



# LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

## Milwaukee milk producer. Volume 19 April 1946/March 1947

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1946/March 1947

<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

Milwaukee Co-operative Milk Producers

Vol. 19 — No. 1

"By Farmers . . . For Farmers"

APRIL, 1946

## NEWS NOTES FROM YOUR DAIRY COUNCIL

### Visiting Nurse Association Uses Our Services

During the month of March, your Dairy Council has been called upon to aid the Visiting Nurse Association in various ways. Miss Hassels, Educational Director, arranged a staff meeting at the South Branch of V.N.A. and a joint meeting of the staffs of West and Central Branches in order that your Director might display and interpret the use (in homes and classes) of our Dairy Council educational materials.

The Visiting Nurse Association staff is very enthusiastic about the educational services and materials of your Dairy Council. Following the two staff meetings, we have been asked to offer project suggestions to one of the students presently affiliated with the association, in a survey on family nutrition. Your Director was also asked to speak on the importance of good diet to a class of 35 expectant mothers at the West Branch on March 28. Our film "More Life in Living" was shown, which tells a very convincing story of the role of 1 daily quart of milk for building good tooth and bone structure.

The Association has (among other requests) asked for enough of the leaflets "How To Take Care of Yourself, Before the Baby Comes," and "How To Take Care of Yourself, After the Baby Comes," so that each visiting nurse may have 8 or 10 copies to carry in her leather case for use in home maternity service calls.

These nurses working with the acute and chronically ill and their families in their homes have an excellent opportunity to tell an effective story of the importance of milk along with the other protective foods to attain and maintain good health.

### On Our School Calendar For March

In 12 schools, the Dairy Council's educational materials were put into action aiding the teacher in the integration of health education in classroom activities.

Our program activities included:

(Continued on Page 3)

## 1946 Wisconsin Farm Planting Plans Show Crop Acreage Changes

Changes in crop acreage will be made this year by Wisconsin farmers, a summary of the spring planting intentions report compiled by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture, reveals.

A smaller acreage of feed crops is in prospect for Wisconsin this year. This decrease is contrary to the upward trend in the total acreage of feed crops shown during the war years. With the tame hay fields coming through the winter in good condition in most counties, farmers expect there will be little necessity for planting other crops in place of hay acreage lost by winterkilling. The tame hay acreage probably will be nearly as large as that of 1945 and slight decreases are expected in the acreages planted to corn and oats this year.

The acreages of spring wheat and barley are expected to be much larger than last year. The barley acreage harvested in the state last year was the smallest in 75 years, and the spring wheat acreage has been declining. This year farmers intend to increase the spring wheat acreage 40 percent over that planted in 1945 and an increase of 60 percent is shown for barley.

Soybeans and flax, which have received added attention because of wartime needs, will be planted on smaller acreages than in 1945. A decrease of about 10 percent is shown for soybeans and the flax acreage is estimated to be nearly 40 percent smaller. While the dry bean acreage is expected to be about the same as last year, the dry pea acreage will be reduced according to present planting intentions.

Wisconsin's potato acreage has been showing an almost steady decline for a number of years, and this year farmers expect to plant an acreage about eight percent smaller than that estimated for 1945. The tobacco acreage, an important cash crop to some farmers, may be 16 percent larger than last year or the largest in 14 years. An increase is also shown in the prospective onion acreage, but a small decrease in the canning pea acreage is indicated for this year.



# MILWAUKEE MILK PRODUCER

*Owned and Published by*

**THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS**

**CHARLES F. DINEEN, Editor**

1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 19 April, 1946 No. 1

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## Inter-Group Conference

The Wisconsin Council of Agriculture sponsored a meeting of various economic groups at the Pfister Hotel on April 1. Included in the gathering were labor leaders, educators, State Chamber of Commerce officials, Association of Commerce members, a representative of the State Federation of Women's Clubs, the daily press, agricultural publications, tax study groups, college of Agriculture, Dept. of Agriculture, Equity Livestock Sales, Farm Bureau, County Agricultural Agents, Wool Pool, and five directors of your organization.

Agriculture's position was defined by Prof. Asher Hobson, College of Agriculture, Wilbur Witte of the State Dept. of Agriculture, and Milo Swanton, executive secretary of the Council of Agriculture.

Subsidies, price control, tariffs, oleo legislation, lack of butter, scarcity of farm machinery, farm labor situation, etc., were talked about. Questions and discussion indicated that there was no basic difference in the thoughts of the different people present. All agreed that we were in a bad muddle and that it would take time to get straightened out with the exception of one man, a city farmer who was sure that farming is a very profitable occupation and that it will continue that way. The poor fish! !

## Watch for Milk Boards

The American Dairy Association has fifteen billboards in the following locations in the Milwaukee area.

Look around when you drive through the city.

The large magazines are being used by the A.D.A. to advertise milk and its products. Over one million dollars will be spent for advertising, merchandizing, research and promotion through the year.

All of this money is paid in by farmers through a deduction from milk checks in the month of June. More than thirty of the states are now backing the ADA which is a wonderful showing considering the program started a few years ago with only Wisconsin, Minnesota and Iowa contributing.

Listen in at noon every Sunday to the "Voice of the Dairy Farmer," Radio Program. It's a real dairy program carrying correct information on dairy products to consumers.

Office List of Location Boards for American Dairy Association.

NW	W. Wisconsin and N. 12th St.
SW	S. 1st and Greenfield Ave.
S	Kinnickinnick S. of Maple
W	State St. Bridge W. End
N	3rd St. N. of North
SW	W. Clybourn and N. 27th St.
SE	W. Walnut and N. 10th
SW	W. North and N. 59th
W	Burleigh B. 51st and 52nd St. 4515 N. Teutonia Ave. N. of Ruby
NW	W. Green Bay and Hope
SW	W. Capitol and N. 7th St.
NE	W. National and S. 71st St.
W	Oklahoma B 49th and 50th St. 1241 W. Pierce St.

## Amendment Accepted

An amendment which revised the entire articles of the Milwaukee Co-operative Milk Producers as adopted at the last annual meeting of the stockholders held on the fourth Tuesday of January, 1946. has been accepted by the secretary of state and a copy has been filed with the register of deeds of Milwaukee County, Wis.

This amendment changes the organization from a stock organization to strictly a membership setup in which every producer is a voting member while he pays dues. Ceasing to pay dues automatically cancels membership. Stock now outstanding will be redeemed on instruction of the board of directors.

MILWAUKEE MILK PRODUCER

## Council Co-operative Conference Ended

Joint conferences sponsored by the Wisconsin Council of Agriculture to which representatives of labor, industry, business, education, professions and the press, were held in 12 different places throughout the state in the period March 15 to April 3.

Good attendance by the various groups was reported for nearly all meetings. Common problems that affected the different economic groups were discussed. Dr. Asher Hobson, Prof. R. K. Froker, both of the Wisconsin College of Agriculture, Wilbut L. Witte and W. C. Wilson of the State Department of Agriculture, and Milo Swanton of the Council of Agriculture led the discussions on farm prices, labor, subsidies, etc.

The meeting held in Milwaukee on April 1 provoked discussion on price control, butter imitations, machinery shortage, tariffs, fair trade, farm labor and inflation. There was general agreement on almost every subject discussed.

### (SCHOOL CALENDAR . . . From Page 1)

A lecture on **The Right Foods For Health and Safety** was given to the Hillcrest School P.T.A. group.

A short nutrition talk was given by your Director and our films shown to the entire student body and faculty group at Milwaukee State Teachers College Training School.

One hundred and forty students in Home Economics and Health classes at Hartford Avenue School were shown our films.

Your Director discussed the use of our units of study on health with members of a sub committee of the Curriculum Planning Committee. This committee of 10, composed of four Home Economics teachers, four elementary teachers, Miss Beatty, Supervisor of Home Economics, Milwaukee Public Schools, and Miss Brady, Milwaukee County nutritionist, will be working with the co-ordinator of new health curriculum plans and the teachers in the eight demonstration area schools, to influence the classroom activities in nutrition education and also to judge the most effective ways for our educational materials to be used in the curriculum. This committee will direct the future progress of health education in the curriculum plans for Milwaukee's public and parochial schools.

Your Director addressed the parents and staff of the Volunteers of America Nursery School on the importance of the two way emphasis of the right foods for health, the home and the school.

Five nutrition exhibits (showing the

(Continued on Page 6)

# ★ DDT ★

**made by the makers of B-K and Lewis and Eagle Lye — is available at the Association office. Tell your hauler to stop by for what you need.**

### PENNSALCO LIVESTOCK SPRAY—

A micron-sized wettable dust. Contains 50% DDT and is to be mixed with water for spraying on cows or on walls. Lasts about 2 weeks on cows and 6 to 8 weeks on walls. A 2 lb. package will spray an average barn, or would treat 25 to 50 cows once. The only form of DDT spray safe for use on animals.

**2 lb. package.....\$1.80**

### PENNSALT DDT EMULSION —

Concentrate of 34% DDT. One gallon of this concentrate makes 14 gallons of 2½% DDT solution to be brushed or sprayed on walls, ceilings, screens, and other surfaces where insects may crawl — barns — hog houses — poultry houses — fly breeding places. Not to be used on animals. Covers 14,000 square feet.

**1 gallon .....\$5.40**

### KNOX-OUT INSECT SPRAY —

This is a AA grade household insecticide plus 5% DDT. Can be sprayed or brushed for control of flies, ants, mosquitoes, fleas, bedbugs, roaches, moths and other similar pests. Does not stain. Not to be used on animals.

**1 gallon .....\$2.35**

**Have your hauler get what you need.**

## Fast Removal of Milkstone from Hot-Short Pasteurizers

Today, in order to speed the cleaning of milk-heating and cooling equipment, it is important to use modern materials specially designed for this work. Only in that way is it possible to save clean-up time, meet sanitary regulations easier, prolong equipment life.

## Hot-Short Pasteurization

For example, there is the problem of cleaning hot-short pasteurizers. Because of the high temperatures used in this technique, adhering film is more typically milkstone than protein deposit. Fast, thorough removal of such baked-on deposits requires, first, the action of Oakite Milkstone Remover. This mildly acidic compound quickly breaks the hold of the calcium phosphate, milkstone's binding-to-metal agent . . . makes subsequent cleaning with Oakite alkaline solutions easy and swift!

## Money-Saving Cleaning

Oakite Milkstone Remover is economical because it conserves manhours heretofore devoted to tedious brushing and scraping. It is safe on equipment surfaces. Our Service Representative listed below will gladly call at your plant and demonstrate its use so you can see for yourself the money-saving advantages it provides.

**OAKITE PRODUCTS, INC.**  
**A. H. BOND**  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**  
MATERIALS • METHODS • SERVICE

## New Members March, 1946

Dettmann, Earl, Germantown  
Diderrich, Peter, Route 2, Oconomowoc  
Drefahl, Henry, A. 10140 W. Hampton Ave., Milw. 13  
Geske, C., Colgate  
Hansen, Hans, Route 2, Box 96, Mukwonago  
Hansen, N. C., Route 1, Nashotah  
Held, Edgar, Slinger  
Hesselink, Laverne, Route 1, Oconomowoc  
Kaeding, Hilbert, Route 1, Germantown  
The Krier Preserving Co., Belgium  
Krans, Baldwin, E., Germantown  
Lang, Joseph, Route 3, Box 714, Waukesha  
Leicht, Homer, Germantown  
Mittag, Elmer, Route 1, Rockfield  
Paap, Leonard, H., Route 2, Box 25, Caledonia  
Paape, Douglas, Route 1, Port Washington  
Posbrig, John, Route 2, Mukwonago  
Proefrock, Edwin, Route 1, Grafton  
Rinzel, Andrew, Route 4, Box 771, Waukesha  
Roebler, Lavern, J. S., Route 1, Colgate  
Schaefer, George E., Route 2, Box 101, Mukwonago  
Schubert, Harold, 8926 N. 91st St., Milwaukee 9  
Spaeth, Wolfgram Joe, R. 2, Box 154, Pewaukee  
Staab Bros., Route 2, Box 453, Waukesha  
Stahl, George, Route 1, Box 129, Mukwonago  
Szerbat Bros., Route 2, Box 89, Hales Corners  
Tietz, Mrs. Katherine, Route 1, Box 62, Germantown.

## Ladino Clover Seed Of Poor Quality Is Offered, Lunz Says

A warning that considerable Ladino clover seed of questionable origin is being received in Wisconsin was issued this week by Henry Lunz, in charge of the seed and weed control section of the state department of agriculture.

Lunz is in receipt of a statement from Oregon farm crop extension specialists which declares "from Oregon, at least, no true Ladino clover seed moves out unless it is certified." The warning adds that "one can be reasonably certain that if he buys uncertified seed from Oregon, he is not getting Ladino clover."

A similar warning has also been issued by extension agronomists from Idaho and Washington.

Because of the greatly increased demand  
(Continued on Page 5)

MILWAUKEE MILK PRODUCER



## Members Win at Waukesha Show

Many of our members exhibited cattle at the Waukesha Dairy Show and carried ribbons home.

Ernst Fryda and Sons had almost a clean sweep with their Jerseys. This was a good showing because Ernst had sold some twenty head of Jerseys quite recently to a Chicago man. However, knowing Ernst as we do, it's safe to say that he did not sell all of his good ones.

Three of our members, Willard Evans, Carl E. Lee and Geo. Kashou swept the boards in the Brown Swiss classes. The Brown Swiss show was a very good one. Willard Evans is a seasoned show man but Mr. Kashou is brand new at the game. Carl Lee has bred swiss cattle for a long time.

In the Ayrshire class, Simmons' herd had everything and took everything.

In the big Holstein show, members winning were Edwin Moll, R. F. Eble, Woelfel Bros., Baird Bros., Albert Steinke and W. H. Schwartz and sons.

Our members got in the money in a big way in the bottled milk show. In the standard milk class Wm. Hughes, R. 1, Hales Corners was 1st; Ed. Nieman, Thiensville second; Wm. F. Bronn, Germantown, 4; Pine Acres, Cedarburg, 5; John Gasser, Jr., Waukesha, 7; Walter Loth, Waukesha, 9; Oscar Sake, Waukesha, 10.

In the special milk class we had the following winners: W. Rindt, Route 3, Waukesha, 1st; N. C. Hanson, R. 1, Nashota, 3; J. C. Milham, R. 4, Waukesha, 4; Henry Gramins, R. 4, Waukesha, 6th; G. Ladwig, Colgate, 7th; Edgar Wille, Thiensville, 8th; Anton Rausch, Grafton, 9th; and J. F. Schmitz, R. 4, Waukesha, 10th.

Monroe H. Schoessow,  
Field Representative.

(Continued from Page 4)

for Ladino seed and the fact that its price is so far above the price of common white clover, "the temptation to palm off common white clover as Ladino has proved too great to be resisted by large numbers of people," the warning issued by the Oregon seed certification authorities declares. Ladino seed is being quoted at \$2.25 to \$2.50 a pound, Lunz said.

The purchase of certified seed is the best assurance that one is obtaining genuine Ladino clover, he added.

APRIL, 1946

### WANT MORE EGGS?

### LARGER PIGS?

### MORE MILK?

Then feed

## GRADE A FEEDS

### FEED SUPPLIES, INC.

Milwaukee

West Allis

Saukville

Germantown

## FOR SALE

### DRIED GRAINS

also

### 2 DIAMOND T TRUCKS

### IDEAL FOR SMALL MILK ROUTE

Jas. J. Donohue

Edgewood 0462W

## WORK WANTED

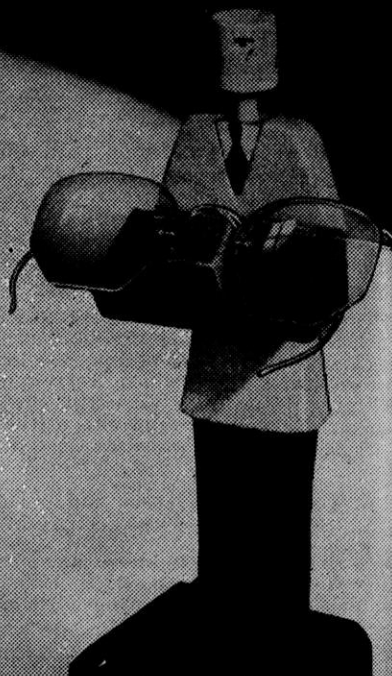
"Parents of two fourteen year old boys would like to place the two boys on a farm near Milwaukee for the summer. The boys have never done any farm work, but the parents would like them to be given work suitable to their age and experience. If any farmer has enough work to keep the two boys busy, and can provide a pleasant home for them, write to this paper. The letters will be forwarded to the parents of the boys." Write The Milk Producer.

# KINDY SERVICE

**Means More Than Just  
Being Nice To People**

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

**Kindy**  
OPTICAL CO.  
615 N. 3rd Street  
MA. 7225



## FOR SALE

Reg. Holstein Bull Calves sired by our Transmitter-bull and from dams up to 600 lbs. of fat on twice a day milking. Bulls are up to 7 months of age.

Suitable for 4H Club work and bull projects.

**Bern. Schoessow and Sons**

2 1/2 miles west of Thiensville, Wisconsin

(SCHOOL CALENDAR . . . From Page 3)

importance of milk in the diet of adults and children) prepared by your Dairy Council for the State Dental Society and Marquette University Dental School were exhibited at the Wisconsin State Dental Society's convention on March 25, 26, and 27 at the Hotel Schroeder.

Your Director was asked to give the instructions to the dental student guides who were to explain the nutrition exhibits to scheduled groups touring the Scientific and Health exhibits. Approximately 850 people visited the exhibits in groups. Your Director had the opportunity to give an explanatory talk to two high school science groups and one elementary school group who visited the exhibits with their instructors.

The Dairy Council and its services were

## DOES YOUR HOME OR BARN NEED PAINTING?

**Let KRUMAN Spray It !!**

Finish is smoother, more uniform and has greater adhesion.

### INTERIOR PAINTING DDT SPRAYING

Prepare for spring painting now.  
First replies get first service.

Call or write for free estimate.

### KRUMAN PAINT SPRAYING CO.

4514 South Adams Avenue  
Milwaukee 7, Wisconsin  
Sheridan 0659

offered a very hearty welcome by the dental profession in this our first year. We have been asked by Mr. Kenneth F. Crane, Executive-Secretary of the Wisconsin State Dental Society, to display an exhibit of all our educational materials at next year's meeting.



# DUMORE

washes milk utensils **CLEAN**



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

For disinfecting utensils use **DIVERSOL**

## PMA Buys Entire Supply Of Uruguayan Flaxseed

The Department of Agriculture announced today that arrangements have been concluded to buy the entire available supply of Uruguayan flaxseed from the 1944-45 crop and the exportable surplus from the 1945-46 crop. It is estimated that approximately 100,000 tons of flaxseed will be available. The purchase was made by the Commodity Credit Corporation for distribution in accordance with

recommendations of the Combined Food Board.

Bulk of the flaxseed is expected to be ready for shipment to the United States and European countries during the next three months. First shipments are scheduled to move early in April.

Purchase price was \$2.27½ per bushel, f.o.b. Montevideo. On a specific quantity of old crop seed an additional allowance will be made to compensate Uruguayan owners in part for accrued carrying charges.

# DO YOU KNOW...



## IT TOOK THREE MEN TO MILK THE FIRST COW IN CALIFORNIA?

When the first cow was brought to California about the middle of the 18th century by Fathers Kino and Agarte, she did not give milk—it took three men to take it away from her!

One man snubbed and held the cow's head, another roped and tied her hind legs, while the third coaxed a small trickle of milk into an earthen vessel! The cattle driven

up from Mexico by the Jesuits were nondescript animals kept for their meat and hides. Their place is filled in the Golden State today by fine dairy cows and sleek beef cattle.

## SAVE YOUR MILK FOR AMERICA'S DINNER TABLE!

Your milk is too valuable to feed to animals. Now you can save most of the milk usually fed to calves by feeding *Mutual* DAIRYADE, the baby animal food compound, a *minimum amount of milk* and your own hay and grain.

Millions of fine calves have been raised on DAIRYADE by the nation's leading dairymen for over a quarter of a century. *You can raise fine calves for herd replacements with DAIRYADE—and still BOOST YOUR MILK CHECK!*

Pigs and Poultry, too, thrive on DAIRYADE mixed economically with your fresh, home grown grains.

**FREE!** Write Today for our handy BREEDING RECORD.

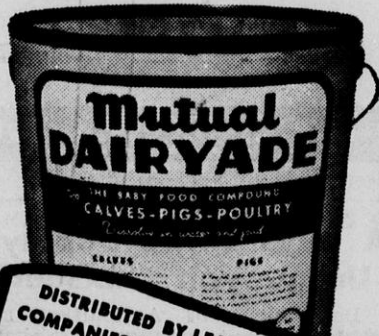
**MUTUAL PRODUCTS CO.**  
535 N. 4th St.—Minneapolis 1, Minn.

