ranks second in milk cow numbers with 1,705,000 head, Iowa third with 1,472,000 head, and Texas fourth with 1,458,000 head. New York farmers have 1,423,000 head of milk cows, and estimates for Illinois and

(Continued on page 7)

## 21st ANNUAL WAUKESHA COUNTY DAIRY SHOW

March 14-17, 1939 — Sales Pavilion . . . Waukesha, Wisconsin

4 days . . . 4 nights

#### TUESDAY MARCH 14

Judging Horses, Sheep, Swine, Grain  
Women's and Education Departments

EVENING—Amateur Night—20 contestants, selected by preliminaries (good program).

#### THURSDAY, MARCH 16

Judging Guernsey, Ayrshires  
Men's Judging Contest  
Dairymaids Milking Contest  
Special Entertainment

#### EVENING, MARCH 16

Homecoming Night—  
Rusty Hagen Acts, Jaxon—Ventriloquist  
Mabel Retzlaff—Accordion  
Home Talent Groups

#### WEDNESDAY, MARCH 15

Judging Holstein, Jersey  
Brown Swiss Cattle  
Men's Judging Contest  
Dairymaids Milking Contest  
Special Entertainment

EVENING—Stunt Night—Rusty Hagen,  
Entertainment Company. Roller Skating,  
Acrobatic Act, Magic Act, Juggling  
Act, Jaxon-Ventriloquist. Home Talent  
Acts.

#### FRIDAY, MARCH 17th

Judging Contest for 4-H  
Rural Schools, High Schools  
Judging of 4-H Calves

EVENING—Dance, Card Party,  
Prize for each table

### WAUKESHA COUNTY DAIRY & AGRICULTURAL ASSOCIATION

25c Per ADULT . . . Admission . . . 15c For CHILDREN

**WISCONSIN HYBRID  
SEED CORN**

State Tested and Sealed  
100 Day Maturity

LOUIS LEMKE (Producer)  
Route 1, Thiensville  
Phone 217F2  
2 miles north of Granville Sta.  
Highway "F"

**AMERICAN MARKET PROVIDES  
CHEESE VARIETY**

Some like soft cheese—some like hard. Some like mild cheese, and some like sharp. But no matter what the individual's preference is he should be able to find a cheese to suit his taste among the wide variety on the American market.

If his taste happens to run to American cheddar, there's good news for him. The production of cheddar cheese in the United States in 1938 was the largest on record, according to estimates of the U. S. Department of Agriculture.

This relatively mild cheese makes up at least four-fifths of the cheese produced in the United States each year. Cream cheese, unripened cheese containing from 10 to 16 percent fat—and Swiss or Emmentaler cheese with its characteristic holes or "eyes" come next. Fourth in point of production is all-American brick cheese. The popular cottage cheese is in a class by itself as far as statistics are concerned.

If the cheese fancier's taste runs to something a little more sharply flavored, there are the many "European" varieties on the market—either made in this country or imported. These cheeses usually bear the name of the city or region in which they were first made. For instance, Roquefort, France, is on the map gastronomically because it is the birthplace of Roquefort, a distinctive white cheese veined with bluish green mold.

**BOOTLEG BULLS**

Bootleg bulls are a menace to Wisconsin dairying. It's a "bully" idea to keep them off the farm and consign them to the butcher where they belong.

So declares Ralph E. Ammon, director of the state department of agriculture and markets, who advises farmers that the use of such counterfeit sires is dangerous from

two angles: (1) spreading disease and (2) destroying type and production that breeders have spent years building up. Both results bring heavy financial losses to the farmer.

Bootleg bulls are defined by Ammon as animals of inferior breeding, known as scrubs or grades, that itinerant truckers or questionable dealers "pick up" for bargain prices at the stockyards or elsewhere, and rent to farmers. Frequently these "cow fresheners" are brought into Wisconsin from neighboring states. When the time is up on one farm, the bootlegger collects his rent and trucks the bull to another farm.

Reports received by the state department of agriculture and markets indicate that bootleg bulls present an agricultural problem of real proportions. Without the co-operation of the farmers the department is powerless to stop this vicious practice. There is no law which gives the department authority to prevent the traffic in bootleg bulls.

"As long as the animal has passed the T.B. and Bang's test, the department can do nothing," Ammon asserts. "Stockyard bulls are tested but bulls from other sources are not tested. Farmers who bring untested bulls onto their farms lose all rights to indemnity money."

*Kindy*

WHERE GLASSES COST LESS  
THAN YOU EXPECT

• Use Your  
Co-operative  
Milk Producers  
Courtesy Card.

Glasses Cleaned  
and Straightened  
Without Charge

ONE HOUR  
FREE PARKING  
at the Kilbourne  
Parking Station—  
across the street  
with purchase of  
\$1.00 or more.



**KINDY GROUP  
SERVICE**

extended to Milwaukee Co-operative  
Milk Producers and their families insures  
competent service at lower cost.  
Written guarantee of satisfaction.