## 1 25-lb. PAIL OF DAIRYADE

with a minimum amount of milk and your own hay and grain

### RAISES 2 CALVES FOR 6 WEEKS

... adds \$24 to \$36 to Your Milk Check



DISTRIBUTED BY LEADING MILK COMPANIES from COAST to COAST  
Unconditionally GUARANTEED to Satisfy or Your Money Back

LIBRARY COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN

# Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 19 — No. 2

"By Farmers . . . For Farmers"

MAY, 1946

## NEWS NOTES FROM YOUR DAIRY COUNCIL

### Negro Groups Find Help in Dairy Council Programs

The week of April 1 was Negro Health Week. At the request of Miss Erna Kowalke, director of the Visiting Nurse Association and a member of the committee which planned the health programs for that week, your Council's Director spoke to a group of mothers and 375 school children at Ninth Street School in the afternoon of April 2. Two of our educational films along with the talk drove home with emphasis the great importance of the daily quart of milk for boys and girls and the pint or more each day for their Mothers and Dads.

Following this meeting one of the women in the audience invited your director to speak to a group of adults on April 22 at the Greater Galilee Baptist Church. Following the lecture the audience of 100 men and women asked a good many questions and through answering them your Director had the satisfaction that several current family nutrition problems had been solved for them. The negro group has always been a difficult group to interest in nutrition education, so it is with a real sense of accomplishment that we look back on our program activities in these recent Negro Health programs.

### Boy Scouts and Girl Scouts Are Having Dairy Council Programs

The Greendale School's scout troop leaders arranged a program for April 11 with your Director showing two of our health education films to their Boy Scout and Girl Scout members followed by a lecture and discussion of the subject, "The Right Food For Good Posture and Good Healthy Appearance."

\* \* \*

Following a conference with Miss Marjorie Fenton, Field Director of the Girl Scouts, a full page and part of another in the April issue of the Girl Scout publication, *Soundings*, were devoted to the educational materials and services which your Dairy Council makes available to Milwaukee County girl scout troops. Miss Fenton, in this *Soundings* article, reviewed briefly our films and educational materials which would fit well into the troop projects on Nutrition, Public Health, Homemaking, and Child Care. We have already had requests from more than 20 troop leaders for programs and project mate-

(Continued on Page 7)

## Mrs. Milo Swanton

Mrs. Milo Swanton, nee McCormick, wife of the executive secretary of the Wisconsin Council of Agriculture, died on Saturday, April 27 and was buried in Madison on Tuesday, April 30.

Mrs. Swanton had worked with her husband at the office of the Council until her health confined her to the hospital early this year. She did very good work in getting the office organized and keeping things running smoothly when her husband was elected executive secretary, for up to that time a permanent office was not maintained.

She will be sadly missed by relatives and a host of friends.

## Low Price But Nothing To Buy

The federal government seems to be committed to a low price for the products of the farm, even though it has been proven that low prices discourage production as in the case of butter. What good does low price do the consumer if there is nothing to buy?

The cry is for food and more food, but instead of a fair price, Mr. Bowles offers a feed subsidy to farmers. Why not to steel workers, miners, automobile plant employees? For the simple reason that labor union heads would not stand for it. They know that when goods become plentiful, subsidies will be removed and wages can't be raised as easily as when goods are scarce and in strong demand.

But for farmers, feed subsidies are all right according to Mr. Bowles, while food is short and when a big surplus develops, consumers can buy food cheap without subsidies. Every man on the OPA payroll says if OPA does not have full power over food prices, we will have inflation. Are they worried about inflation or their jobs? The increased cost of producing work clothes was all passed on to the consumers but nothing said about being inflationary. Why?



# MILWAUKEE MILK PRODUCER

Owned and Published by

## THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1635 North 15th Street

Marquette 3057

Milwaukee 5, Wis.

Vol. 19

May, 1946

No. 2

### OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## Fifteen Instead of Forty

As stated in previous issues of this paper, your Board of Directors petitioned OPA for a raise of forty cents per hundred in the price of Class I or milk for fluid sales purposes.

After months of delay, we were informed that Class I milk price was raised by fifteen cents per hundred effective April 19. That your board is disappointed by this action of the Washington agencies is readily understood. The board is not discouraged, however, and is continuing its efforts to get a fair adjustment. The local, Chicago regional and the Washington office of OPA have notice of an appeal from the decision of the powers that be. We think that our Class I price should be at least as high as Chicago which has been \$3.40 per hundred or higher for several months and will probably stay right up for the rest of this year.

Our members would do well to let our congressmen and senators know how we feel about the treatment we get from government agencies.

## Stock Redemption

Early in June, notice of redemption of capital stock will go out to stockholders, according to action taken at last annual stockholders meeting. Notice will be mailed out late in May or early in June.

## Committee Visits OPA

The executive committee, consisting of President Dobbertin, Vice-president Schmidt, Secretary Dineen and Treasurer Lekfield, together with Prof. Mortenson, College of Agriculture and Accountant George Gutmann, Dept. of Agriculture, visited the Chicago OPA office on May 2. Art Shacht and another Racine producer were present as were Emil Drager, president and Harvey Thew, secretary of the Madison Milk Producers Association. We requested that the OPA officials reconsider our request for a forty cent increase in the price of milk. The three gentlemen who met us said that no increase could be granted at this time and that diversion to another market would have to be shown before an increase could be granted.

The OPA officials were friendly but evidently had made up their minds that they must stay by the book which provides that adjustments may not be made unless diversion to another market is taking place.

Your directors will not stop fighting for a raise for we know that our producers are entitled to more money and if the OPA and Stabilization agencies are fair they will give our case consideration and make an adjustment.

## Dairy Will Have Different Blend Prices

Starting in September, 1943, all dairies have paid \$3.00 per hundred for all milk used, regardless of the class it was used in. As stated in the September, 1943 issue of the Milk Producer, an agreement was entered into by your Board of Directors and the Milwaukee dealers to pay \$3.00 for all milk testing 3.5% fat in order to make the producers' returns more satisfactory following the failure of OPA to raise the Class I price as we requested.

Since that time and until April 19 last when the OPA announced an up of fifteen cents on Class I milk, each and every dealer had the same blend price of \$3.00 per hundred.

Because some dealers have a different percentage of milk in Class I, there is a slight difference in price. This difference would be more pronounced if the Up in price of Class I milk had been in effect for the whole month.

## Baling Wire Scarce

Reports from farm machinery dealers and suppliers, all indicate an extreme shortage of wire for baling hay. Who has all the hay wire? Could it be that it's all in Washington, D. C.?



©The Borden Co.

## CALF NUTRITION

*starts long before*

**Birth —**

*says Elsie*

### Start your Calf Feeding Program with the Dry Cow

The time to start feeding for a sturdy, profitable calf is during the cow's dry period.

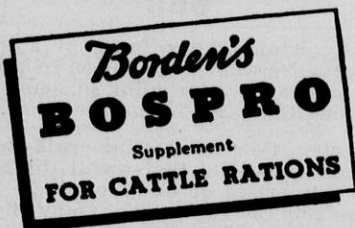
That's why feeding a good Fitting and Freshening Ration pays big dividends — not only in producing a better calf but in restoring nutrients depleted by lactation and preparing the cow for calf birth and the heavy production days ahead.

Investigators emphasize that to ac-

complish these profitable objectives, the dry cow ration should include a large supply of Vitamins A and D.

For most dairymen this means an investment for future profits in the use of a Fitting and Freshening Ration fortified with Borden's Bospro. For Bospro is a rich source of Vitamins A and D and other nutrients that help produce strong, sturdy calves — more cow and calf profits.

Your feed dealer can tell you more about Bospro and his Bospro-fortified rations.



**THE BORDEN COMPANY**

*Special Products Division*

350 MADISON AVE., NEW YORK 17, N. Y.



**Get**  
**"PLUS - FIVE"**  
**Can - Washing with**  
**OAKITE**  
**Composition No. 82 !**

- 1** Gives superior detergency that quickly, completely penetrates, softens and detaches milk fat and casein deposits.
- 2** Prevents lime-scale buildup . . . keeps spray and rinse jets free and clean.
- 3** Rinses freely to assure thorough dismissal of insoluble sticky deposits on cans; produces film-free sanitary containers.
- 4** Economical to use because high concentration of active, potent ingredients necessitates only small working quantities in solution.
- 5** Provides dependable, safe cleaning without caustics or abrasives; complete safety for tinned equipment.

**FREE Service!**

Your Local Oakite Representative will gladly show you how to speed and save in can-washing machine operations. Call him TODAY for free demonstration!

**OAKITE PRODUCTS, INC.**  
**A. H. BOND**  
 757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**  
 MATERIALS • METHODS • SERVICE

**New Supporters**  
**April, 1946**

Allen, Clayton J., Route 1, Box 465, Pewaukee.  
 Allen, E. H., Route 1, Pewaukee.  
 Brill, Mrs. Elizabeth, Route 3, Box 783, Milwaukee 7.  
 DeGrave, Francis E., Route 2, Box 357, Hales Corners.  
 Diderrich Bros., 8733 W. Brown Deer Rd., Milwaukee 9.  
 Dondlinger, George, Granville.  
 Garvens, Harvey and Robert, Route 12, Box 592, Milwaukee 13.  
 Gastrau, Emil, Sussex.  
 Gettelman, Ardell, Germantown.  
 Groth, Franklin F., Grafton.  
 Guidinger, Ray, Sta. F., Milwaukee 9  
 Halabuda, Mrs. Mary, Thiensville.  
 Halverson, Elmer and Son, Rt. 1, Waterford.  
 Hanneman, Allen, Route 1, Grafton.  
 Hansen, Jerome, Hubertus.  
 Hause, Gilbert, Rt. 4, Box 413, Waukesha.  
 Kaminski, Joseph, Route 1, Box 332, Menomonee Falls.  
 Krause, Lester W., Route 1, West Bend.  
 Kressin, Lillian, Rockfield.  
 Manke, Mrs. Lena, Colgate.  
 Kison, Herbert O., Route 1, Cedarburg.  
 Luedtke, Wm., Rt. 3, Box 33, Waukesha.  
 Price, J. J., Route 4, Waukesha.  
 Ruehle, Delbert H., Route 2, Box 488, Hales Corners.  
 Ruehle, Lloyd O., Route 2, Box 404, Hales Corners.  
 Schmitt, John H., Colgate.  
 Schumacher, Albert J., Rt. 2, Waukesha.  
 Walter, Robert H., Farms No. 1 and No. 2, Lannon.  
 Yahr & Dhein, Route 2, West Bend.  
 Ziegler, Raphael M., Route 1, Box 36, Fredonia.

**Bowles Looks At Crystal Ball**

If a fortune teller looks at a crystal ball, predicts what may happen to a person and charges a fee for doing so, some judge may send the gazer to the hoosegow.

Chester Bowles, getting paid by the taxpayers, predicts that awful things will happen if prices of dairy products go up and he gets the applause of many city consumers and a few others.

The crystal ball gazer may fool an individual here and there, but Bowles attempts to fool the whole nation. Keep down prices, limit the sale of cream and ice cream, put a ceiling on price of cream. Pay subsidies instead of allowing higher prices for dairy products. In other words, make food scarce and spend more public money — And, WE, the people, pay him.

**MILWAUKEE MILK PRODUCER**

# ★ DDT ★

made by the makers of B-K and Lewis and Eagle Lye — is available at the Association office. Tell your hauler to stop by for what you need.

## PENNSALCO LIVESTOCK SPRAY—

A micron-sized wettable dust. Contains 50% DDT and is to be mixed with water for spraying on cows or on walls. Lasts about 2 weeks on cows and 6 to 8 weeks on walls. A 2 lb. package will spray an average barn, or would treat 25 to 50 cows once. The only form of DDT spray safe for use on animals.

2 lb. package.....\$1.80

## PENNSALT DDT EMULSION —

Concentrate of 34% DDT. One gallon of this concentrate makes 14 gallons of 2½% DDT solution to be brushed or sprayed on walls, ceilings, screens, and other surfaces where insects may crawl — barns — hog houses — poultry houses — fly breeding places. Not to be used on animals. Covers 14,000 square feet.

1 gallon .....\$5.40

## KNOX-OUT INSECT SPRAY —

This is a AA grade household insecticide plus 5% DDT. Can be sprayed or brushed for control of flies, ants, mosquitoes, fleas, bedbugs, roaches, moths and other similar pests. Does not stain. Not to be used on animals.

1 gallon .....\$2.35

**Have your hauler get what you need.**

**WANT MORE EGGS?**

**LARGER PIGS?**

**MORE MILK?**

**Then feed**

**GRADE A FEEDS**

**FEED SUPPLIES, INC.**

Milwaukee  
Saukville

West Allis  
Germantown

## New Subsidies Announced

Feed subsidies or payments will be upped from 25 cents per hundred pounds of milk to 45 cents for the months of May and June.

## The Laboratory

From the first days of the war, back in 1941, up to about December of last year, we had our problems and difficulties just as every one else. We were forced to cut down a great deal on the amount of check testing we were doing. All because we lost some of our good reliable men and replacements were well nigh impossible. Those vacancies we did feel did not materialize and at times we operated using the fieldman and our office help besides. I am pleased to report that before the first of the year one of our boys came back who had been in service and at present, we are operating as of old and really doing an efficient job. A maximum amount of daily check testing is being done.

Briefly, we are checking about 750 farms each ten day period. This means 750 fresh samples per day, and as we make a composite sample of the Saturday and Monday samples and run it as one on Monday, this means about 3750 samples are run each week. In addition to this, we are running better than 1200 samples per month that includes the fresh spot samples and composite samples of certain dairy plants in the market where we do all their testing. Besides this, regular routine daily work many individual herd tests must be gotten out. Certain producers make it a regular monthly duty to have the herd tested through our labora-

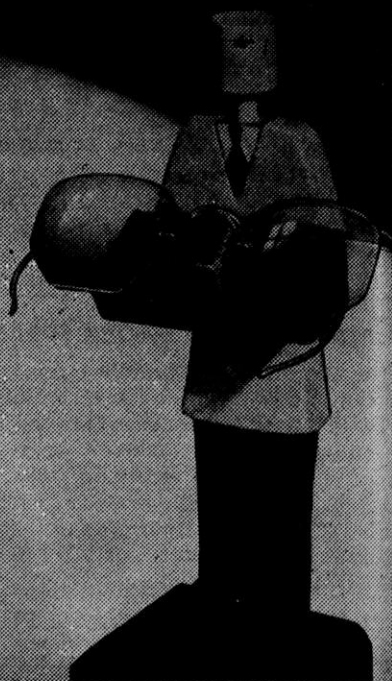
# KINDY SERVICE

Means More Than Just  
Being Nice To People

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

**Kindy**  
OPTICAL CO.

615 N. 3rd Street  
MA. 7225



## FOR SALE

Reg. Holstein Bull Calves sired by our Transmitter bull and from dams up to 600 lbs. of fat on twice a day milking. Bulls are up to 8 months of age.

**Bern. Schoessow and Sons**  
2½ miles west of Thiensville, Wisconsin

tory. We are servicing several farms twice a month and believe it or not, one truly energetic fellow is having his herd checked once a week and it isn't a 2 or 3 cow herd either. Herd sample work varies of course, depending on the season of the year and just how busy producers are, but the average number of samples tested in the laboratory per month is about 225.

The bacteriological branch of our laboratories is running Grade A plate counts to the extent of about 60 per month. This service is rendered to dairies and their producers where no such equipment is available for carrying on the work. The trusty microscope stands ready daily to help solve problems and locate the trouble in such instances where members are getting back rejected milk. See you later with another item of interest.

Roy P. Knoll, Chief,  
Laboratory Division.

## DOES YOUR HOME OR BARN NEED PAINTING?

**Let KRUMAN Spray It!!**

Finish is smoother, more uniform and has greater adhesion.

### INTERIOR PAINTING DDT SPRAYING

Prepare for spring painting now.  
First replies get first service.

Call or write for free estimate.

### KRUMAN PAINT SPRAYING CO.

4514 South Adams Avenue  
Milwaukee 7, Wisconsin  
Sheridan 0659

## FOR SALE

1 Surge Milker

**WM. LYMAN**

Route 1

Hales Corners

Tel. Hales Corners 18J1

**HELP AVOID  
COSTLY  
REJECTS**

**NO!**

DAIRY PLANT

**DISINFECT  
UTENSILS WITH**

**DIVERSOL**

**QUICK...SAFE...INEXPENSIVE**

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

**For Cleaning Utensils use **DUMORE****

(Continued from Page 1)

rials. Even the Brownie troops (girls of 8 and 9 years of age) are using our services effectively. We had a most interesting program with two Brownie troops at Washington School in Wauwatosa. The special interest of these troops was learning more about dairy foods as a part of their study of the state of Wisconsin. When the program was concluded refreshments were served, including a cheese sample (samples of a good variety of Wisconsin cheeses) and milk. It was a splendid opportunity to tell the health values of dairy products.

#### Milwaukee County 4-H Club Leaders Learn of Dairy Council Services

Since May is Health month and an important one for 4-H club activities, Mr. Larry Davis, assistant agricultural agent, invited your Dairy Council to put on a program for the 4-H club leaders on the evening of April 16. Your Director had worked on project plans with several leaders who had come to our office for help, but appreciated this opportunity to tell the 38 leaders in this group meeting of the Dairy Council's services and explained the use of our educational materials in various suggested health projects.



# DO YOU KNOW...

## WHY GOVERNOR BRADFORD ORDERED A COW FOR EVERY 6 PILGRIMS?

Half the children died the first hard winter after the Pilgrims landed on Plymouth Rock . . . chiefly because there was no milk!

The Pilgrims levelled the graves of all their dead and sowed them with grain to conceal their losses from the Indians.

The next spring Gov. Bradford sent to England for 1 cow and 2 goats for every 6 colonists!



## YOUR NATION'S HEALTH STILL DEPENDS ON MILK!

The health of the Nation TODAY still depends on an ample supply of quality milk. Sell most of the milk now fed on your farm by using Mutual DAIRYADE, the baby animal food compound.

DAIRYADE raises fine, sturdy calves and *still* BOOSTS YOUR MILK CHECK!

### ONE 25-LB. PAIL DAIRYADE

with a minimum amount of milk  
and your own hay and grain

### RAISES 2 CALVES 6 WEEKS

... adds \$24 to \$36 to Your Milk Check

*Ask for Dairyade by name!*

## MUTUAL PRODUCTS CO.

535 N. 4th St.—Minneapolis 1, Minn.

**FREE** Get our handy BREEDING RECORD free from your own milk plant! If not available WRITE DIRECT.



Distributed only by Milk Plants—  
from Coast to Coast  
Unconditionally GUARANTEED  
to Satisfy or Your Money Back



# Milwaukee Milk Producer

*Milwaukee Co-operative Milk Producers*

Vol. 19 — No. 3

"By Farmers . . . For Farmers"

JUNE, 1946



Miss Sullivan, your Dairy Council's director and nutritionist, shows two boys from Jefferson School the Dairy Council booklet *Hello from Alaska*, when they inquired about the foods Alaskan children eat. These boys like thousands of others visited this exhibit as a part of the 1946 Hall of Health.

Thirty thousand people visited your Dairy Council's exhibit at the Hall of Health, which was held at the Milwaukee Auditorium, April 27 through May 3, and sponsored by the Medical Society of Milwaukee County. Over 12,000 of these were sufficiently interested in our Dairy Council program and their own nutrition to stop and learn more about the health values of milk and its products. Five hundred and thirty-two leaders of groups in this community (whom your Dairy Council's program had not reached previously) stopped at the exhibit to plan with your director future health projects, using our educational materials, films and lectures.

Over 5,000 school children, in groups of 30 to 40, visited the exhibits with their teachers and were guided by medical students from Marquette University. When these groups visited your Dairy Council's exhibit your director had an opportunity to give a four or five minute nutrition talk, pointing out the important results in good health that the daily quart of milk brings to boys and girls. It was quite a welcome note to some of these youngsters to find that ice cream helps to meet the body's daily need for milk.

The Milwaukee Journal's reporter, following a group of students around to observe the questions asked, reported in the May 2 issue of the Journal that "at the nutrition booth the children want to know how to prevent night blindness, and they learn about the Air Force diet of normal foods with an accent on whole milk, but-

ter, yellow cheese, egg yolk and green, leafy and yellow vegetables."

Your Dairy Council's exhibit was the only nutrition exhibit displayed there and the only exhibit displayed representing a food industry.

This makes your Dairy Council staff realize that through our affiliation with National Dairy Council, which has for years had the co-operation of the American Medical Association, and through the appreciation of our local health education efforts your Dairy Council's program has gained the respect and interest of the medical profession in Milwaukee County. We are indeed proud to have been a part of the Medical Society's centennial effort, the 1946 Hall of Health.

## Whitewash Early

It may seem odd to talk about whitewashing barns in June. We know that many farmers were caught last year and had to whitewash in very cold weather, due in some instances to lack of spray operators and in others shortage of lime.

Therefore, we suggest that if it is possible to get the job done early, there will be less chance of getting caught off base. Many producers have been reluctant to whitewash early, thinking that they should wait until the fly season was over with. Now that we have DDT sprays that can be put on shortly after the whitewashing is done, the fly menace should not be serious.

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street

Milwaukee 5, Wis.

Milwaukee 5, Wis.

Vol. 19

June, 1946

No. 3

## OFFICERS — DIRECTORS

GROVER DOBBERTIN

President

Hartland, R. 1.

EDWIN SCHMIDT

Vice-President

R. 12, Milwaukee 13

CHARLES DINEEN

Secretary

Cedarburg, R. 2

ROY LEKFIELD

Treasurer

Mukwonago, R. 3

EDW. A. HARTUNG

Sta. D, R. 2, Box

626, Milwaukee 7

JAMES R. TAYLOR

Mukwonago, R. 2

AMB.A. WIEDMEYER, Jr.

Richfield

CLARENCE MAERZKE

Burlington, R. 1

ALBERT C. STEINKE

Waukesha, R. 3, Box 7

ART J. ALLEN

Waukesha

WM. LYMAN

R. 1, Hales Corners

WALTER AHLERS

Grafton

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

Subscription .....\$1.00 Per Year

## AMERICAN DAIRY ASSOCIATION

The Board of Directors voted on May 27 to authorize a deduction of two cents per 100 pounds of milk for all milk delivered in the month of June for the support of the American Dairy Association. Producers will bear in mind that this is an entirely voluntary program, that no producer needs to have deduction made from a shipment of milk if he does not choose to have such deductions made. Notice to the buyer that producer prefers not to have any deduction for the American Dairy Association is all that is needed on the producer's part.

That the American Dairy Association is doing a good job seems to be rather unanimously agreed on by producers through the country, since over 35 states are now following this program, which started with the three states of Minnesota, Iowa and Wisconsin, a few years back. The money is used to promote public understanding of dairy problems, so that the consuming public may be better informed of not only the need of dairy products, but also of the farmer's problems in producing dairy products. Money is spent in radio broadcasts, in the leading magazines, and billboards are also used to considerable extent.

Money from this fund has been given to Colleges and Universities for research

work, to find out more about dairy products as related to the health of the people, and also to find more uses for dairy products.

Some people may question the need of advertising and otherwise promoting use of dairy products at a time when shortages exist. It can be pointed out, however, that shortages exist in many lines, such as automobiles, tires, radio, washing machines, etc. However, the manufacturers of all of these products are probably spending more money for advertising than they ever did in the history of this country, with the intention and desire of keeping their products before the people, so that when the products are available, sales will continue in large volume.

So it is with dairy products. We must keep the people conscious of the need of these good foods so that we may be able to sell them when things again become normal.

## MAY PRICE

Price for all fluid milk delivered and accepted for the month of May was \$3.15 per 100 pounds; for milk used for cream purposes \$3.15 per 100, and for milk used for all other purposes \$3.15. Production increased rather sharply per farm for May, due somewhat to cows being on pasture the latter part of the month.

Receipts were sufficient for the market needs.

## JUNE PRICE

On May 29, Stabilization Director Chester Bowles announced that fluid milk would go up one cent per quart, and the price to the producers 40 cents per 100, milk testing 3.5 percent fat. Also that butter would be advanced 11 cents per pound, and that a ceiling would be placed on manufactured milk and on fluid cream. The order on Class I milk was made effective June 9, but no effective date has yet been set in the advance in price of butter and ceilings on milk for manufactured purposes and on cream.

We have delayed issuing our June Producer, hoping that we would have definite information on all of the classifications, but have decided we could wait no longer.

Your Board of Directors will probably meet with the dealers on these prices when definite word is received from Washington.

MILWAUKEE MILK PRODUCER

**"DAIRY PROFITS  
START WITH THE  
DRY COW"  
says Elsie**



---

**A Good Fitting and Freshening Ration  
Pays dividends 3 ways**

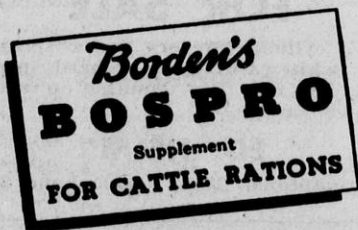
Feeding a good Fitting and Freshening Ration to dry cows has become a standard practice in profitable dairying. This special Ration helps to do 3 big jobs for the dry cow that result in more profits.

1. Replenishes her system depleted during previous milking period.
2. Meets the pre-natal demands of the calf.

3. Prepares her for the strain of calving and heavy milk production.

In building a good Fitting and Freshening Ration your Feed-Maker is careful to assure a large supply of Vitamins A and D—the vitamins stressed by research workers for successful calving. That's why so many feed mixers fortify their dry cow rations with Borden's Bospro which provides an abundant supply of these vitamins.

Your feed dealer can tell you more about Bospro and the results obtained by feeding Bospro fortified rations.



**THE BORDEN COMPANY**

Special Products Division

350 Madison Avenue

New York 17, N. Y.

# Easy Way to Get Low Plate Counts in Hot Weather !

It's simple, sure and swift with Oakite Bactericide, the unique hypochlorite sterilizer that minimizes summer off-flavors, ropiness, odors, thermophilic and thermoduric spoilage. And here's why !

1. Extremely low alkalinity (solution pH is about 8) accelerates action of the available chlorine . . . enables you to kill **MORE** bacteria in **LESS** time.
2. Instantly soluble in cold, warm or hot water.
3. Free - draining action leaves no white precipitates on equipment.
4. Thoroughly safe on glass-lined and metal surfaces.
5. Easy to handle . . . economical, convenient 2 lb.-size containers.

Your local Oakite Technical Service Representative will gladly demonstrate the many applications of Oakite Bactericide in milk processing and handling plants. Ask **TODAY** for his **FREE** services!

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**

**MATERIALS • METHODS • SERVICE**

## New Supporters — May

Barbian, George, Route 2, Caledonia.  
Drefahl, Wm. E., Route 2, Box 100, Hales Corners.  
Druml, Frank, Route 3, Box 725, Waukesha.  
Fechter, M. & Son, Route 1, West Bend.  
Filter, John, Jr., Route 2, Box 90, Thiensville.  
Gebhardt, Aloys, Route 5, Box 243, Waukesha.  
Gutknecht, Fred, Jr., Route 4, Box 470, West Allis.  
Hagel, Joseph, 4405 S. 108th St., West Allis 14.  
Hinowicz, Stephen, Route 2, Box 112, Thiensville.  
Jacque, Ervin, Route 2, Thiensville.  
Kelsey, Fred and Elmer, Route 2, Mukwonago.  
Keske, Elmer E., Route 1, Box 164, Hales Corners.  
Kieckhaefer, Wm., Thiensville.  
Riemer, Lester, Route 2, Thiensville.  
Schmitt, George A., Route 1, Box 124, Richfield.  
Schrader, Elmer, Route 1, Box 291, Mukwonago.  
Smith, Archie M., Route 2, Box 123, West Bend.  
Waardenburg, John, Jr., Route 1, Kansasville.  
Weber, John, Route 2, Box 228, Hales Corners.

## Quick Cooling Of Milk Saves Trouble

At this writing on June 5, we have had little warm weather and cooling milk has not been a major problem. However, the weather will get hot, we presume, and if sufficient cold water is used, milk can be cooled quickly so that it will remain in good condition a long time.

## FOR SALE

Two cylinder Meyers power sprayer for whitewashing or orchard spraying. 130 feet hose mounted on truck. Good condition.

### ED HELM

Germantown, Wis. Telephone 246

## FOR SALE

Reg. Holstein Bull Calves sired by our Transmitter bull and from dams up to 600 lbs. of fat on twice a day milking. Bulls are up to 9 months of age.

**Bern. Schoessow and Sons**  
2 1/2 miles west of Thiensville, Wisconsin

**MILWAUKEE MILK PRODUCER**



# ★ DDT ★

**made by the makers of B-K and Lewis and Eagle Lye — is available at the Association office. Tell your hauler to stop by for what you need.**

## **PENNSALCO LIVESTOCK SPRAY—**

A micron-sized wettable dust. Contains 50% DDT and is to be mixed with water for spraying on cows or on walls. Lasts about 2 weeks on cows and 6 to 8 weeks on walls. A 2 lb. package will spray an average barn, or would treat 25 to 50 cows once. The only form of DDT spray safe for use on animals.

**2 lb. package.....\$1.80**

## **PENNSALT DDT EMULSION —**

Concentrate of 34% DDT. One gallon of this concentrate makes 14 gallons of 2½% DDT solution to be brushed or sprayed on walls, ceilings, screens, and other surfaces where insects may crawl — barns — hog houses — poultry houses — fly breeding places. Not to be used on animals. Covers 14,000 square feet.

**1 gallon .....\$5.40**

## **KNOX-OUT INSECT SPRAY —**

This is a AA grade household insecticide plus 5% DDT. Can be sprayed or brushed for control of flies, ants, mosquitoes, fleas, bedbugs, roaches, moths and other similar pests. Does not stain. Not to be used on animals.

**1 gallon .....\$2.35**

**Have your hauler get what you need.**



## **DAIRY COUNCIL New Office Secretary Receives Our Welcome**

The Dairy Council of Milwaukee has in a little over a year developed its educational program to the extent that it now requires the full attention and direction of two nutritionists in carrying on our work in the communities within the boundaries of Milwaukee County.

We are very pleased to welcome to the Dairy Council's staff Mrs. J. H. Krauser of this city, who will be Miss Sullivan's assistant. Her title will be Assistant Director and Nutritionist. Mrs. Krauser was, until recently, the former Miss Margaret Telish, and an assistant dietitian at Columbia Hospital of this city.

Mrs. Krauser joins your Dairy Council's staff with a splendid background of training and experience. She is a graduate of West Allis High School, the University of Wisconsin, and served her dietetic internship at St. Mary's Hospital, a division of the Mayo Clinic, at Rochester, Minnesota. She has been the teaching dietitian and later therapeutic dietitian at Columbia Hospital since 1942.

You may look forward to a year of more than doubly increased interest in and appreciation of the nutritive value of dairy products by the people of all ages in Milwaukee County. Your Dairy Council staff is making plans to meet the challenge of a rapidly growing emphasis on health in the school curriculum plans, as well as encouraging the use of our health by many more adult groups than

(Continued on Page 7)



# KINDY SERVICE

Means More Than Just  
Being Nice To People

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

**KINDY**  
OPTICAL CO.

615 N. 3rd Street  
MA. 7225



## DDT Again

Preliminary reports on studies made in Kansas last summer showed that cows protected from flies with DDT produced from 8 percent to 20 percent more milk during the height of the fly season than cows under the same conditions, but unprotected.

In these days of a short milk supply, this information is worth using.

If you don't have a copy of a bulletin by E. H. Fisher of the University, entitled, "Control of Some Insects Affecting Farm Dairying," by all means ask your County Agent for a copy, or drop a postal card to E. H. Fisher, Department of Entomology, University of Wisconsin, Madison, and ask for one.

You will recall we told you we would have DDT available at this office. We particularly recommend the 2-pound package of 50 percent DDT wettable dust that can be sprayed on cows and on barn walls and on milk-house walls. This 2-pound package will treat an average barn or will treat 50 cows once and costs \$1.80. Complete directions are printed on each package.

We can also supply a special brass nozzle that will fit any pressure sprayer. This special DDT nozzle throws a flat fan-shaped spray like a paint sprayer and

WANT MORE EGGS?  
LARGER PIGS?  
MORE MILK?

Then feed

**GRADE A FEEDS**

**FEED SUPPLIES, INC.**

Milwaukee  
Saukville

West Allis  
Germantown

gives more even coverage with less material than the ordinary round sprayer nozzle. It costs \$1.80.

Be sure to get your orders in before you are ready to use it, for if everyone orders at once, we may be out of stock at times. Tell your hauler what you need.

**MILWAUKEE MILK PRODUCER**

# Protect YOUR Milk!

Keep milking machine  
rubber CLEAN with

**DIVERSEY**

Rub-R-Kleen



Fat-soaked  
rubber  
breeds  
milk-spoiling  
bacteria

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

**For disinfecting utensils use DIVERSOL**

(Begins on Page 5)

we have previously met. We look forward to having Mom and Dad, as well as the boys and girls, knowing and practicing the Dairy Council's Nutrition lesson.

**New Office Secretary Receives Our Welcome**

Miss Irmgard Ernst, recent graduate of Cedarburg High School, has joined your Dairy Council's staff as Office Secretary, succeeding Miss Gladys Gierach, who has been a member of our staff since the Dairy Council's offices opened. Miss Gierach has contributed much to the organization of our office routine as well as to

the acceptance of our program by many who have visited our offices. Now, we extend to Gladys every good wish for the future since she is to be the bride, on June 16, of Mr. August Suelflow of Thiensville, Wis., and will be living in St. Louis, Mo., where Mr. Suelflow is a graduate student at Concordia Seminary.

Miss Ernst brings to your Dairy Council's organization, along with a good training in commercial subjects, a background of experience in dairy farm life and several years of participation in 4H Club activities, and a true interest in the Dairy Council's education program.

# DO YOU KNOW...

## WHY GOVERNOR BRADFORD ORDERED A COW FOR EVERY 6 PILGRIMS?

Half the children died the first hard winter after the Pilgrims landed on Plymouth Rock . . . chiefly because there was no milk!

The Pilgrims levelled the graves of all their dead and sowed them with grain to conceal their losses from the Indians.

The next spring Gov. Bradford sent to England for 1 cow and 2 goats for every 6 colonists!



## YOUR NATION'S HEALTH STILL DEPENDS ON MILK!

The health of the Nation TODAY still depends on an ample supply of quality milk. Sell most of the milk now fed on your farm by using Mutual DAIRYADE, the baby animal food compound.

DAIRYADE raises fine, sturdy calves and *still* BOOSTS YOUR MILK CHECK!

### ONE 25-LB. PAIL DAIRYADE

with a minimum amount of milk  
and your own hay and grain

### RAISES 2 CALVES 6 WEEKS

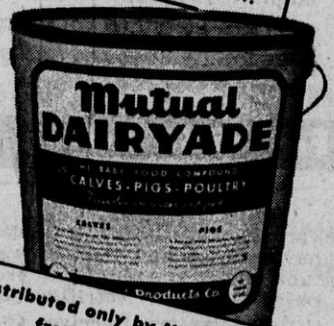
... adds \$24 to \$36 to Your Milk Check

*Ask for Dairyade by name!*

## MUTUAL PRODUCTS CO.

535 N. 4th St.—Minneapolis 1, Minn.

**FREE** Get our handy BREEDING RECORD free from your own milk plant! If not available WRITE DIRECT.



Distributed only by Milk Plants—  
from Coast to Coast  
Unconditionally GUARANTEED  
to Satisfy or Your Money Back



# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 4

"By Farmers . . . For Farmers"

July, 1946

## News Notes From Your Dairy Council

May and June, of course, have brought with them the closing of the schools for summer vacation and the cessation of many adult program activities for the summer season.

This change in the scene affords the opportunity for your Dairy Council's staff to reach some of the groups, whose biggest job is done in the summer, others we've not had the occasion to meet during the busy school year's schedule. Then, too, these months, offer the following opportunities:

1. Acquainting our new assistant director and our new office secretary with the office routine and details of carrying on our community education program.
  2. Introduction of Mrs. Krauser to key leaders of community groups with which your Dairy Council has been working.
  3. Contacting leaders of youth groups especially active in the summer months such as recreational directors in the area, and the Boy Scouts, to introduce the services of the Dairy Council. With these groups we have an excellent opportunity to convince boys and girls of the close association and vital importance of milk, and a good diet generally for buoyant health and athletic prowess.
  4. Drawing up plans for the expansion of our school program services. Our new staff members must be well acquainted with all our materials and services now available, and the entire staff must be acquainted with the new school and adult materials which will be introduced this Fall.
  5. Preparation of our new PROGRAM SUGGESTIONS folders which will be sent to an expanded list of P.T.A. groups, civic, service and church organizations, to encourage extended use of the Dairy Council's lecture and film services.
- (Continued on page 3, column 2)

## STOCK REDEMPTION

A large number of stock certificates for shares in the Milwaukee Cooperative Milk Producers have not been turned in for redemption. In some cases this withholding may be due to difficulty in locating the certificates. If such is the case, a bond form may be had by calling at this office or writing. Check for the amount due will be issued on receipt of the bond properly signed and notarized. The bond is for the protection of the cooperative against anyone finding a certificate and presenting it for redemption. Some people seem to think that the calling in of stock means that this organization is going out of business. Such is not the case. Stock is being called in because of action voted at the last annual meeting, expressed in the following resolution.

RESOLVED that all of the outstanding capital stock of the Milwaukee Cooperative Milk Producers be called by the association at par value and retired as of June 1, 1946, that 30 days' written notice of such recall be given to each stockholder by mail addressed to the holder's last post office address as shown by association record; that upon failure to receive any certificate of stock within the time so fixed for redemption the stock evidenced by such certificate be cancelled on the books of the association and that an account equal to the par value of such stock be set up on the books of the association without interest, until the certificate is presented.

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

Resolution No. III also adopted at the last annual meeting takes care of any reserve or profit made each year which will be set up to the credit of each producer who paid dues to the organization. Copy of Resolution No. III follows:

RESOLVED that all of the net earnings (net proceeds) heretofore accumulated by the association and not disbursed or specifically allo-

(Continued on page 3, column 3)

## OUR STATE FAIR

Every day at the Wisconsin State Fair, August 17-25, will be a great day for MILWAUKEE COOPERATIVE MILK PRODUCER members, their families and friends.

Every indication points to the greatest livestock show in the 96 year history of the fair. On a field trip the last week of June through Milwaukee Dairyland, one State Fair official found many exhibitors "rarin' to go," with strong competition for the honor of being No. 1 on the entry list for dairy cattle.

The fair management urges exhibitors to get their entries in early to avoid possibilities of a housing shortage. Livestock entry closing date is August 1.

Junior Fair livestock will be exhibited the last five days of the fair. Junior Fair cattle will again occupy the big barn north of the Coliseum as soon as it is vacated by Horse Show entries. This means the barn will be available any time after 10:00 a.m., Wednesday, August 2. Junior Fair livestock entries close August 10.

This year for the first time in nearly a decade Junior Fair exhibitors may show the same entries in the open classes if they comply with all open class rules except payment of \$3.00 for exhibitor's ticket.

No State Fair or livestock exposition in America can boast a better outdoor livestock photographic studio than the new one that has been built on the Milwaukee fairgrounds. Conveniently located near the barns, the studio amphitheater is so constructed that pictures may be taken any time of the day against a uniform background of shrubbery.

Sixty-seven acres have been added to the fairgrounds this year. For months work has been progressing at a rapid rate to convert this addition into new parking facilities for exhibitors and fair visitors.

Farm machinery exhibits, displays, and demonstrations, conspic-

(Continued on page 4, column 2)



# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 19 July, 1946 No. 4

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## The June Price

Your board of Directors met the dealers in price conference on June milk price on June 26 without completing an agreement. There was much confusion because of a change in retail price which went into effect on June 9 and also because of the dairy workers strike.

During that strike which lasted 3 days, no milk was sold for fluid use except that which was in the plants before the strike was called. The result was that for one tenth of the month of June all milk was surplus. The normal surplus for the month of June is always the highest for the year due to heavy production. It is easy to see that with a very heavy surplus the board had a hard job to bargain. For the first eight days, milk was still 13 cents per quart and the old price of \$3.15 per hundred held. Meeting adjourned and the board met with the dealers again on July 2. An agreement was finally reached which provided that for the last 22 days of June, all milk received would be paid for at the rate of \$3.35 per hundred pounds regardless of what use was made of it. This included the milk shipped during the 3 days when the workers strike was on. Some of this milk was paid for at only \$2.10 per hundred pounds for 3.5% fat test. The highest paid was \$2.89. Some milk shipped to cheese factories has not been paid for or the price set because the cheese must be sold and paid for before the cheesemaker pays for the milk.

Dairy feed payments for the month of June are 45 cents per hundred pounds of milk. We understand that feed payments for April, May and June will be made this month.

## Dairy Workers Strike

On Saturday, June 8, representatives of Local 225 A.F.L. called at this office and stated that there might be a strike of dairy plant employees, both drivers and inside workers. These union men said that they hoped to avert a strike, were going to confer further with the employers, but wished us to know that there was a possibility of a strike if their demands were not granted. In that case, could we place the milk so that it would not be wasted? No date was mentioned. Conferences continued to be held between the milk dealers and the union leaders on Monday and Tuesday, we are told. On Wednesday morning, when the employees reported for work union representatives were on hand and told the workers that a strike was on. A place for all milk was found by noon on Wednesday, but some milk was still in trucks as late as 6:00 P. M. on that day. Everyone co-operated in getting the milk placed. Condenseries and cheese factories taking most of the supply. Some milk was trucked rather long distances, but the haulers did a good job as usual. The plant owners out through the country and their employees took in this large supply of milk just as though it was all a part of the day's work, on Wednesday, Thursday and Friday. The strike was settled on Saturday morning and practically all of the milk came back to the market that day. What was the strike about? Some say every day delivery, so that more men would be employed. Others say a 40 hour week. At any rate the settlement, according to reports gave a wage increase of \$5.50 per week to drivers and \$6.96 per week to inside workers. Inside workers now get \$53.90 per week and drivers base pay of \$48.50 plus commissions. Every other day delivery and the 48 hour week continue in effect.

Milk was furnished to hospitals through arrangement of the union on the first day. Later some arrangements were made at union direction to furnish milk to children on showing a birth certificate or doctor's prescription. This action led to great dissatisfaction which would have led to utter confusion if the strike had lasted another day.