**KINDY OPTICAL CO.**  
MILWAUKEE, WIS.

615 N. 3rd Street

Tel. MARquette 7225

**SCHLUETER'S . . . Dairy Farm  
Washing and Sterilizing Equipment**

Electrically heated tanks.

10-gal. electric water heaters.

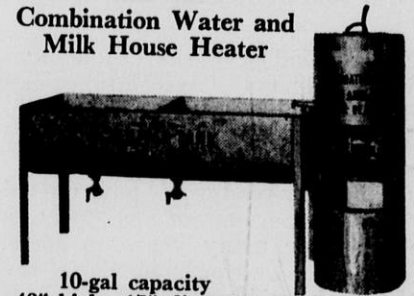
Combination wash and sterilizing tanks.

Sets of single-section heat and wash tanks and single-section rinse tanks.

Write for  
Factory-to-You Prices

**SCHLUETER DAIRY SUPPLY CO.**  
Janesville - Wisconsin

No Wet Ceilings —  
No Wet Side Walls  
with this  
Combination Water and  
Milk House Heater



10-gal capacity  
48" high; 17" diameter

### WISCONSIN LEADS IN COW NUMBERS AND VALUES

(Continued from page 5)

Ohio show each state having over 1,000,000 head of dairy cattle.

With the increase in feed supplies, Wisconsin farmers have followed the general trend of increasing milk cow numbers. Estimates for this year show that the number of milk cows in the entire nation as well as in Wisconsin is about one percent larger than a year ago.

The increase in the number of milk cows, excellent pastures last Summer, together with abundant feed supplies during Fall and Winter, caused the highest milk production ever recorded for the state. According to the Crop Reporting Service, the total milk production for last year is estimated at 11,862,000,000 pounds. This figure is about 484,000,000 pounds greater than the state's output in 1937.

### DAIRY COUNCIL WORK

Milwaukee Dairy Council fluid milk advertising continues to take on enlarged activities, and increasing in size of program and effectiveness.

In addition to the daily newspaper advertisements, twenty per month, and the radio broadcasts five times each day over the three Milwaukee radio stations, or a total of 150 radio announcements per month, very good work is being done in the schools, both public and parochial.

The schools are supplied with text literature explaining and inducing the use of milk with meals and in cooking. This literature is used by the nutrition teachers in the various

grades in the regular instructions during class work. This brings the value and importance of milk directly to the attention of our young people, grade and high school ages, who, in turn, bring that information home with them to their parents and to include in their home lives. The schools also have posters on milk, displayed in the corridors of the schools, where all the pupils can see; and the posters carry a very forceful message of the importance of drinking milk daily. At the present time a new series of milk text literature and posters are being prepared for future use, the new material expected for distribution this month, or in April.



### STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, smoothest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 60 years making Quality products.

## NOW is the Time to Retin Your Used Milk Cans for Winter Service

For quick service have your milk hauler bring them to us.

### PRODUCE BETTER MILK

### REBUILD and RETIN YOUR USED MILK CANS

### ...NOW...

### GUARANTEED CANS AT A LOWER COST



ASK YOUR WACHO DEALER

THE WACHO MANUFACTURING CO.  
3048 W. Galena Street  
Milwaukee, Wis.

Prime Electric Fence Controllers are now available approved for sale and use by the Industrial Commission of the State of Wisconsin

# PRIME ELECTRIC FENCE

... Prime is the lowest priced electric fence controller that money can buy. It is built to withstand the continuous operating strain that is required of an electric fence. No other equipment on the farm is subject to day and night, year around service, in wet and dry weather. A farmer has a big investment in crops and livestock. If these "investments" get together, it is possible to lose both. A Prime electric one wire fence is an inexpensive way to keep them apart. Prime will keep an effective shock in your fence regardless of weather conditions. The best is always the cheapest.

See

**E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE**

(Located on Highways 100 and 57, 4 Miles North of Milwaukee)



## Save Seed . . . Start the Crops Off Right



*Above:* Drilling moves along fast with a McCormick-Deering Grain Drill and Farmall 20 Tractor on the job. *Right:* A good job of disking and harrowing. The disk is an 8-foot McCormick-Deering with a 2-section McCormick-Deering Peg-Tooth Harrow pulled behind.

A new McCormick-Deering Disk Harrow and Grain Drill will prove to be a good investment this year and for many years to come. These disk harrows have won a reputation for thorough pulverizing. The disks are heat treated, made to stand up in toughest going. A good cutting edge and long life are other features built into these disks.

If you need a new grain drill, come in and see our full line. All-steel construction, large capacity hoppers, and accurate seeding mechanism make these drills leaders in their field.

Place your order for spring seeding and tillage equipment now. Buy McCORMICK-DEERING and be sure of getting high-quality machines.



**GEO. SCHUBERT SONS CO., Thiensville**  
**JOHN BECKER IMPLEMENT CO., Menomonee Falls**  
**ERNEST C. HOLZ, Tess Corners**