Dealers sold milk which had been bottled for Wednesday delivery to anyone who called for it. Some people got enough milk in that way but others went short, and got rather peeved and bitter about the situation. Roadside stands and a cross bred consumer - employee - producer group did a big business. Outside

of that, everybody seemed to have lost by the strike. According to reports a settlement was very near just before the strike was called.

## Larger Paper

Advertisements have taken up so much space in the Milk Producer, that very little room was left for reading matter in a 6 x 9 eight-page bulletin. In order to give better balance to our official paper, the board of directors voted to go back to the old size page used from March 1928 to March 1944 when the size was reduced. We hope that you will like the new set-up.

The office staff, Mrs. Hugo (Ann) Woelfel and Miss Ruth Pregentek, write about some phases of their work in this issue. Other employees have had short articles in previous issues, touching on some of their activities. Other such articles will appear in later issues.

## Help Wanted

We need help in locating the stockholders in this Co-operative listed below or their successors in interest. Letters mailed to their last known address have been returned. We are anxious to redeem the stock held by these people and information regarding their present address will be appreciated.

Name	Last Known Address
Baas, Ernst	Route 1, Muskego
Basse, A. G.	Sta. D. Rt. 3, Mil'kee
Basting, Wm.	Templeton
Bechtel, Henry	Rt. 2, N. Milwaukee
Behrens, Henry	Rt. 2, S. Milwaukee
Bergander, Frank	Rt. 1, Box 44, Hales Corners
Bergmann, J. F.	Rt. 11, Box 820, West Allis
Berkhan, Richard	Rt. 5, N. Mil'kee
Block, Wm.	South Milwaukee
Boelter, Wm. F.	Rt. 6, Box 57, Waukesha
Bolster, John, Jr.	Rt. 7, Box 15, Waukesha
Brechler, Herman	Rt. 2, Box 42, South Milwaukee
Brunner, John M.	Rt. 4, Box 593, Waukesha
Burbach, Chas.	Rt. 5, Waukesha
Burbach, C. H.	Rt. 5, Waukesha
Busse, F. G.	Thiensville
Caspary Bros.	Rt. 5, Box 263, N. Milwaukee
Clasen, William	Rt. 1, Honey Creek
Dietz, James	Rt. 2, Box 89, South Milwaukee
Ehl, Conrad	Rt. 5, West Allis
Esch, Ben	Rt. 2, S. Milwaukee
Etzal, Al	Rt. 1, Wauwatosa
Fahning, Herman	Caledonia
Fayekas, Steven	Rt. 19, Hales Corners

(Continued on page 3, column 2)





## HIGHLIGHTS OF A DAY At The MILK PRODUCERS

By Ruth L. Pregentek

To all the thousands of readers everywhere, many who are well known through contacts at the office and annual meetings, I shall write of a few phases of activity at the Milk Producers. To begin with, I shall describe for you a typical day. The morning begins as the mail is received from the Post Office box at a nearby station. Amid numerous telephone conversations at the desk, preparing for mailing thousands of tests, taking care of orders for various supplies needed by shippers such as milk cans, strainers, disinfecting solutions, DDT, etc.; and, cheeses — when we are able to secure them, issuing mastitis sets occasionally, preparing boxed kits for herd tests which include: bottles, dipper, list of instructions for proper procedure, corrosive sublimate tablets to preserve the composite milk samples from the farms until such time as we are able to test them at the laboratory. The morning has busily passed. Most of the afternoon hours are spent in the laboratory, usually beginning with mixing of several hundred samples of milk for the technicians who return from respective plants in and about the city, and writing down the results of the tests in the correct spaces provided for on special sheets used only for this purpose, as the samples are taken from the Babcock tester and read.

Listed above are the usual daily, general tasks as I see them; but, there are also in addition to those mentioned, occurrences, in the line of duty such as operating the mimeograph duplicator and transcribing letters which make it a full day.

I hope that through this article you may better understand some of the things done by The Milwaukee Cooperative Milk Producers, and it

has been indeed a great pleasure to be able to write these few words to you, dear friends, readers of the Milwaukee Milk Producer. With best wishes for the continued future success of the Milwaukee Cooperative Milk Producers, and may God bless us all.

Ruth

I would also like to add, that should any of you readers feel that you would like to write a few lines in the way of comments of any kind, it would be very much appreciated, thank you. Just address, care of my name at this office, 1633 North 13th Street, Milwaukee 5, Wisconsin.

## Dairy Council Notes

(Continued from page 1, column 1)

6. Preparation of teachers' manuals or guides to be used in promoting and directing discussion previous to and following the showing of our educational films in the schools.
7. Bringing our mailing lists up to date so that the professional, educational and consumer leaders who want and need such help as is offered by our **Nutrition News, Dairy Council and Monthly Menu Guides**, can receive these mailings with increased facility.

Dear Member of The Dairy Council of Milwaukee:

As you can see from this highlighted report of the detailed job we've set for ourselves for the summer, your Dairy Council's staff is working out every possible new way to make our services to community health programs more easily available, better publicized, and more widespread in scope in order to better contribute to the health and welfare of this community by encouraging a greater use of pasteurized milk and dairy products.

Sincerely yours,

THE DAIRY COUNCIL OF  
MILWAUKEE,  
Elizabeth Sullivan,  
Director and Nutritionist.

## Help Wanted

(Continued from page 2, column 3)

Name	Last Known Address
Feerick, Alex.....	Rt. 7, Box 132, Wauwatosa
Fick, Emil .....	Rt. 1, Box 243, N. Milwaukee
Foster, Frank ....	Rt. 3, Waukesha
Foster, Sam .....	Rt. 2, Box 359, Waukesha
Franke, Walter ....	Rt. 2, Box 137, South Milwaukee
Franz, Emil .....	Rt. 3, Box 323, N. Milwaukee

(Continued on page 4, column 3)

## Stock Redemption

(Continued from page 1, column 2)

ated, represented on the financial statement by the following items: (a) Members equity, (b) surplus by redemption of stock and (c) capital stock credits be now set upon the records of the association as the Patrons Equity Reserve and that it be promptly allocated to patrons and former patrons by years, on the basis of service fees paid to the association.

Please send in your certificates if you have not done so. In case it's lost or mislaid, ask for a bond form. It's no longer necessary to hold stock in order to be a member. Payment of service dues constitutes membership, as set forth under Article V which reads as follows:

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

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

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

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

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

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

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



### The Office Secretary

It is a great pleasure to have this opportunity to greet all my friends in the milk shed, who have made my fourteen years with this organization such happy ones.

I know some of you may be interested in what the office force is doing for you, so I will try to give you a brief statement of what my duties are.

I am secretary to Mr. Dineen, which entails taking dictation, phone work and other general office duties. I also have charge of the bookkeeping, ordering supplies and equipment and assisting the haulers and producers in purchasing their supplies. I also take care of the producers' mailing list, record cards and enter producers' monthly weights of milk shipped as reported by the dairy companies in the milk shed.

At the present time, we are in the midst of redeeming stock certificates which were first issued early in the cooperative's history. It is quite a task, as many producers have left the farms where they resided at the time the certificates were issued, and it is difficult locating them. We are listing all the names of such shareholders and if any of you, upon reading the list, know where some may be located, I would appreciate very much, your dropping me a card or note, telling me of their present address.

Some producers are under the misapprehension that the Milk Producers is going out of business, or closing its doors. This is not true, I assure you. Then, too, some producers are of the opinion they will lose their right to vote, if they turn in their certificates. All producers, paying dues, will be called members hereafter, and only those paying dues, will have the right to help formulate the policies of the organization and have the right to vote. The certificates are of no

value, unless turned in, and if anyone has lost or mislaid theirs, I will gladly send him a bond protecting us against later claim of anyone who might find same, which he may sign and have notarized and returned to this office. Upon receipt of the bond, properly signed and notarized, check will be mailed. If he will call at the office, I will fill out the bond and notarize it all at one time. So, please, let's have those certificates, you now hold, or come in and let me help you, I will be at your service.

I again want to thank you for this opportunity to address you and trust I may have the pleasure of meeting you all personally.

Ann Prinz Woelfel.

### Our State Fair

(Continued from page 1, column 3)

ous at recent state fairs by their absence, are back in all their glory. Machinery row space has been "sold out" for some time. Farm folks, looking for the latest mechanical devices and gadgets for more efficient farming, will see them at the State Fair, August 17-25.

While every day at the State Fair is a big day, Milwaukee area dairymen will be especially interested in Dairy Day, Friday, August 23. More than 700 entries have already been received from 60 counties in the state-wide dairy queen contest which culminates with coronation ceremonies in front of the grandstand on Dairy Day.

A one-hour Dairyland parade is being planned for the morning grandstand program. Bands and drum corps, prize-winning livestock, a marching unit of Wisconsin's champion youth from town and country, and many colorful floats, will make the parade a long-to-be-remembered event. Negotiations are being completed with a national newsreel concern to take parade movies that will be shown from coast to coast.

The State Fair is offering three big, beautiful trophies to best-decorated floats entered in the parade. One trophy will be awarded to the winner in each of three classifications: 1. best dairy message; 2. most humorous; 3. best advertising for a firm or organization.

All dairy firms and agricultural groups are urged to enter a float in the Dairyland parade. No entry fees. Send your entry to W. J. Reynolds, assistant manager, Wisconsin State Fair, State Fair Park, West Allis, Wisconsin.

### New Supporters June, 1946

- Baas, Mrs. Martha, Route 3, Box 215, Waukesha.  
 Becker, Joe, Route 1, Oconomowoc  
 Brabender, Julius, Cedar Grove.  
 Bichler, Charles, Belgium.  
 Erdmann, Frank, Route 1, Box 120, Hales Corners.  
 Gyuro, Paul, 841 W. Layton Ave., Milwaukee.  
 Hareng, Marvin, Route 1, Box 141, Hales Corners.  
 Klas, Alex J., Belgium.  
 Knepprath, Wm., Random Lake.  
 Meyer, Eugene, Route 2, Box 26, Pewaukee.  
 Majeske, Lawrence, Route 5, Waukesha.  
 Musial, Anton, Route 5, Box 456, Milwaukee 14.  
 Peterson, Milo, W., Menomonee Falls.  
 Prager, Edgar J., Route 1, Box 753A, Waukesha.  
 Schaefer, Fred., Route 2, Hales Corners.  
 Schellhaas, Robert, Route 1, Box 43, Hales Corners.  
 Schmidt, Elmer, 4812 W. Bradley Rd., Milwaukee.  
 Schrubbe, Carl H., Route 8, Box 849, Wauwatosa.  
 Sommer, Elmer, Route 2, Thiensville.  
 Todorovich, Mike, Route 1, Box 88, South Milwaukee.  
 Veldboom, Alwin & Son, Cedar Grove.  
 Zarling, Arnold, Cedarburg.

### Help Wanted

(Continued from page 3, column 2)

- | Name                | Last Known Address                |
|---------------------|-----------------------------------|
| Frey, John          | Rt. 1, Wauwatosa                  |
| Gerrits, W. A.      | Rt. 9, Waukesha                   |
| Gershke, John       | Thiensville                       |
| Goodwin, Sam        | Rt. 4, N. Milwaukee               |
| Gross, Henry        | Sta. F. Rt. 12, Box 74, Milwaukee |
| Gruenewald, Mrs. E. | Rt. 2, North Milwaukee            |
| Gruenewald, Lorenz  | Sta. D. Rt. 3, Milwaukee          |
| Hall, Frank         | Rt. 21, Hartland                  |
| Hartman, John       | Wauwatosa                         |
| Healy, W. E.        | Rt. 2, Caledonia                  |
| Hendrickson, H. E.  | Eagle                             |
| Herman, Adolph      | Rt. 10, Franks-ville              |
| Herman, John H.     | Rt. 2, Hales Corners              |
| Hoelz, Ed.          | Muskego                           |
| Hoffman, Emil       | Caledonia                         |
| Horbos, Paul        | Rt. 1, Brookfield                 |
| Hoyt, L. D.         | Rt. 1, Brookfield                 |
| Jelinek, Frank      | Rt. 2, N. Mil'kee                 |
| Jenkins, Evan       | Wales                             |
| Jones, D. W.        | Wales                             |
| Kieknau, John, Jr.  | Sta. F. Rt. 3, Box 749, Milwaukee |
| Kierneg, Adolph     | Rt. 3, Waukesha                   |



**"DAIRY PROFITS  
START WITH THE  
DRY COW"  
says Elsie**



**A Good Fitting and Freshening Ration  
Pays dividends 3 ways**

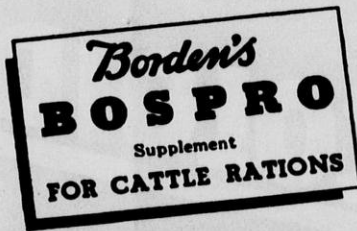
Feeding a good Fitting and Freshening Ration to dry cows has become a standard practice in profitable dairying. This special Ration helps to do 3 big jobs for the dry cow that result in more profits.

- 1. Replenishes her system depleted during previous milking period.
- 2. Meets the pre-natal demands of the calf.

- 3. Prepares her for the strain of calving and heavy milk production.

In building a good Fitting and Freshening Ration your Feed-Maker is careful to assure a large supply of Vitamins A and D—the vitamins stressed by research workers for successful calving. That's why so many feed mixers fortify their dry cow rations with Borden's Bospro which provides an abundant supply of these vitamins.

Your feed dealer can tell you more about Bospro and the results obtained by feeding Bospro fortified rations.



**THE BORDEN COMPANY**  
Special Products Division  
350 Madison Avenue New York 17, N. Y.



## Keep DOWN Washing Machine UPkeep!

Lime scale in can- and bottle-washing machines is often the cause of excessive upkeep. Scale deposits cause increased electrical power consumption . . . shorten motor life. They help deplete the cleaning solution, add to material costs. They slow machine output and produce filmy, streaky cans and bottles.

Good reasons why clean-up crews periodically descale machines with Oakite Compound No. 32. This fast-acting scale dissolver is inhibited against attack on metal surfaces. It is an acidic-type material that quickly softens up tough magnesium and lime deposits . . . prolongs efficient life of machines.

## Oakite Detergents

Good reasons, too, why designed-for-dairies Oakite detergents, with their built-in lime solubilizing properties, are specified by operators everywhere . . . for economical, free-rinsing and scale-suspending cleaning action!

## FREE! Dairy-Cleaning Data

Ask your Oakite Technical Service Representative, listed below, for FREE data on the Oakite anti-scale program for dairies, creameries and milk plants. Call him NOW!

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**

MATERIALS • METHODS • SERVICE

## FOR SALE

Reg. Holstein Bull Calves sired by our Transmitter bull and from dams up to 600 lbs. of fat on twice a day milking. Bulls are up to 9 months of age.

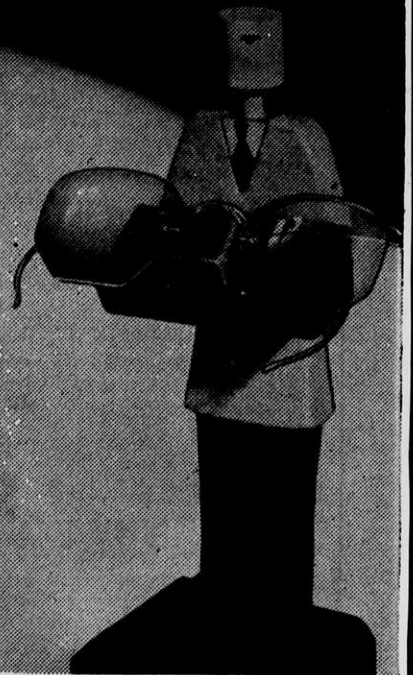
**Bern. Schoessow and Sons**  
2 1/2 miles west of Thiensville, Wisconsin

## KINDY SERVICE

*Means More Than Just  
Being Nice To People*

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

**KINDY**  
OPTICAL CO.  
615 N. 3rd Street  
MA. 7225



## DANGEROUS

# Milkstone

BRUSHES OFF  
WITH . . .

# DICOLOID



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

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

**For disinfecting utensils use DIVERSOL**

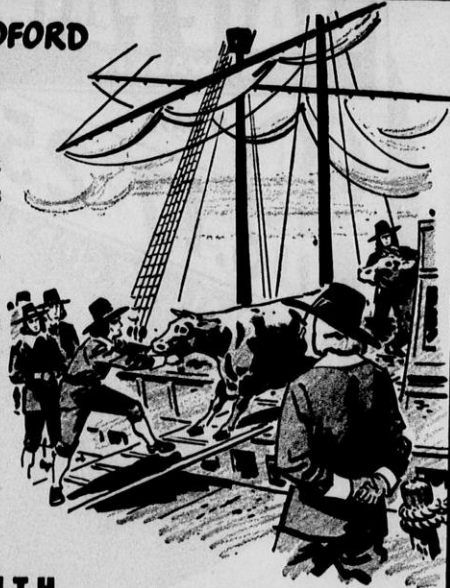
# DO YOU KNOW...

## WHY GOVERNOR BRADFORD ORDERED A COW FOR EVERY 6 PILGRIMS?

Half the children died the first hard winter after the Pilgrims landed on Plymouth Rock . . . chiefly because there was no milk!

The Pilgrims levelled the graves of all their dead and sowed them with grain to conceal their losses from the Indians.

The next spring Gov. Bradford sent to England for 1 cow and 2 goats for every 6 colonists!



## YOUR NATION'S HEALTH STILL DEPENDS ON MILK!

The health of the Nation TODAY still depends on an ample supply of quality milk. Sell most of the milk now fed on your farm by using Mutual DAIRYADE, the baby animal food compound.

DAIRYADE raises fine, sturdy calves and still BOOSTS YOUR MILK CHECK!

### ONE 25-LB. PAIL DAIRYADE

with a minimum amount of milk and your own hay and grain

### RAISES 2 CALVES 6 WEEKS

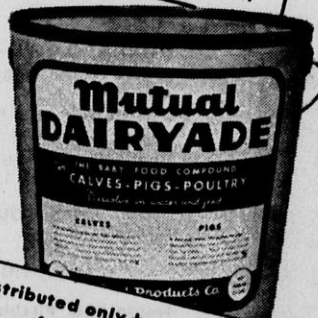
... adds \$24 to \$36 to Your Milk Check

*Ask for Dairyade by name!*

## MUTUAL PRODUCTS CO.

535 N. 4th St.—Minneapolis 1, Minn.

**FREE** Get our handy RECORD free from your own milk plant! If not available WRITE DIRECT.



Distributed only by Milk Plants—  
from Coast to Coast  
Unconditionally GUARANTEED  
to Satisfy or Your Money Back



*"Back in all its' Glory!"*



## PLAN NOW TO EXHIBIT and ATTEND



**ENTRIES CLOSE —** Livestock, August 1 . . .  
 Junior Fair, August 10 . . . Dairy Products,  
 August 6 . . . Bees and Honey, August 12  
 . . . Rabbit and Fur Show, August 1 . . . Horse  
 Show, August 1 . . . Poultry, August 6 . . .  
 Horticulture, August 15 . . . Home Economics,  
 August 13 and 16.

**GET YOUR ENTRIES IN EARLY!**

### 1001 THINGS TO SEE AND DO

Horseshoe Pitching Tournament . . . Judging  
 Contests . . . Little Theater . . . Chicken Picking  
 Contest . . . Fireworks Every Night . . . Sheep  
 Shearing Championship . . . Livestock Judging  
 . . . Egg-Breaking Plant . . . Managed Milking  
 Contest . . . Dairy Queen Coronation . . . Lamb  
 Sale . . . Style Show . . . Plant Clinic . . .  
 Farm Machinery.



*\$104,000 in Premiums*

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 5

"By Farmers . . . For Farmers"

August, 1946

## News Notes From Your Dairy Council

Your Dairy Council has through the past year aided many of the 4-H club groups in the county in their dairy products demonstrations, through furnishing educational materials, giving guidance in the planning of the demonstrations and, in some cases, showing films to accompany them. Now that anticipation of the county fair is "in the air," we are being called upon to help again in supplying materials for exhibits and demonstrations. From the very fine work which your Dairy Council's staff has observed at 4-H club demonstrations given by teenage girls in this county, we believe that these 4-H clubs are doing a very convincing job in teaching nutrition. The 4-H club members and others who attend the demonstrations are certain to place a higher value on their daily need for milk and its products.

### Milk Lessons Translated Into Polish

Your Dairy Council's new Assistant Director has had an interesting  
(Continued on Page 3, Col. 1)

## Livestock Judging Program Wisconsin State Fair

**Monday** — Hereford, Milking Shorthorn, and Ayrshire cattle, Fine Wools, Wool Exhibits, and Corriedale sheep, Chester White and Berkshire hogs, Dairy goats.

**Tuesday** — Aberdeen Angus, Red Polls, Brown Swiss, and Jersey cattle, Oxford and Hampshire sheep, Duroc Jersey and Poland China hogs.

**Wednesday** — Percheron horses, Beef Shorthorn and Holstein cattle, Shropshire sheep, Hampshire and Spotted Poland China hogs.

**Thursday** — Belgian and Clydesdale horses, Holstein and Guernsey cattle, Southdown and Cheviot, Longwool sheep, Barrows hogs.

**Friday** — Breeding Classes and Barrows (Jr. Fair). All Breeds of Sheep (Jr. Fair).

**Saturday** — Beef cattle, Holsteins, Ayrshires, Jerseys, Guernseys, and Brown Swiss cattle (Junior Fair).

Post-war agriculture will be on parade when the Wisconsin State Fair comes back August 17-25 with the most outstanding exhibits in fair history depicting the progress of agriculture and industry through the war period.

All large farm machinery and equipment manufacturers in the nation are showing new labor-saving farm equipment and are using more space than any time in history.

State Fair livestock barns will be filled to capacity with the finest type of livestock, including the finest cattle of all breeds from outstanding herds throughout the United States. Many depleted herds throughout the world are being rebuilt with the blood lines of champion cattle and it is expected that the exhibits this year will encourage the breeding of even better livestock in Wisconsin.

Barns will also be crammed full with the best sheep, swine, and horses available in the United States.

Calling attention to Wisconsin's fine dairy industry will be a greatly expanded Dairy Day program scheduled again for Friday of fair week.  
(Continued on Page 3, Col. 3)

## \$70,000 ENTERTAINMENT PROGRAM

1946 WISCONSIN STATE FAIR

AUGUST 17-25

	GRANDSTAND		COLISEUM	MODERNISTIC BALLROOM
	AFTERNOON	EVENING		
Saturday, Aug. 17 FIRST ALL STATE "WELCOME HOME" VETERAN'S DAY	Grand Circuit Harness Races Free Veteran's Day Program	"WORLD OF STARS" Revue, Acts, Fireworks	Horse Show (Evening)	Military Ball
Sunday, Aug. 18 ALL WISCONSIN DAY	Grand Circuit Harness Races	"WORLD OF STARS" Revue, Acts, Fireworks	Horse Show (Evening)	Dancing
Monday, Aug. 19 CHILDREN'S DAY and U. S. POSTAL CLERK'S DAY	Grand Circuit Harness Races	"WORLD OF STARS" Revue, Acts, Fireworks	Horse Show (Evening) Judging Livestock (All Day)	Dancing
Tuesday, Aug. 20 PIONEER DAY	Grand Circuit Harness Races	"WORLD OF STARS" Revue, Acts, Fireworks	Horse Show (Evening) Judging Livestock (All Day)	Dancing
Wednesday, Aug. 21 GOVERNOR'S DAY and 4-H CLUB DAY	Grand Circuit Harness Races	"WORLD OF STARS" Revue, Acts, Fireworks	Judging Livestock (All Day)	Milwaukee Journal Junior Fair Party
Thursday, Aug. 22 MILWAUKEE AND POULTRY AND EGG DAY	Auto Races Poultry Circus (10:45 a. m.) State Champion Chicken Picking Contest	"WORLD OF STARS" Revue, Acts, Fireworks	Judging Livestock (All Day)	Dancing
Friday, Aug. 23 DAIRY DAY, PRESS DAY, WOMEN'S DAY, FFA and FHA DAY, KIWANIS DAY	Auto Races Dairy Day Parade (10:45 a. m.)	"WORLD OF STARS" Revue, Acts, Fireworks	Judging Livestock (All Day)	Women's Day Program (1:00 p. m.) Butter Ball (Evening)
Saturday, Aug. 24 THRILL AND SCOUT DAY—BOY SCOUTS, GIRL SCOUTS	Jimmie Lynch Thrill Show AMA Motorcycle Races Circus Acts	"WORLD OF STARS" Revue, Acts, Fireworks	Judging Junior Fair Cattle (All Day)	Dancing
Sunday, Aug. 25 CLIMAX AND AUTO RACE DAY	Auto Races	"WORLD OF STARS" Revue, Acts, Fireworks	Grand Opera (Evening)	Dancing



# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

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

Vol. 19 August, 1946 No. 5

**OFFICERS — DIRECTORS**

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

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

Subscription .....\$1.00 Per Year

## JULY PRICE

The month of July was another split price month. Due to uncertainty regarding the continuation of OPA ceilings, feed payments, etc. the Board felt that it was useless to try to discuss prices at the beginning of the month. On July 10, a special meeting of the Board was called for 8:30 P. M. and a conference with the dealers was arranged for at that time. Butter markets had upped following the taking off of price control, but no information could be had on what condensery prices might be. In order to pay the farmers a better price, the retail price would have to be increased. The Board conferred with the dealers, and held meetings of its own, met with the dealers again and this went on until well past midnight, when a flat price of \$3.88 per hundred for all acceptable milk testing 3.5% fat with the usual fat differential, was agreed on. If milk had been 16 cents per quart at the beginning of the month, a classified price would probably have been used for the month of July.

## Who Are They Striking Against?

The CIO and some other groups have started a buyers strike, making meat and milk the principal targets. No talk against soft drinks, beer or booze. Who are these misguided people trying to hurt? Farmers are evidently first on the list to be punished. Manufacturers, processors, stores and fellow union people engaged in the work of processing and delivering food, of course, are af-

ected. In the last analysis these strikers are injuring themselves and their families by their fanatical program for people can't go without these essential foods and maintain good health. Instead of striking to bring down prices these shortsighted union leaders and some consumer groups ought to be thankful that there is food to be had in the stores. Were it not for the hard work and sacrifices of the farmers, their wives and families, there would be little food at any price.

Honorable Harry S. Truman,  
President of the United States,  
Washington, D. C.

Dear Harry:—

As one farmer to another, I know that you won't mind the informality of this letter.

I took off a day from the office, to help the boys do the threshing job this week. Some moist tough straw or perhaps a stone loosened some teeth in the cylinder of the threshing rig, which gave us a chance to sit down and rest, while the thresher man swore and sweated, getting the machine in shape. Got talking to a neighbor, while we sat there on the oat sacks, and the conversation naturally veered to the OPA and what controls might be placed on farm products, probable price ceilings, etc. and whether inflation would become worse.

Well, Harry, this neighbor of mine don't pretend to know much, never made a speech in his life that I know about, but he farms pretty good, sends the boys and girls to school, gets along with the neighbors, is not too holy to play bingo at a picnic (we have a newspaper that thinks bingo is the root of all evil, maybe because the movie theater people complain that if bingo is allowed, the people won't go to the movie and then the movie people will not advertise in the journal) goes to church, pays taxes, and in general, is a good average citizen. Because he is that kind of a fellow, I think you will be interested in some remarks he made while the concave teeth were being replaced. He started out by saying that he did not take very much stock in this talk about a rigid OPA law preventing inflation. He seemed to think that inflation got a bit of a start some years ago when W.P.A. got going, raking leaves, digging one hole and then digging another one to get filling for the first one and so on. He seemed to think that a little boost was given to inflation when war contracts gave some manufacturers an exorbitant

profit and common laborers got as much money in one day on overtime pay as they had gotten in ten days during normal times. Feed payments, and other subsidies helped the inflationary process in his estimation for the consumers got their food and other necessities of life below cost at a time when their take home pay was far and away higher than it had ever been in the history of this good country of ours.

Black markets also helped to make money cheap, he said. Meat and dairy products were priced too low to get the production needed to feed the people of this and other countries, a shortage of food made some people look around to see if they could get what the food shops did not have. Always there are people who will try to supply such demands at a price. Result black markets which resulted in waste because the by-products could not be sold, and big profits for the black markets operator (which he may have had to share with someone for protection) giving him more money to spend reckless. Then along came the demand of the labor leaders for a 40 hour week and as much pay as could be earned in 48 hours. Mr. Wallace's beautiful theory that wages could go up and prices stay down. Only a theory it seemed for prices did go up except for farm products, almost as soon as pay increases were given. This farmers said that maybe the auto workers needed more take-home pay, but if they had worked a 44 or 48 hour week, they would have had more money to take home, have produced more goods, which the country so badly needed and great waste involved in a strike might have been avoided. Of course, the steel strike, miners' strike, and railroad strikes all raised costs of goods and materials which farmers, as well as other people, had to buy, adding a little more to the inflation.

He seems to think that lots of things sort of got away from us, while we were busy fighting for democracy and that a great many people in government are rather frightened about whether the democratic processes can be depended upon to work in this country, or whether we must have close control out of Washington in somewhat the same manner as the fascist, and the communist, have in foreign countries.

I gather that he felt that many people in government had gotten to distrust the good common sense of our people. Otherwise, they would

not be insisting on such close control, and would be more inclined to take the view that the founding fathers had when they wrote the Constitution, and left many good things to the judgment of the people.

About this time the thresher man had quit cussing and got down off the machine with a cheerful grin on his face and said "Come on boys, everything is in good shape, let's get this grain threshed." Of course, that ended our conversation for as you know, during threshing time when everything is all right with the machinery, there is no time to sit around and talk.

Cordially yours,

Milwaukee Co-op. Milk Producers

Charles Dineen, Secretary

CD:AW

## Notes From Dairy Council

(Continued from Page 1)

project with the summer school at Kosciuszko Park which is sponsored by the Pulaski Council.

The following letter indicates the high value placed on your Dairy Council's nutrition education services and materials.

July 17, 1946

Dear Miss Sullivan:

On behalf of the faculty members and the children of the Polish Summer School, held for the 16th summer in Kosciuszko Park, Milwaukee, may I thank you for sending Mrs. Margaret M. Krauser to our school with educational material on health.

Our school program will be enriched by the wealth of material which you have to offer, and I assure you it will be used to good advantage.

Under separate cover I'm sending you a list of materials we would like to use (which we shall adapt to Polish) in our school.

The interesting talk to our faculty by Mrs. Krauser, and her genuine interest in our school children were appreciated. Her willingness to cooperate with our institution in our work deserves our sincere thanks.

We had tentatively set Wednesday, August 7th, 10:30 a.m., as the date for a movie program of approximately one hour with Mrs. Krauser. We would appreciate her coming down with the film and giving a short talk to the children to supplement the movies.

Thanking you sincerely for your help in our work, I remain,

Sincerely yours,

Alfred J. Sokolnicki, Director  
Polish Summer School.

## The New Coburn LIME SPREADER

**Makes liming the barn floor a joy — takes only a jiffy.**

Covers dairy barn floors better, easier and in one-tenth the time — with an even, 4 foot wide spread.

Based on normal farm equipment depreciation, you can USE THIS SPREADER EVERY SINGLE DAY IN THE YEAR FOR LESS THAN A PENNY A DAY!

1. Doubles the value of your manure.
2. Disinfects and improves appearance of your barn.
3. Eliminates slippery floors.
4. Pays for itself in time saved.

**RUGGED AND DEPENDABLE** — Quality built for rough farm use. All steel, welded construction with solid brass shafting and non-corrosive cast aluminum alloy gears and spreader disc.

SEND FOR FREE DESCRIPTIVE FOLDER

(For Spreading Bag Lime — Not Recommended for Ground, Quarry Limestone)

## COBURN MANUFACTURING CO.

108 Whitewater Street

Whitewater, Wisconsin

Your Dairy Council's staff is pleased to have found another effective use for our program services. As we have mentioned before in our NEWS NOTES items, one program activity usually leads to another opportunity to further extend our nutrition education program. In a letter just received from Mr. Sokolnicki, also Director of the Speech Correction Clinic at Marquette University, your Dairy Council has been requested to supply graded materials for use by speech correctionists in their work with boys and girls. Mr. Sokolnicki said, in his August 1st letter: "The Dairy Council booklets will be Speech Clinic property and circulated among the speech correctionists as they make the rounds of the schools in this county, and elsewhere in the state. Not only will the materials aid in corrective work, but they can as well aid in combatting malnutrition among the children who are our patients."

### A New Task In Industry

Miss Doris Loeffler, R. N., in charge of First Aid Service at the Pressed Steel Tank Company called on your Dairy Council for materials and help, generally, in her in-plant health education program. Miss Chambers, of the Industrial Hygiene unit of the Wisconsin State Department of Health recommended that she call on us for this help.

This company is one of the plants in which the union, a division of the CIO, as a part of a consumer movement against the increase in price of milk, banned milk from being delivered to the plant. Your Dairy Council has contacted the production

## FOR SALE BULK SHAVINGS

Delivered by truck

**CLEM GLEISSNER**

6225 W. Brown-Deer Rd.  
Hilltop 9526R5

manager of that plant to get the pulse of the thinking on this matter as interpreted by management. It was learned that management believed the movement would be of only short duration. Because the Dairy Council is interested not only in having milk made available to workers on the job, we believe that the milk drinking habit and lesson learned on the job carries home to the other meals of the worker and the rest of the family.

Your Dairy Council will continue to help, whenever possible, the nurse in this plant and those in others where similar conditions occur, to rebuild and expand the milk programs which they have previously had in operation.

Your Council's staff is conscious of its responsibility to you, its members of the dairy industry, and are striving more than ever to prove to the milk-consuming public that milk, at any reasonable price, does more for one's good nutrition than any other food and does it more cheaply.

## Wisconsin State Fair

(Continued from Page 1)

Wisconsin's famed Dairy Queen contest will be one of the highlights. A



# ★ DDT ★

made by the makers of B-K and Lewis and Eagle Lye — is available at the Association office. Tell your hauler to stop by for what you need.

## PENNSALCO LIVESTOCK SPRAY—

A micron-sized wettable dust. Contains 50% DDT and is to be mixed with water for spraying on cows or on walls. Lasts about 2 weeks on cows and 6 to 8 weeks on walls. A 2 lb. package will spray an average barn, or would treat 25 to 50 cows once. The only form of DDT spray safe for use on animals.

2 lb. package.....\$1.80  
**PENNSALT DDT EMULSION —**

Concentrate of 34% DDT. One gallon of this concentrate makes 14 gallons of 2½% DDT solution to be brushed or sprayed on walls, ceilings, screens, and other surfaces where insects may crawl — barns — hog houses — poultry houses — fly breeding places. Not to be used on animals. Covers 14,000 square feet.

1 gallon .....\$5.40

## KNOX-OUT INSECT SPRAY —

This is a AA grade household insecticide plus 5% DDT. Can be sprayed or brushed for control of flies, ants, mosquitoes, fleas, bedbugs, roaches, moths and other similar pests. Does not stain. Not to be used on animals.

1 gallon .....\$2.35

**Have your hauler get what you need.**

giant Dairy Day program will be climaxed by the gorgeous annual butter ball in the Modernistic Ballroom Friday evening.

Dairy farmers will also be interested in demonstrations of better methods of quality dairy production scheduled throughout the week, designed to show visitors how easy it is to produce quality milk without extra work or expense.

Bumper crops produced throughout the state will set the stage for a

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

Then feed

## GRADE A FEEDS

### FEED SUPPLIES, INC.

Milwaukee West Allis  
 Saukville Germantown

huge farm crops exhibit, bringing the story of the job that farmers of the state and nation have done to feed our armed forces as well as our civilian population, both at home and abroad. In the new crops department, field crops, fruits and vegetables will be combined in a colorful exposition featuring new varieties and uses for important farm crops. A huge fruit and vegetable exhibit will show growing methods as well as all phases of marketing.

So many displays are returning to this post-war exhibit and they will be so much of interest to rural people that it is doubtful that a farmer and his family will be able to cover in a single day all the free exhibits and the fine program of entertainment prepared for the 1946 Wisconsin State Fair.

## Ed Gengler Selling Out

One of our old, tried and true supporters, Ed. Gengler of pioneer electric fence fame, has been forced to quit farming because the estate has leased the old Gengler farm for a flying field, and also because of the utter impossibility to get help to work on a dairy farm.

## AMERICAN DAIRY ASSOCIATION'S '46-7 MILLION DOLLAR PROGRAM REVEALED TO 36 STATE LEADERS

Disclosing for the first time the details of its million-dollar promotion program for dairy foods for the next business year, the American Dairy Association, at the meeting of the ADA Executive Committee in Chicago July 22 and 23, swung into action to pace the dairy industry in the race for the consumer's dollar that lies ahead.

A complete line of farm machinery and a very fine herd of Holsteins, many of them pure bred, will be sold at public auction on the Brown Deer Airport Premises on August 27.

We are sorry to lose Ed., but wish him the best of luck in any new business that he may engage in.

## New Members July, 1946

Beeheim, George, Route 3, Box 726, Waukesha.  
 Berg, Walter, Route 2, Box 286, Waukesha.  
 Clausing, E. & G., Pt. Washington.  
 Burant, Michael, Route 4, Box 675, Waukesha.  
 Etter Bros., Route 1, Waukesha.  
 Goll, Arthur, Jackson.  
 Goll, Elroy & Henry, Route 2, Box 271, Milwaukee 7.  
 Hatch, Mrs. Florence, 1015 N. 7th St., Springfield, Ill.  
 Krier Bros., Belgium.  
 Kuechler, Norman, Jackson.  
 Kulke, Ervin, North Lake.  
 Liss, Ruth E., Rt. 1, Hartland.  
 Nieman, Geo. & Son, Route 2, Box 104, Mukwonago.  
 Oldenhoff, Arthur, Route 1, Box 205, Menomonee Falls.  
 Reinhard, Nick, Rt. 1, Sussex.  
 Schwartz, Mrs. Anna, Nashotah.  
 Splinter, Frank C., 4001 W. Loomis Rd., Milwaukee.  
 Strand, Alan, Route 4, Box 417, Waukesha.  
 TeStroete, Alvin, Cedar Grove.  
 Tischendorf, Clarence C., Route 13, Box 429, Milwaukee 7.  
 Weber, Otto J., Route 3, Box 22, Waukesha.  
 Williams, Fred, Rt. 1, Nashotah.

## BULL CALVES FOR SALE

These pure bred Holstein Bull Calves are fine individuals sired by a high record bull and from good producing dams. They range in age from one month to one year. Priced to sell.

**CHARLES DINEEN & SONS**

Route 2, Cedarburg  
 Phone: Cedarburg 6173

The studiously executed program, which discloses ADA's plans for the full fiscal year, is aimed at maintaining the consumption gains made by certain of the dairy foods, and at rebuilding the market for those dairy foods that have suffered losses during the emergency years, according to Owen M. Richards, general manager of the ADA.



© THE BORDEN CO.

**"YOU CAN  
SAVE MORE  
CALVES—"**

**say Elsie  
and Elmer**

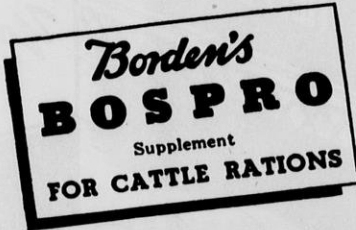
**"By feeding a Bospro Fortified  
Fitting and Freshening Ration"**

Following the clues established by Experiment Station workers, thousands of dairymen are now feeding their dry cows a fitting and freshening ration fortified with Vitamins A and D. These are the vitamins, emphasized by recent research, that promise an aid in reducing calf

losses, producing stronger, faster developing calves and helping to bring the cow back to heavy production safely and quickly.

That's why so many feed mixers fortify their dry cow rations with Borden's Bospro for Bospro is specially designed to fortify dry cow rations with large, standardized amounts of Vitamins A and D.

Ask your feed dealer to tell you about Bospro and results obtained by feeding Bospro fortified rations.



**THE BORDEN COMPANY**  
Animal Food Department  
350 Madison Avenue      New York 17, N. Y.



**EXTRA**  
**Bacteria Killing Action**  
**PLUS**  
**Sparkling Bottles**

Sparkling bright, clear-as-crystal bottles PLUS low bacteria counts are yours when you charge your soaker, hydro-soaker or pressure-type washing machine with

**OAKITE BOTTLE-SOAK**

This specially designed bottle-washing detergent thoroughly removes dried-on residues and gummy deposits. Its EXTRA, exclusive germicidal action keeps washing solutions sanitary for extended use . . . assures lower plate counts . . . retards fouling and rancidity of solution. Its lime-sequestering ingredient eliminates heavy lime-scale deposits that clog conveyors. In addition, Oakite Bottle-Soak does not etch bottles or harm colored trade-marks or designs.

**FREE**

**Booklet Gives Details!**

20-page booklet lists many other advantages of this unusually effective detergent, and describes how it and other Oakite materials are saving time and money for bottlers everywhere. Write on letterhead for your FREE copy!

**OAKITE PRODUCTS, INC.**  
**A. H. BOND**  
 757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**  
 MATERIALS • METHODS • SERVICE

**FOR SALE**

Reg. Holstein Bull Calves sired by our Transmitter bull and from dams up to 600 lbs. of fat on twice a day milking.

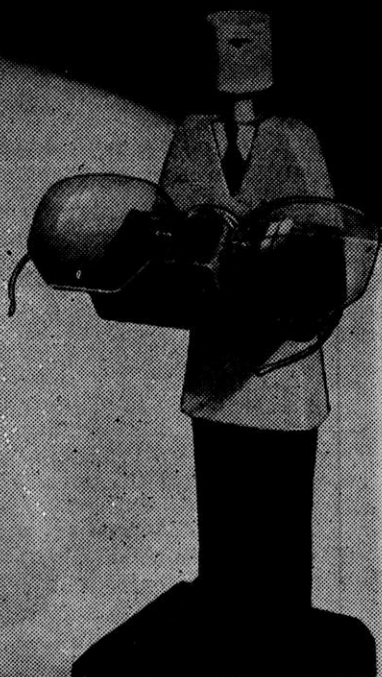
**Bern. Schoessow and Sons**  
 2½ miles west of Thiensville, Wisconsin

**KINDY SERVICE**

*Means More Than Just  
 Being Nice To People*

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

**Kindy**  
 OPTICAL CO.  
 615 N. 3rd Street  
 MA. 7225



**AMERICA NEEDS EVERY POUND OF MILK**



Right now, Uncle Sam needs all the milk every farmer can produce. Yet in one State alone a recent year's loss due to milk rejects was estimated at more than one million dollars! Help prevent costly rejections by making sure *your* dairy utensils are properly cleaned and disinfected. For disinfecting play safe with quick-acting, dependable DIVERSOL. Will not rust utensils. Equally effective in hot or cold water. Approved by Health Authorities . . . used by leading dairy plants. Economical. Ask your Hauler to bring you a supply.

**For Cleaning Utensils use DUMORE**

# DO YOU KNOW...

## WHY GOVERNOR BRADFORD ORDERED A COW FOR EVERY 6 PILGRIMS?

Half the children died the first hard winter after the Pilgrims landed on Plymouth Rock . . . chiefly because there was no milk!

The Pilgrims levelled the graves of all their dead and sowed them with grain to conceal their losses from the Indians.

The next spring Gov. Bradford sent to England for 1 cow and 2 goats for every 6 colonists!



## YOUR NATION'S HEALTH STILL DEPENDS ON MILK!

The health of the Nation TODAY still depends on an ample supply of quality milk. Sell most of the milk now fed on your farm by using Mutual DAIRYADE, the baby animal food compound.

DAIRYADE raises fine, sturdy calves and *still* BOOSTS YOUR MILK CHECK!

### ONE 25-LB. PAIL DAIRYADE

*with a minimum amount of milk and your own hay and grain*

### RAISES 2 CALVES 6 WEEKS

... adds \$24 to \$36 to Your Milk Check

*Ask for Dairyade by name!*

## MUTUAL PRODUCTS CO.

535 N. 4th St.—Minneapolis 1, Minn.

**FREE** Get our handy BREEDING RECORD free from your own milk plant! If not available WRITE DIRECT.



Distributed only by Milk Plants—  
from Coast to Coast  
Unconditionally GUARANTEED  
to Satisfy or Your Money Back



*"Back in all its' Glory!"*



Gorgeous, glamorous girls . . . See "World of Stars", greatest outdoor Stage Production. Nightly before Grandstand.

**WISCONSIN  
STATE FAIR  
MILWAUKEE  
AUG. 17-25**



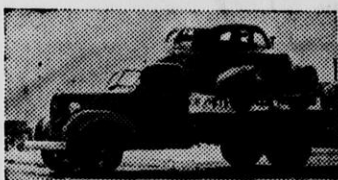
**DAIRY QUEENS . . .** Coronation Ceremony, Parades, Floats, Bands, Contests . . . Dairy Day Friday, August 23.



**HARNESS RACES . . .** Saturday, August 17; Grand Circuit 4 days beginning Sunday, August 18.

**MOTORCYCLE RACES AND THRILL SHOW . . .** Saturday, Aug. 24

**AUTO RACES . . .** Big cars, champion drivers. Thurs., Aug. 22, Fri., Aug. 23, Sun., Aug. 25.



*\$75,000 in Entertainment*



# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 6

"By Farmers . . . For Farmers"

September, 1946

## News Notes From Your Dairy Council

NEW CONTACTS, NEW FILMS, NEW EDUCATIONAL MATERIALS! All signs point toward the beginning of the school year 1946-47, marking another milestone for your Dairy Council.

The enthusiasm of the school administrators for our new materials, expanded services, and newly developed projects for the year predict a busy and encouraging year for our program. The dairy industry holds the enviable position of being the only food industry which has a professionally developed educational program meriting inclusion in the curriculum of the schools of the area. Milk has become and will become even more so an important part of school health education programs in Milwaukee County.

Three new films, FARM ANIMALS, MILK, and THE MILK PARADE, have been added recently to your Dairy Council's film library. On the afternoon of September 9, supervisory staff members of the Milwaukee public and parochial schools, and the Milwaukee County school system will preview our films in order to see how they may most effectively aid in their school program of health education.

An exhibit promoting the use of your Dairy Council's materials and services was displayed at a recent meeting of 89 new Milwaukee County teachers.

\* \* \*

Your Dairy Council during August, mailed out 1740 copies of our new booklet, NEWER KNOWLEDGE OF MILK. Requests and comments by phone and letter from professional people, including Marquette University's Medical School for class instruction in Biochemistry, acclaim this as "the finest and most usable reference book on milk ever published."

Among those from whom we've heard high praise of the booklet, is Dr. Oscar Lotz, Executive-Secretary, Wisconsin Anti T.B. Assn., who recommended it as "a top reference book" to his staff at a meeting, which your Director and Assistant Director attended.

We quote from Dr. F. L. Bernd, who, in a letter, said: "I received a copy of NEWER KNOWLEDGE OF MILK and found it to be instructive and a very valuable reference handbook.

"As I maintain two offices, would like one more copy for the second office."

\* \* \*

At the suggestion of the Industrial Feeding Specialist of the Chicago Office of the Department of Agriculture, your Dairy Council's nutritionists presented a program combining lecture and food model meal demonstrations for 48 girl members of the office staff at the Fox Wisconsin Amusement Corporation. It is a real tribute to our program for the management to devote company time to this activity. It was an excellent opportunity to encourage better breakfasts, a point which needed stress, and to show the high nutritive value of milk.

\* \* \*

## STATISTICAL SUMMARY FOR AUGUST 1946

Contacts to promote future program activities: 1813

Meetings in which Dairy Council nutritionists participated: 7

Adults reached by these meetings and others encouraged by our staff: 1860

Children reached by these meetings and others encouraged by our staff: 1509

Pieces of materials used in these meetings: 9362

## STATE FAIR

Wisconsin's State Fair, held August 17 to 25, was a pronounced success. Exhibits in most departments were good, the weather was made to order, and both farmers and city people attended in goodly numbers.

A larger attendance could be wished for on the forenoon of Dairy Day, August 23. It is pretty hard for farmers to get away in time for the morning program and the great

majority of city people either came on the previous Sunday or Milwaukee Day or planned to come on the last Sunday. Probably some plans will have to be made to create more general interest in the dairy day program in order to get consumers' interest aroused.

Future Farmers and 4-H Leaders would do well to plan their booths and exhibits, having in mind that a great many consumers will visit the Fair and that these booths and exhibits should be pointed to attract city people's interest, for the city people are the consumers and there is little use in producing unless we can convince the consumer that we have superior products to exhibit and market.

The Fair as a whole could stand a little cleaning up physically, with dry weather there was no mud to be tramped through, but there was considerable litter left around the grounds day after day, that did not add to the attractiveness of the Fair.

Running a big Fair is a big job and on the whole the officials did remarkably well and deserve the support of the entire state.

## STOCK CERTIFICATES

There are still many certificates of stock outstanding, probably in some cases the owner not being able to locate the certificates or because they have not taken time to attend to this matter. The Board of Directors would like to cash in the certificates so that action taken at the last annual meeting can be complied with.

Questions are occasionally asked as to why the stock should be redeemed. In previous issues of the Milk Producer, this matter has been rather thoroughly gone into, but briefly stock certificates are redeemed through action taken at the last annual meeting and your board is asking you again to mail or bring in your certificate, properly endorsed on the lower right hand line on the reverse side, if you have not already done so. In case the certificate has been lost or mislaid, a form of bond can be obtained at this office for your signature.

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor

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

Vol. 19 September, 1946 No. 6

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## AUGUST PRICE

It was necessary to have three conferences between the Board of Directors and the dealers before we arrived at a price of milk for August.

Uncertainty as to whether controls would be re-established made it hard to get together on a price, until announcement was made controls would not be placed on dairy products at this time. This point being cleared up, the Board and the dealers got together on August 28 and agreed on a price of \$4.15 for all milk, testing 3.5 percent fat, shipped during the month of August.

## CONTROL AND DECONTROL

Controls are off dairy products by action of a three-man committee and over the protest of OPA Administrator Paul Porter.

A warning that controls would be re-established if prices were materially increased was issued by the Decontrol Committee.

Control was placed on meats and meat animals, but at a higher level than when OPA control was removed on June 30. This increase was ordered by Secretary of Agriculture Anderson, in whom the power is vested by act of Congress. Anderson's action, while praiseworthy, should have been announced earlier, for many underweight animals were rushed to market to beat the deadline when June 30 ceilings were supposed to go into effect.

## UNIFORM PRODUCTION

Looking forward to the time when production will catch up and probably exceed the demand for dairy products, your Board of Directors believes that producers should pay attention to breeding dates, so that we will have more equalized production throughout the year. There has always been and probably always will be a heavy production of milk in the spring and early summer months.

When milk is used for manufacturing purposes, it is not so important to have uniform production, although it makes for more economical operation if plants are not overloaded in some periods of the year and operated with a very small intake in others.

In a fluid market, however, there should not be a large surplus over the fluid needs in any period of the year, if it can be avoided, for the reason that the best use cannot be made of milk for manufacturing purposes shipped into cities, since the cost of transportation and processing is higher than in country plants.

When exports to foreign countries cease and our own government buys in small volume, markets can be expected to weaken and uniform production will be necessary in order to get a fair price for milk.

It is not too early to plan for the future, so that we may produce in line with market requirements.

## LABOR'S PRICE STRIKE

In many shops and plants, no milk is being served because union leaders instituted a buyers' strike. These people know that feed payments, which were given farmers for the purpose of keeping prices down, have been discontinued. They must know that the price of milk had to increase to make up for the lack of feed payments and other increased cost that the farmer has to meet. They also know that Milk Plant employees' wages have been increased.

Knowing all of these facts, why do labor leaders say that milk prices must go down?

In several shops and factories, which specialize in the production of tools and utensils used exclusively by farmers, milk is barred by union order. Prominent among them is the plant making the Universal Milk Machine. What use has a farmer for a milk machine, if he can't sell the milk? Farmers might do well to inquire into this war that has been declared on them by union leaders. If we can't sell, most surely we can't buy.

## HELP WANTED TO LOCATE THE FOLLOWING STOCK-HOLDERS

Name	Last Known Address
Kierneg, Adolph	Rt. 3, Waukesha
Kissinger, Sam	Rt. 13, Wauwatosa
Klug, Adolph	Rt. 1, Box 228, Racine, Wis.
Knap, Carl	Rt. 2, Thiensville
Knobel, Emil	Rt. 5, N. Milwaukee
Kohl, George	Rt. 1, Men. Falls
Korn, Chas.	Waukesha
Krzycek, Julia	Rt. 1, Box 262, Milwaukee
Kurth, Edward	Rt. 1, Box 57, Muskego
Labuwim, W. F.	828 40th St., Milwaukee
Lavin, Geo. A.	Rt. 2, Mukwonago
Lawson, C. P.	Hales Corners
LeFeber, Wm.	Rt. 1, Box 3, Wauwatosa
Lillibridge, I. M.	Rt. 12, Brookfield
Lindner, Michael	Rt. 1, Caledonia
Lohman, Wm.	Hales Corners
Long, Otto	Rt. 14, Wauwatosa
Loomis Bros.	Rt. 13, Box 273, Waukesha
Lubarsky, Sam	Rt. 5, Box 411, West Allis
Ludwig, John	Rt. 10, Muskego
Lueneburg, Fred, Jr.	Rt. 1, South Milwaukee
Majavsky, E.	Rt. 2, Box 72, Racine
Maker, H. T.	Sta. D. Rt. 3, Milwaukee
Marks, Peter	Rt. 2, Box 157, South Milwaukee
Meade, Thos.	Muskego
Moosbrugger, L. J.	Sta. D., Rt. 3, Milwaukee
Moosbrugger, L. J.	Sta. D., Rt. 3, Box 18, Milwaukee
Moser, August	Rt. 2, Thiensville
McFarlane, Robert	Rt. 1, Franksville
McLea, Jas.	Sta. D. Rt. 3, Milwaukee
Neilson, Wm. C.	Rt. 2, N. Milwaukee
Neitzke, Max	Rt. 1, Box 177, N. Milwaukee
Nuelk, Herman	Rt. 1, N. Milwaukee
Otto, Chas.	Rt. 2, Thiensville
Paul, Valentine	Sta. B, Rt. 6, Milwaukee
Peterson, Mrs. Anna	Sta. D. Rt. 3, Milwaukee 9
Phillips, Bert	Rt. 7, Box 202, Wauwatosa
Preiser Theo.	Rt. 3, Mukwonago
Radzwiz, William	Rt. 2, North Milwaukee
Rainst, John	Rt. 17, S. Milwaukee
Rathschlag, Henry	Sta. F. Rt. 12, Milwaukee
Rausch, Peter	Lake Beulah
Rutkowski, Frank	Sta. F. Rt. 3, Box 62, Milwaukee
Scanlon, Pat	Rt. 2, N. Milwaukee
Schmidt, Elmer J.	Rt. 7, Wauwatosa



## TIME TO WHITEWASH

Our yearly reminder about whitewashing barns may seem to be unnecessary since every producer knows that the Health Department requires barns to be whitewashed once each year.

It seems rather important that we go about this matter in time for there are fewer spray rigs in operation and unless the work is started earlier than in former years, some producers may not be able to get service before cold weather sets in. Better line up the spray man now, rather than having to turn your cows out in cold weather and do a job that will not look too well because of cold walls.

Name	Last Known Address
Schmidt, Gust	Grafton
Schmidt, Henry	Rt. 2, Brookfield
Schmidt, John F.	Sta. F., Rt. 3, Box 917, Milwaukee
Schmidt, Jacob	Rt. 2, Box 92, North Milwaukee
Schmidt, Phil.	Rt. 7, Sta. D., Milwaukee
Schnitzler, Fred	North Prairie
Schulz, Wm.	Rt. 7, Wauwatosa
Seymer, Henry	Rt. 2, S. Milwaukee
Siegert, Herman	Rt. 1, Wauwatosa
Smith, John	Rt. 7, Box 169, Wauwatosa
Smith, W. A.	Rt. 1, Brookfield
Snyder, Andrew J.	Rt. 4, Box 382, Waukesha
Staaben, Wm.	Rt. 2, Sta. D. Box 775, Milwaukee
Somers, E. M.	Rt. 1, Sussex
Stack, John	Sta. D., Rt. 2, Box 974, Milwaukee
Stark, Edwin	Rt. 2, Mukwonago
Steffan, Mrs. W. F.	Rt. 3, Box 67, Waukesha
Stoisavljevich, Loius	Sta. D. Rt. 2, Milwaukee
Thomas, Walter	Rt. 5, Waukesha
Tietgen, Henry	Rt. 5, Box 670, West Allis
Tietgen, Huldah	Sta. D. Rt. 3, Milwaukee
Timmis, Mark A.	Rt. 2, Box 56, South Milwaukee
Torhorst, Arnold	Rt. 9, Waukesha
Tschikop, Andrew	Sta. D. Rt. 3, Box 133, Milwaukee
Uecker, Albert	Rt. 1, Oakwood
Vanselow, Gustav	Rt. 1, South Milwaukee
Voymoyan, Geo.	Rt. 19, Hales Corners
Wadewitz, Chas.	Rt. 19, Hales Corners
Wegemer, Fred	Rt. 2, Box 95, N. Milwaukee
Wendorf, Wm.	Rt 1, Wauwatosa

# The New Coburn LIME SPREADER

Makes liming the barn floor a joy — takes only a jiffy.

Covers dairy barn floors better, easier and in one-tenth the time — with an even, 4 foot wide spread.

Based on normal farm equipment depreciation, you can USE THIS SPREADER EVERY SINGLE DAY IN THE YEAR FOR LESS THAN A PENNY A DAY!

1. Doubles the value of your manure.
2. Disinfects and improves appearance of your barn.
3. Eliminates slippery floors.
4. Pays for itself in time saved.

**RUGGED AND DEPENDABLE** — Quality built for rough farm use. All steel, welded construction with solid brass shafting and non-corrosive cast aluminum alloy gears and spreader disc.

SEND FOR FREE DESCRIPTIVE FOLDER

(For Spreading Bag Lime — Not Recommended for Ground, Quarry Limestone)

## COBURN MANUFACTURING CO.

108 Whitewater Street

Whitewater, Wisconsin

Name	Last Known Address
Wendt, Chas., Mrs.	Marquette Ave. South Milwaukee
Werdev, Martin	Rt. 2, South Milwaukee
Wetzel, A.	Rt. 8, Box 819, Wauwatosa
Wielland, Henry	Rt. 4, Waukesha
Wilde, C. H.	Rt. 5, Waukesha
Wilke, Robert	Rt. 3, Box 22, Waukesha
Wirth, Jos.	Rt. 4, Box 23, Waukesha
Zuhwe, Emil	R.F.D. 31, Wales, Wis.

### What Was It?

A young bride was annoyed by her husband's presence in the kitchen while she was preparing dinner, and when he accidentally knocked her cook book to the floor, she flared up.

"Now look what you've done. You've lost the place, and I haven't the least idea what I'm cooking."

### "Victory" Livestock Exposition

The "Victory" International Live Stock Exposition will be held November 30 to December 7 in the International Amphitheatre at the Chicago Stock Yards after a wartime lapse of four years. Wm. E. Ogilvie has been named acting manager of this year's show. Mr. Ogilvie is the son of the founder of the exposition in 1900.

### BRYCE LANDT NAMED TO HEAD NEW ADA ADMINISTRATIVE COMMITTEE

Bryce S. Landt of Wisconsin Dells, Wisconsin, has been named by President D. T. Carlson of the American Dairy Association to head the new ADA Administrative Committee, in a move to streamline the association's administration which was taken by the ADA Executive Committee at their recent meeting here.

Mr. Landt, who formerly headed the ADA advertising committee, was appointed to head the new and all-important Administrative Committee as a means to make the counsel of ADA leaders more readily available to the ADA management.

Composition of the committee includes the officers and other committee chairmen of ADA—Mr. Carlson; Dr. Robert Prior of Seattle, vice-president, who is also chairman of the research committee; C. R. Schoby, Bode, Iowa, chairman of the advertising committee; and W. J. Swayer of Chicago, chairman of the membership committee.



## DECONTROL DECISION

The Price Decontrol Board has given American dairy farmers their first "free market" since April, 1942, but in doing so the board pointedly warned against further price increases, threatening ceilings again if prices do go up.

Elation over the hard-won victory of dairy farmers to free milk and dairy products from price control was sharply tempered by the realization that the board had, in effect, put the dairy industry on "probation." In its order directing price recontrol of livestock, soybeans and cottonseed products, while freeing dairy products and all principal grains, the board emphasized that it was freeing milk only because the price has not risen "unreasonable" above the June 30 ceiling, plus subsidy. If the price does rise "unreasonable," the board asserted, price controls will be clamped back on milk and dairy products, as they were on meat.

The board's admonishment was repeated by Chairman Roy L. Thompson in a radio speech two hours after the formal order was issued. The board agreed unanimously to free dairy products from price control in spite of the fact that milk will be in short supply, at least until the approach of the next flush season.

On milk prices, the board said the information it had received, to date, "Seems to evidence restraint and to show that in general prices have been in the neighborhood of the June 30 ceiling, plus the subsidy. Therefore, the board has failed to find that the price has risen unreasonably above the June 30 ceiling, plus subsidy." "However," the order continued, "the board is convinced that the public interest requires that undue prices on this commodity be avoided. The board has directed that milk and milk products shall continue free of control. However, it intends to watch prices of milk and milk products, it has arranged to receive additional reports on price developments since June 30, 1946, and it will reconsider its present determination if evidence appears that price increases since June 30 are unreasonable."

Of almost equal importance to northeastern farmers was the board's decision to leave grains, except flaxseed and grain feeds containing flaxseed, free from control. The decontrolled grains are wheat, rye, corn oats, feed oats, mixed feed oats, barley and grain sorghum, and any livestock or poultry feed processed or manufactured entirely from one or more of these whole grains.

The board, however, re-established controls over cottonseed and soybean products, making necessary a special pricing formula for mixed feeds containing protein by-products of these commodities. Under this formula, mixed feeds containing these proteins will be priced on the basis of the price of free grains in the market, the ceilings of the controlled proteins, plus the customary mark-up for processing and handling.

OPA Administrator Paul Porter was sharply critical of the board's refusal to recontrol dairy products. Porter said he was "disappointed" over the board's action and that he felt certain it would be forced to reconsider its decision at an early date. He said he expected the board would have "trouble" in catching up with milk prices "once they got away." Asked what he considered an "unreasonable" price for milk with subsidies eliminated, Porter said he had believed the rise that has taken place since ceilings were removed was "unreasonable" but that the Decontrol Board had "disagreed" with him.

Porter said that OPA's dairy section, instead of being eliminated by the board's action, would be put to "following dairy prices" throughout the country. Any evidence of "unreasonable" increases will be turned over to the board in further support of OPA's claim that dairy products should be controlled.

## New ADA Objectives

Mr. Owen D. Richards, presenting the program to the Executive Committee members, who represent affiliates of the "Voice of the Dairy Farmer" in the 36 states producing over 90 per cent of America's milk, revealed these five objectives:

1. To maintain and expand the market for all dairy foods.
2. To make the public conscious of new uses for dairy foods.
3. To re-establish and develop point-of-sale merchandising activity.
4. To build public acceptance of the dairy industry and its products.
5. To provide research on products and markets.

"The task ahead is a big one," Richards conceded, "but through ADA, all in the dairy industry will meet tomorrow's objectives just as through ADA the industry met yesterday's problems of war, rollbacks,

## New Supporters August, 1946

Balisteri, Faro, Box 370, Hales Corners.

King, Ernest, Route 13, Box 237, Milwaukee 7.

Lindner, E., and Rempe, L. R., Route 4, Box 787, Waukesha.

Meurer, Francis J., 1361 N. 54th St., Milwaukee 8.

Olsen, Lawrence, Route 2, Box 92, Hales Corners.

Nenrith, Anton, Route 2, Box 76, Hales Corners.

Rachwal, Alois, Route 2, Box 338, Waukesha.

Reul, George, Route 3, Jefferson. Schaich, William, Route 1, Menomonee Falls.

Schloemer, C. J., Random Lake.

Schmitt, John, Route 1, Box 103, Caledonia.

Steinmueller, Ed., Route 2, Box 21, Caledonia.

Timm, Fred, Route 3, Box 727, Waukesha.

Voigt, Edward, Thiensville.

Wieselmann, Mrs. Amanda, Route 2, Box 237, Hales Corners.

set-asides, ceilings, limitations and shortages.

"ADA, on its record, has met issue after issue, working effectively for the dairy industry. However, most of the emergency-time problems either have disappeared or are on their way out. Wartime problems are being replaced by peacetime problems. The big job of peacetime for any industry in a free economy is to sell more of its products."

## Twin Advertising Approach

Developing a two-pronged advertising approach, Richards said, ADA's program is aimed at keeping flexible, in order to meet unpredictable circumstances; going to the consumer with definite advertising messages with a definite sales appeal; following through with point-of-sale merchandising activity, and making the utmost use of ADA's ability — unique in the dairy industry — to obtain "tie-in cooperation" from all in the industry, from related-foods manufacturers, and from retailers, restaurants and hotels, dining cars, newspapers, radio commentators, magazines, and public figures.

Use of full-color advertisements in magazines will constitute the backbone of the new American Dairy Association advertising program.

These ads will take the form of:

1. Service ads, half-pages in color, in such magazines as the Ladies

Home Journal, Good Housekeeping, McCall's and Better Homes and Gardens.

2. Merchandising events—double-page color spreads in magazines like the Saturday Evening Post, for dominating readership, mass circulation and merchandising influence.

#### Richards Explains "Events"

While the half-page service ads are readily understood, and are the best means of obtaining steady sales influence as well as editorial support for the dairy products advertised, the merchandising events are of such sales scope as to capture the imagination of the entire industry, to the extent of stimulating industry-wide merchandising momentum.

For each of the dairy products — milk, ice cream, butter, evaporated milk, powdered milk, cheese and ice cream—a full-color spread is planned that will become the merchandising "centerpiece" for full industry cooperation at the time the ad appears.

These ads, with an unprecedented public impact, will actually become the pacemakers for all-out selling events, keyed to the time of the appearance of the ads. And each of the ads will be placed at the time of the year when those in the section of the industry represented by each dairy food agree that that particular dairy food needs the most sales promotion.

#### Cheese As An Example

"For example," Richards explained, "ADA plans to kick off this series of merchandising events with a mammoth cheese promotion this Fall. At that time, everyone in the dairy industry producing, distributing, or processing cheese, will certainly wish to tie in with the ADA ad — with processors featuring cheese in ads of their own; retailers featuring cheese in special displays; hotels, dining cars, and restaurants emphasizing cheese on their menus, and a whole series of promotional 'stunts' to call the public's attention to cheese as a basic food."

Using cheese only as an example, Richards forecast an event of a similar nature for each of the dairy foods in order, under the new all-out selling program ADA visualizes as confronting the industry.

#### Service Ads Explained

As to the half-page service ads, which will appear with regularity, Richards explained that they do an effective, long-range job of acquainting American housewives with new and better ways to use each of the dairy foods. These ads will be

based on the newest thoughts in nutrition and menu-preparation, with the counselling of home economics experts.

#### Benson On Membership Program

Harold A. Benson, ADA's Director of Organization, explained to the Executive Committee members the new plans for a year-around drive to increase producer and plant-operator support of the ADA movement. This, too, is based primarily upon service to the industry.

Each of ADA's state organization men will be equipped with the tools for a year-around membership-gaining job, Benson explained. They will be prepared to furnish anyone in the industry with the complete story on ADA, and will themselves appear before all possible meetings of producers, such as plant meetings, co-op meetings, and rallies, and will as well be key figures in the actual merchandising events of the dairy foods themselves.

"The best way to sell ADA to producers or anyone else is through ADA's own accomplishments," Benson explained, "and everyone in the dairy industry will continue to see ADA accomplishments for themselves the year around."

The membership drive includes use of press, radio and national magazines in the farm field to drive home the truth that the greater the support for ADA, the more ADA can do for the industry.

"The complete program for ADA's business year," Richards declared, "is a pace-setter for the industry — magazine ads with impact to command sales appeal . . . nationwide coverage . . . visualization of our products . . . a centerpiece for merchandising events . . . service ads . . . retailer tie-ins . . . national publicity . . . colorful billboards . . . timely newspaper ads . . . All these, coupled with a re-doubled, 12-months-a-year membership campaign, mean that through ADA the dairy farmers and their industry have armed themselves to overcome today's difficulties and move together toward a greater tomorrow."

#### BULL CALVES FOR SALE

These pure bred Holstein Bull Calves are fine individuals sired by a high record bull and from good producing dams. They range in age from one month to one year. Priced to sell.

#### CHARLES DINEEN & SONS

Route 2, Cedarburg  
Phone: Cedarburg 6173

## "CREED TO COWS"

By Ben Hawthorne

(With apologies to Joyce Kilmer.)

I think that I shall never know  
A beast as gentle as a cow.  
A cow, who all the day doth munch  
So we may eat our dairy lunch.  
A cow who roams the green-clad fields,  
And morn and night her bounty yields.  
The cow, whose dreamy, deep, brown eyes  
Can contemplate all day the skies,  
Who wanders by the mossy stream  
In sunlight rich as golden cream.  
Who gently cuds the sweet green grass  
And wonders at the clouds that pass.  
The cow at ev'ning low doth call  
From off beyond the pasture wall.  
Her voice does not alarm the bird  
That circles o'er the home-bound herd.  
I take my hat off here and now  
To my dear friend, the country cow.



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

CLIPS COWS HORSES MULES DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. Write for information on Stewart clipping equipment. Made and guaranteed by

SUNBEAM CORPORATION  
(formerly Chicago Flexible Shaft Company)  
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.  
Over Half a Century Making Quality Products

WANT MORE EGGS?  
LARGER PIGS?  
MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis  
Saukville Germantown



## Speed-Up Daily Dairy Cleaning Chores!

And give your milk or milk products every quality advantage, too! Try cleaning piping, fittings, pasteurizers, vats, coolers, separators and other processing units with Oakite Composition No. 63.

This mildly alkaline Oakite dairy detergent combines lime-solubilizing and wetting-out properties to produce fast, thorough cleaning action and discourage lime scale build-up. Safe-to-use on metal and glass surfaces, Oakite Composition No. 63 leaves surfaces scrupulously clean and ready for subsequent germicidal treatment. Economical too: A little Oakite Composition No. 63 gives highly effective solution! Good reasons why Dairymen across the country specify Oakite Composition No. 63 as the mainstay in their daily dairy clean up programs.

### FREE Help For You!

Complete how-to-use details yours FREE! Write for Oakite Dairy Data or check with your local Oakite Technical Service Representative for suggestions that may help simplify all your dairy cleaning tasks . . . stretch your cleaning dollars!

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**

MATERIALS • METHODS • SERVICE

### FOR SALE

Reg. Holstein Bull Calves sired by our Transmitter bull and from dams up to 600 lbs. of fat on twice a day milking.

**Bern. Schoessow and Sons**  
2 1/2 miles west of Thiensville, Wisconsin

## KINDY SERVICE

Means *More Than Just*  
*Being Nice To People*

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

**Kindy**  
OPTICAL CO.  
615 N. 3rd Street  
MA. 7225



## QUICK-ACTING

# DIVERSOL

DIVERSOL  
DISINFECTED



HELPS  
*prevent*

## MILK REJECTS

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

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

For Cleaning Utensils use **DUMORE**





**"YOU CAN  
SAVE MORE  
CALVES—"**

*say Elsie  
and Elmer*

© THE BORDEN CO.

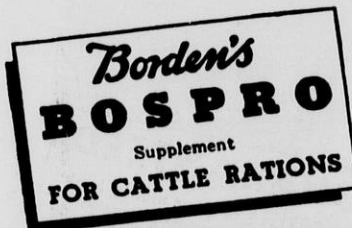
**"By feeding a Bospro Fortified  
Fitting and Freshening Ration"**

Following the clues established by Experiment Station workers, thousands of dairymen are now feeding their dry cows a fitting and freshening ration fortified with Vitamins A and D. These are the vitamins, emphasized by recent research, that promise an aid in reducing calf

losses, producing stronger, faster developing calves and helping to bring the cow back to heavy production safely and quickly.

That's why so many feed mixers fortify their dry cow rations with Borden's Bospro for Bospro is specially designed to fortify dry cow rations with large, standardized amounts of Vitamins A and D.

Ask your feed dealer to tell you about Bospro and results obtained by feeding Bospro fortified rations.



**THE BORDEN COMPANY**

*Animal Food Department*

350 Madison Avenue

New York 17, N. Y.

# DO YOU KNOW...

IT COSTS

**37¢** A DAY  
TO FEED

A CALF WHOLE MILK?



**IT'S A FACT!** It *still* costs 37¢ a day—or *more*—to feed a calf whole milk!

Like most dairymen, you feed an average of 14 lbs. of 3.5% milk a day per calf, or .49 lbs. of butterfat. Figuring the B.F. at 76¢ a pound (adding the market value of the skim milk to the B.F. price) the milk you feed a calf each day is worth 37¼¢.

**YOUR MILK IS TOO VALUABLE TO FEED!**

BUT IT COSTS  
LESS THAN

**6¢**

A DAY TO FEED  
**DAIRYADE\***

... **AND** you can feed fine herd replacements on Mutual **DAIRYADE**, the baby animal food compound, sell *most* of the milk now fed on the farm—and get **BIGGER MILK CHECKS!**

\***ONE 25-LB. PAIL OF DAIRYADE**

*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

**ADDS \$24 - \$36**

**TO YOUR MILK CHECKS**

*Order a pail from your milk plant!*

**MUTUAL PRODUCTS CO.**

535 N. 4th St., Minneapolis 1, Minn.

**FREE**

Get your handy  
**BREEDING RECORD\***  
from your milk plant or write to  
**MUTUAL PRODUCTS CO.**



**GUARANTEED**  
TO SATISFY or your money back

## Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Only by Milk Plants From Coast to Coast



# Milwaukee Milk Producer

LIBRARY  
COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 7

*"By Farmers . . . For Farmers"*

October, 1946

## News Notes From Your Dairy Council

### Films To The Front In Teaching Children Milk Lessons

On the afternoon of September 9, your Dairy Council had the privilege of showing all of the seven films in our film library to representatives of Milwaukee public and parochial schools and Milwaukee county schools. The meeting was held in the office of Miss Mary Brady, Milwaukee County nutritionist on the staff of the University of Wisconsin Extension Service.

Representatives of all Shorewood public and parochial schools attended a meeting on September 25, (arranged by Mrs. Irene Hugunin, R. N. Supervisor, Shorewood Health Department) where your Dairy Council's library of films were shown for preview.

Those attending the previews are now suggesting and recommending the films for health education activities in the classrooms under their supervision.

Very favorable comment from all of those attending these meetings makes your Dairy Council conscious of the increasingly important use of educationally sound films in the classroom teaching programs today. More classroom use of films is becoming preferable to the earlier custom of showing films to large groups in assembly rooms.

In the smaller classroom groups the teacher has the opportunity to prepare the class for each film, acquaint them with new words, phrases and experiences necessary for full understanding of each film, and, finally to discover the learned conclusions following the showing of the film.

Your Dairy Council, because of this rapidly growing use of films in classroom teaching is preparing teachers' guides and student guides to direct the interest, discussion and conclusion for the classes seeing our Dairy Council films. These are planned to assure the teacher and your Dairy Council that the students have a good understanding of the film and are, in conclusion, directed

as to ways of applying each film's new information to their daily living and eating habits.

• • •

During this the first month of the school year of 1946-47 your Dairy Council has been requested by principals in 35 schools to offer and interpret our services and educational materials to their teachers in faculty meetings. Individual teachers in 15 additional schools have requested our services and materials to aid them in the important job of teaching the values of milk and good nutrition in gaining and keeping good health.

### Educational Director Of N.D.C. Visits Your Council

Mr. Frank Allen Smola, Educational Director, National Dairy Council, spent two days recently observing the program of The Dairy Council of Milwaukee and offering many helpful suggestions for our educational program. Mr. Smola has come to National Dairy Council with an extensive background of experience in the educational field, formerly having been the Superintendent of Schools in Nome, Alaska, and most recently principal of a Junior High School in the very progressive school system at Van Port, Oregon. Mr. Smola's influence in the development of materials and films as well as guidance in the use of them by Dairy Council directors will effectively aid your Dairy Council in teaching the nutrition story of milk in Milwaukee County.

• • •

Aside from school contacts these busy fall days your Dairy Council staff has called on several members of outlying health departments and through these visits have found several new ways in which The Dairy Council may help the health departments in their community health education work.

Your Dairy Council was recently requested by Mrs. Irene Hugunin, R. N. Supervisor, Shorewood Health Department, to present a lecture and film showing to 25 members of a group known as The Health Volunteers, who aid the health department staff in health examinations in

Shorewood public and parochial schools.

• • •

Several program chairmen of Parent-Teacher Association groups are convinced of the importance of milk and its relation to good health. They have asked your Dairy Council to participate in their PTA programs in future months.

• • •

A GOOD BREAKFAST exhibit started a series of Dairy Council exhibits at St. Michael's clinic. Sister Regis, R. N. Director of the clinic, has given your Dairy Council "full sway" in setting up a series of educational exhibits and in working out nutrition teaching programs for Thursday morning clinics when between 30 and 60 children are waiting to be seen by the clinic physician or dentist. Your Dairy Council values this privilege of incorporating its milk and nutrition lessons with the clinic's educational program.

## No Ceilings On Dairy Products

The Price Decontrol Board at its last meeting decided not to put control on milk and other dairy products. Great pressure was brought on the board by OPA, but Roy Thompson, said there was not sufficient ground for recontrol at this time.

Dairy industry spokesmen have testified that the increase in butter and cheese prices since control went off on July 1, were not abnormally high — taking into consideration that subsidies are not being paid and that we are in the short season of production.

Since that time butter prices have risen, probably due to the fact that there is a very strong demand for butter and that the make at this time of the year is always low.

The decontrol board was asked to free meats from control, but decided that controls should be kept on for some time. Under the law the secretary of agriculture must first deny a petition for decontrol of meats after which an appeal can be made to the Decontrol Board.



# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1635 North 13th Street  
Milwaukee 5, Wis.  
Marquette 3057

Vol. 19 October, 1946 No. 7

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

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

Subscription .....\$1.00 Per Year

## September And October Price

Your Board of Directors met with the buyers on September 16 and agreed on a price of \$4.25 per hundred pounds for all milk shipped and accepted for the month of September, with the usual fat differential.

On September 26, the board met in monthly conference with the dealers and agreed on a price of \$4.50 per hundred pounds for all milk shipped and accepted by the dealers in October with the usual price differential. This October price is the highest in the history of the market.

## Butter And Cheese At All Time High

Eighty-one cents per pound for butter at wholesale, Chicago, on September 30, as against a high previous to this year, recorded on December 8, 1919 of seventy-four cents. Reports are current that premiums several cents above eighty-one cents are being offered creameries.

Consumer demand is strong probably because people remember that only a short while back there was very little butter to be had anywhere.

Cheese reached a new high on September 27 when 45½ cents per pound was paid for carload lots at Plymouth, Wisconsin.

Very short supplies of meat probably induces many people to buy cheese freely at the present high prices.

## Receipts And Sales Of Milk

A comparison of market conditions of August 1946 and August 1945 indicates that the total receipts in 1946 are 35,714 pounds less per day. Fluid sales last year amounted to 580,407 pounds per day and in 1946, 543,343 or 37,064 pounds less this year. Manufactured in August 1946 was 210,110 pounds as against 195,304 manufactured last year, 14,806 pounds per day more than in 1945. There were 2,872 producers last year and 2,793 this year, or 79 fewer shippers this year. The average daily shipment per shipper was 316.4 in 1945 and 312.6 in 1946, only 3.8 pounds less this year, in spite of very unfavorable pasture conditions and decidedly higher feed prices this year.

The retail price for August was 13 cents per quart and the farmers got \$3.00 per hundred for all milk shipped. In August 1946, the retail price was 16 cents per quart and the farmers received \$4.15 for all milk shipped. The basic fat test being 3.5 percent fat in both cases. Figuring 45 quarts bottled from 100 pounds of milk, the farmer got 6½ cents per quart delivered to the dealer's plant in 1945. In 1946 figuring 45 quarts per hundred pounds, farmers got 9.2 cents per quart. This makes a difference of 2.6 cents per quart which the farmers received in 1946 over 1945 for the month of August.

A buyers' strike engineered principally by the CIO but backed up by some consumers' groups, is probably responsible for the lower sales of milk this year.

There are fewer shippers in the market due to some extent to producers going to other markets, but principally because many farmers have sold their cattle and either quit farming altogether or are farming without dairy cows.

## Council Annual Meeting November 6 And 7

The Wisconsin Council of Agriculture will hold its annual meeting and Farmers-Get-To-Gether Conference at the Loraine Hotel, Madison, on November 6 and 7.

Problems affecting farmers will be discussed by speakers well versed in their subjects. A farm family luncheon, a noon and an evening banquet are planned for November 6. The annual business meeting will be held on November 7.

## Please Send In Herd Test Kits

Quite a number of sample kits for herd tests are out among our members. Probably some of our members ordered kits and because they were busy with other things, did not take samples and later on decided that the need for making tests no longer existed.

If you have one of the testing kits, including a dipper, please take samples and send in as soon as possible. It's hard to get dippers, and we don't want to disappoint anyone who applies for a herd test.

## Chlorates Effective In Fall Attack On Weeds

Fall applications of sodium chlorate is an effective way of controlling small patches of creeping jenny, Canada thistle, quack grass and many other troublesome perennial weeds, says Henry Lunz, in charge of the state department of agriculture's weed control laboratory.

Use of chlorates, however, is recommended chiefly for small areas and patches of weeds that cannot be cultivated, Lunz added. He recommends that it be applied in dry form at the rate of two to three pounds per square rod for quack and four to five pounds per square rod for creeping jenny and Canada thistle. A smaller amount will be needed to kill the weeds in the fall than during the other seasons.

It is important that the chemical be applied evenly and uniformly, Lunz said. Areas to be treated should be staked out by the square rod and the proper amount of chemical weighed out for each square.

Lunz added the caution that when sodium chlorate is used, the cattle on the farm should be given access to generous supplies of salt. It is also wise to keep cattle away from the treated areas for a few days.

Care should be taken in handling and storing sodium chlorate, he said. It should not be mixed with waste matter and should be stored preferably in outbuildings. Keep the supply of chemical away from fires.

As sodium chlorate kills the weeds by sterilizing the soil, it is not wise to attempt to raise a crop on treated areas the following year. The land will remain sterile for about one year under average moisture conditions, he said.



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

Of Milwaukee Milk Producer, published monthly at Milwaukee, Wis., for October 1, 1946.

State of Wisconsin,  
County of Milwaukee, } ss.

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

1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher: Milwaukee Co-op Milk Producers, Milwaukee, Wis.; editor, managing editor, business manager, Charles Dineen, 1633 N. 13th St., Milwaukee, Wis.

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other incorporated concern, its name and address, as well as those of each individual member must be given): Milwaukee Co-op Milk Producers, 1633 N. 13th St., Milwaukee, Wis.; Pres. Grover Dobbertin, Hartland, Wis.; Vice-President, Edwin Schmidt, R-12, Box 498, Wauwatosa, Wis.; Secretary, Charles F. Dineen; Treasurer, Roy Leckfield, Mukwonago, Wis., R-3.

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

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

CHARLES F. DINEEN, Manager.

Sworn to and subscribed before me this 18th day of September, 1946. C. J. Linden, Notary Public.  
(My commission expires June 5, 1949.)

## Hollywood Cooperates In Cheese Promotion!

As evidence of Hollywood's good will toward the dairy farmers and their industry, Paramount Studios are turning the spotlight on cheese, right at the height of the nationwide promotion of cheese! This promotion reaches its climax with the publication of an American Dairy Association full-color, double-page spread, "Cheese and Fruit — Zest at Its Best!" in the October 26 issue of the Saturday Evening Post.

At the suggestion of ADA, Cecil B. DeMille has revamped the setting of his new epic of the Colonial frontier, "Unconquered," to feature a high-interest scene in which Gary Cooper and other Hollywood celebrities feast on cheese. This \$4,000,000 film will be seen by millions of movie-goers right at the height of the cheese promotion!

*Have you contacted the whitewash man?*

## The New Coburn LIME SPREADER

**Makes liming the barn floor a joy — takes only a jiffy.**

Covers dairy barn floors better, easier and in one-tenth the time — with an even, 4 foot wide spread.

Based on normal farm equipment depreciation, you can USE THIS SPREADER EVERY SINGLE DAY IN THE YEAR FOR LESS THAN A PENNY A DAY!

1. Doubles the value of your manure.
2. Disinfects and improves appearance of your barn.
3. Eliminates slippery floors.
4. Pays for itself in time saved.

**RUGGED AND DEPENDABLE** — Quality built for rough farm use. All steel, welded construction with solid brass shafting and non-corrosive cast aluminum alloy gears and spreader disc.

SEND FOR FREE DESCRIPTIVE FOLDER

(For Spreading Bag Lime — Not Recommended for Ground, Quarry Limestone)

## COBURN MANUFACTURING CO.

108 Whitewater Street

Whitewater, Wisconsin

## Wisconsin Barley Yields More Pounds Per Acre Than Other Small Grains After This — The Deluge

Barley produces more pounds of feed per acre than any other small grain crops grown on Wisconsin farms, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Yields and production of grain are commonly thought of in terms of bushels. On this basis, oats is considered the top-ranking small grain. However, there are more pounds in a bushel of barley or wheat than oats, which more than offset the higher bushel yields per acre of oats. That barley outranks other small grains in the number of pounds per acre has been especially true this year and in 1945. Small grain production averages for the five years 1941-45 also show barley heading the list in the number of pounds per acre.

Barley yields per acre for Wisconsin this year average 1,800 pounds, according to September estimates. This average for barley is 424 pounds more per acre than oats, 420 pounds more than winter wheat, 300 pounds above spring wheat, and 1,072 pounds greater than the average number of pounds per acre of rye. The 1941-45 average production in pounds per acre for the small grains show that oats yielded seven percent less than barley, and decreases for both spring and winter wheat were 14 percent. Rye yields in pounds per acre for the five years averaged 56 percent below those of barley.

This coming month will probably see the greatest shortage of dairy products in relation to demand that this country has yet experienced. Any thought of an abundance of dairy products seems therefore far-fetched. We are in much the same position of a man who finds himself in a period of protracted drouth. To him it appears that rain is improbable and floods are out of the question. Through the West and Southwest there are many cases, however, of folks who have been caught in the path of a flood where but a few minutes before there was only a "dry run."

In the dairy industry will we again have "surpluses"; if so, how soon will they come? Prophecy is always dangerous and exact predictions are always impossible, but there are some indications, however, that we may have an abundance of dairy products sooner than many now appreciate.

In the first place, we are now producing approximately 20 percent more milk than we did in the thirties at which time, except for drouth years, we were piling up distressing surpluses. That fact in itself is not necessarily alarming, for we hope that we can maintain purchasing power above that of those distressing years, to say nothing of population increases demanding more products. More important, however, is the rising tide of agricultural production.

Those of us who have been close to the farming picture have known something of what was going on, but



not until Sherman E. Johnson of the United States Department of Agriculture presented this month figures on what was happening did we realize fully the extent or the implications of what might be ahead. Johnson presents many salient facts, but two stand out as being the most important so far as this discussion is concerned.

A. Production on typical cash grain farms in the corn belt has increased 44 percent from 1930-34 to 1944.

B. Fifty-five million acres of crop land no longer needed to raise feed for horses replaced by tractors can be used for producing human food.

Why do these figures present so potential a warning to the dairy industry — there is nothing said about more cows or more milk?

In the long run, however, shortages or abundances of food create shortages or abundances of milk, meat, and eggs within a comparatively short time. To be sure, we are not talking in terms of next month or even early next year, but potentially we have the power to produce within a shorter period than we realize more dairy products than we now know how to sell.

Time has such a habit of slipping up on us, and before we know it we may, as an industry, be caught in our thinking flat-footed in the transition from scarcity to abundance.

I say "thinking" because attitudes are quite different in times of abundance than during periods of shortage. If we cannot change our ideas or attitudes, to say nothing of our methods and products, we may be in for trouble as individuals and as an industry when the change comes. For the change will have come and we will find ourselves in another era before we know it.

But, good as dairy products are, and good as they are for us, we cannot sell 150 billion pounds of milk in dairy products with either the demand, the attitudes, or the products of the nineteen-thirties.

—National Butter and Cheese Journal

### Public Law 733 Grants Agriculture Parity With Industry In Research

A broadened and annually accelerated agricultural research program stressing improvement of marketing, handling, storage, processing, transportation and distribution of agricultural products is authorized by

Public Law 733. Known as the Flannagan-Hope Act, the bill was made law by President Truman's signature on August 14. Authors and sponsors of the measure state that the principal objective of the legislation is to give agriculture parity with industry in the field of research.

Although funds have not as yet been appropriated, the law authorizes a budget of \$9,500,000 to carry out the program during its initial fiscal period in 1947. Of this sum, \$2,500,000 is allotted to conduct newly authorized research and service, which eventually would be raised until, in 1951, it would total \$20,000,000. These authorized funds are in addition to all other funds available for marketing activities.

One of the guiding features of the program is the establishment of a National Advisory Committee of 11 members, six of whom are to be producer representatives. This committee, to be appointed by the Secretary of Agriculture, will make recommendations regarding the research and service work and assist in obtaining co-operation of affected groups and Federal and State agencies. The law provides that the members shall meet at least once each quarter year.

Basic agricultural research, now carried out under various grants by Congress, especially the Bankhead-Jones Act of 1935, which provides funds to states for additional research on all types of farm problems, will be greatly expanded. Permitted fields of research include improved methods of production, problems of human nutrition, expanded uses for farm products, conservation and development of land, forest and water resources for agricultural purposes. The major share of research will be done by state agricultural experiment stations as provided in the Bankhead-Jones Act. Public Law 733 broadens the scope of the program by allocating each state, territory and Puerto Rico 20 percent of all appropriations and additional allotments on the basis of rural and farm population ratios and the need for research on regional problems.

Joe: "That gal certainly puts on the dog."

Jim: "What do you mean?"

Joe: "Her father is an undertaker down in Georgia, and she tells everyone he's a Southern planter."

—Exchange

### New Supporters September, 1946

Asti, Theodore, Route 5, Box 940,  
Waukesha  
Aulenbacher, Arthur, Hubertus  
Aulenbacher Bros., Hubertus  
Aulenbacher, Geo., Jr., Richfield  
Aulenbacher, Milton, Hubertus  
Fantl, Roy H., Route 1, Box 13,  
Waukesha  
Howlett Sisters, Waukesha  
Jones, Mrs. Ruth, Route 1, Box 75,  
South Milwaukee  
Jung, Joseph, Richfield  
Koepp, Ray, 820 E. Mason St., Apt.  
82, Milwaukee 2  
Kuhtz, Roy, Route 4, Box 412, Waukesha  
Leitinger, Joseph, Route 5, Box 924,  
Waukesha  
Meinecke, Frank B., Route 1, Box  
154, Sussex  
Meyer, Chester, Hubertus  
Salentine, Al., Route 4, Box 730,  
Waukesha  
Schneider, Kenneth H., Richfield  
Schulteis, William, Richfield  
Schwartz, Norman, Hubertus  
White, O. M., Route 2, Box 224,  
Mukwonago

### Wagner Act Is Cause Of Strike Paralysis; Repeal It, Urges Dr. W. I. King

Dr. Willford I. King, New York economist, as chairman of the Committee for Constitutional Government, Inc., today released the following statement bearing on the seamen's and truck drivers' strikes:

"In the greatest city in America both sea and land traffic have been almost paralyzed by strikes. A general walkout all over the country has been threatened.

"Officials and law enforcement officers have stood supinely by while labor leaders usurp the power of constituted authorities and lawlessness runs rampant. The Federal government is openly defied.

"Tens of thousands are thrown out of work by 'outlaw' and other strikes. Citizens are deprived of liberty and property without due process of law. Constitutional guarantees have come to mean nothing to a class who have been led to consider themselves above any law.

"All this is the outgrowth of the unAmerican system of labor strife fostered and indeed legalized by the Wagner Act. In this and other laws supplementing it which exempt labor unions from the penalties which fall on all other citizens who violate the laws of civilized society lies the root of our trouble.

*How is your clipper? Does it need repairing?*



"The labor union dictators demand price control but will not submit to wage control. They know they will not have to submit to wage control so long as the Wagner Act remains. That law gives the employee a 'vested right' to his job. He can strike against his employer, against the public, against his government. He can 'picket' with baseball bats, as in New York City; he can use a blackjack with impunity, so complete has become the breakdown of local, state and national government, and public morality, during this period of alliance between Labor politicians and party politicians—some of both major parties. 'Labor' has become a holy cause and its dictators, super-government.

"Every time public indignation has approached the boiling point and made legislators listen to grievances, politicians with an eye on the 'labor vote' have placated public opinion with assurance that an 'undisturbed era of industrial peace is just ahead.'

"But experience says there can be no industrial peace, nor any all-out effort to offset inflation with increased production, until these steps are taken:

"Replace the one-sided Wagner Act—the National Labor Relations Act of 1935. Outright repeal, immediately, would be the shortest, surest way. The right of voluntary organization for any lawful purpose exists under the Constitution.

"Unionism should be sold to workers on its merits; never by intimidation, coercion or misrepresentation; nor by connivance of government. Good unions should survive. Compulsory unionism should cease to exist.

"The individual should be free to work for whom he pleases. If he doesn't like wages or conditions, he should be free to look for another employer to his liking. Everybody should be free to quit work, or not; but strikers should not be allowed to interfere with others who do not wish to strike, or with those who choose to take their vacated jobs.

"Employers should be free to hire whom they please, bargain with whom they please. Freedom of contract should be restored. The right to organize for mutual advantage should not be denied. The right not to organize should not be denied. The right to bargain, individually or collectively, should not be impaired. But it should be bargaining, not coercion. Intimidation, coercion, boycott should not be recognized as a 'right' to be used as a weapon to

injure any other individual or group. America should become again a country of free men and women.

"Police chiefs, sheriffs, mayors, governors and presidents have abdicated too long. Public opinion should compel them to live up to their constitutional oath of office, even though law enforcement does offend labor dictators—or anybody else.

"Of course this new—or rather old—freedom might have to be implemented during the emergency of 'reconversion' to a free country, by the police power of a revitalized national government. Congress should make mandatory the use of the national police power in any community where a citizen's constitutional right to go unmolested to and from his chosen place of employment is denied.

"Further to implement this return to freedom, the taxpayers should be relieved of the burden of financing idleness by unemployment compensation paid to strikers.

"The clearest constructive thinking on this problem has been done by John W. Scoville, Detroit economist, who has watched and studied and worked in the very thick of industrial conflict. Last May Mr. Scoville began reassembling, condensing and putting into book form the best of his writings, already widely known, and the conclusions to which the current labor chaos has brought him.

"The Scoville book, 'Labor Monopolies—OR Freedom,' is now on the presses. Almost unprecedented pre-publication demand has led to a first printing of 150,000 copies. Publication date has been set for October 13. Reviewers' copies will be mailed by October 1.

"Mr. Scoville makes clear the alternative, as he sees it. America cannot have both. It must either bring the labor monopolists under restraint, or Americans will have no freedom left."

The rich man has his motor-car,  
His country and his town estate.  
He smokes a fifty-cent cigar  
And jeers at fate.  
Yet though my lamp burn low and dim,  
Though I must slave for livelihood  
Think you that I would change with him?  
You bet I would.

—Franklyn P. Adams  
(of Information Please)

Careless driving may wreck a fender—or a family!

## Dairy Council Membership Plans Announced

Plans were announced in Chicago recently by the National Dairy Council, non-profit corporation devoted to research and education in the uses of dairy products, that its annual campaign for membership will be held this fall.

"In our membership drive," declared Milton Hult, Dairy Council president, "we take a candid appraisal of our activities, report to the industry at large regarding our professional and service features, and call on members of the dairy industry for support and guidance."

The Dairy Council, chartered in 1918, will begin its drive in October and will conclude it in December. Its research and educational objectives for 1947 will be fully determined during the course of the campaign.



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

CLIPS COWS HORSES MULES DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. Write for information on Stewart clipping equipment. Made and guaranteed by

SUNBEAM CORPORATION  
(formerly Chicago Flexible Shaft Company)  
Dept. 57, 3600 W. Roosevelt Rd., Chicago 50, Ill.  
Over Half a Century Making Quality Products

WANT MORE EGGS?  
LARGER PIGS?  
MORE MILK?

Then feed

**GRADE A FEEDS**

**FEED SUPPLIES, INC.**

Milwaukee  
Saukville

West Allis  
Germantown

Time is coming round when the udders and flanks will need clipping.



## J. C. Leonard, New Sales Manager

Announcement is made by Oakite Products, Inc., New York, of the appointment of J. C. Leonard as Sales Manager of its Industrial Marketing Division. Associated with the Oakite organization in the servicing of its specialized cleaning materials and equipment for over 22 years, the last 16 years of which was in the capacity of Manager of the Company's Chicago Division, Mr. Leonard assumed his new duties on September 1, 1946. He will direct the marketing and servicing activities of Oakite's industrial field staff from the general offices of the company in New York.

## Anderson Speaks On Price Plans

Farm prices must be held at present levels, Secretary Anderson told the nation in a broadcast from Albuquerque, New Mexico, September 24. He indicated that USDA would recommend "few if any" additional price adjustments.

"Ceiling prices do not seem to be impeding the needed production of any agricultural commodity and we in the Department feel that price adjustments are now behind us and that there should be few if any additional recommendations for upward ceiling prices," Anderson said.

Anderson pointed out that estimated net farm income this year will probably run to fourteen and two-thirds billion dollars, over 10 percent greater than in 1945. He said mortgages on farms stood at about 5 billion dollars, the lowest in 31 years.

Many people in Washington think that the new price line is prompted by the coming election in November. Democratic strength lies in urban areas in the North, and the rising cost of living has become a bitter issue in many Congressional districts.

## SHAVINGS DELIVERED

Better Than Straw  
and Cheaper

E. J. GENGLER

Hilltop 1826

## KINDY SERVICE

Means More Than Just  
Being Nice To People

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

**KINDY**  
OPTICAL CO.  
615 N. 3rd Street  
MA. 7225



## Emily Post, U. S. "Taste Dictator," Gives American Dairy Association's Cheese Promotion Her Gracious Help

Nationally Syndicated Columnist  
Advises Dairy Farmer Organization on Proper Tools to Use on Cheese and Fruit

Emily Post has given her official sanction to the American Dairy Association's autumn promotion of cheese — the first of a year-around series of selling events that will spotlight each of the dairy foods in turn.

"No public figure in America's history has ever had greater prestige as the arbiter of good taste and good manners than Emily Post enjoys," it was pointed out by Owen M. Richards, ADA's general manager.

"For that reason, the American Dairy Association called on her with a request for advice on just how to eat cheese and fruit—the unexcelled taste combination that is being featured in ADA's full-color, double-page spread in the October 26 issue of the Saturday Evening Post."

### Mrs. Post Responds

There had been some question in the minds of those preparing ADA's elaborate advertising campaign as to exactly how the American consumers should be advised to eat this delicacy. Though cheese and fruit have long been accepted as a favorite dessert among gourmets, the combination is still rather new to the average housewife — which

makes it an ideal combination for ADA promotion.

In response to ADA's letter, Emily Post (Mrs. Price Post) promptly returned this answer on how cheese and fruit might best be eaten, if "company manners" are of concern to the hostess:

"Fruit knife and fork, of course, correct. Otherwise, smallest table knife you have and fingers. Either at picnic — or fingers."

### There You Have It!

"So," Richards pointed out, "there you have it! To paraphrase Mrs. Post's own rather delicate hint, don't worry about the table tools at all! Grab that knife, slice off that cheddar, or Swiss or bleu, or whatever the cheese may be—and dig in! Savor that full-bodied, zesty flavor of the cheese, and the sweet, mellow, tangy taste of the fruit. And rest assured that you're right — because Emily Post says so!"

But that wasn't all of Mrs. Post's letter, as Richards pointed out. In a completely unsolicited confirmation of ADA's own good judgment in choosing the cheese and fruit theme for its promotion, she wrote:

"By the way, let me wish you good luck, since no combination of foods could be more healthful than cheese and fruit!"

And that, Richards concluded, is one for the merchandising books!



**"HAH! I'll bet they're talking  
about BOSPRO"**

says Elmer



**Bospro fortified fitting and  
freshening rations will help you  
save more calves—**

The importance of fortifying fitting  
and freshening rations with ample  
amounts of Vitamins A and D is be-  
coming more and more accepted as a

profitable "must" in a modern dairy  
feeding program.

Results indicate that these vitamins  
are of great help in reducing calf losses,  
producing stronger, faster developing  
calves and helping to bring the cow  
back to heavy production safely and  
quickly.

That's why so many feed mixers  
fortify their dry cow rations with  
Borden's Bospro for Bospro is spe-  
cially designed to fortify dry cow  
rations with large, standardized  
amounts of Vitamins A and D.

Ask your feed dealer for more infor-  
mation about Bospro fortified rations.



**THE BORDEN COMPANY**

Animal Food Department

350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...

**THAT A DOG-POWERED CHURN  
WON FIRST PRIZE AT THE  
WORLD'S FAIR OF 1885?**



Forerunner of the modern power churn, this crude machine was operated by a dog-powered treadmill. It won first prize at New Orleans World's Fair, 1885.

With the invention of the power churn, butter gradually assumed its role as foundation product of the dairy industry. Today *market demands* for milk, butter and other dairy products still exceed the supply.

That's why your milk is needed now for human use.  
**IT'S TOO VALUABLE** to feed to farm animals.

**FOR LESS THAN 6¢ A DAY\***

per calf you can feed fine herd replacements on Mutual DAIRYADE, the baby animal food compound, sell most of the milk now fed on the farm —and get **BIGGER MILK CHECKS!**

**\*ONE 25-LB. PAIL OF DAIRYADE**

*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

**ADDS \$24 - \$36**

**TO YOUR MILK CHECKS**

*Order a pail from your milk plant!*

**MUTUAL PRODUCTS CO.**  
535 N. 4th St., Minneapolis 1, Minn.

**FREE**

Get your handy BREEDING RECORD from your milk plant or write direct to...

**\*MUTUAL PRODUCTS**

**GUARANTEED**  
TO SATISFY or your money back

## Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

(Distributed Only by Milk Plants From Coast to Coast)

## FOR SALE

Registered Holstein cows and bred heifers with records, or from dams with records, up to 600 lbs. of fat on 2 x milking. These are sired by Sir Ormsby Hillvale Lass, whose dam has ten records. 665.6 lbs. of fat with 3.94% test at 10 years of age on twice a day milking. His sire is from the highest record daughter of Sir Pietertje Model Dell, with 1062 lbs. fat. Also a few bullcalves up to 8 mo. of age.

**BERN. SCHOESSOW AND SONS**  
Route 1, Thiensville, Wis.

## Condition Milk Cans This Easy Way!

To brighten cans and at the same time improve operating efficiency of your can-washing machine, charge your wash tank or compartment two days in succession, twice each month, with recommended solution of Oakite Compound No. 84.

This mildly acidic detergent thoroughly breaks up milkstone deposits inside of cans, removes rust from can exteriors. Gives you bright, sweet-smelling cans. As for the machine... you'll find rinsing and drying more efficient... spray jets operating at full pressure, free of lime scale.

And for daily can-washing, use recommended solution of Oakite Composition No. 82. Its rapid emulsifying and effective water-softening properties thoroughly remove fat films and help keep bacteria counts low.

### FREE Study of Your Can-Washing Procedure!

Selection of the proper detergent is most important in can-washing. Let your local Oakite Representative study your water supply and select one of the group of Oakite can-washing detergents that best fits your conditions. Call him TODAY for his FREE service in your plant!

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialist*  
**CLEANING**

**MATERIALS • METHODS • SERVICE**

## Clipper Repairs

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now.  
**ANDIS CLIPPER CO.**  
Dept. 37-K • Racine, Wis.



LIBRARY  
COLLEGE OF AGRICULTURE  
UNIVERSITY OF WISCONSIN

# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 8

*"By Farmers . . . For Farmers"*

November, 1946

## News Notes From Your Dairy Council

The month of October has had your Dairy Council's staff busily engaged in meeting with faculty and student groups, in thirty-two schools, several other adult groups, and working out future programs and exhibits for additional school groups, 4-H clubs, health departments, parent groups, Girl Scout and Brownie groups, and welfare agencies. We have assisted nursing agencies, several dentists, a librarian, and several grade school and college students in selection of milk project materials.

Your Dairy Council, in order to tell you of a few of the details of our busy month just past highlights some of our October activities as follows:

### Dairy Council Leads Off Series Of Health Lectures

1. At Neeskara School, after a faculty meeting at which the Dairy Council materials were presented, and interpreted and offered for classroom use, your Dairy Council presented to two student assembly groups a program including a short talk on the importance of choosing the right foods three times a day. Our films concluded the programs. Mr. Luenning, the principal, planned this program, with Mr. Frank Stangel (co-chairman, Milwaukee Public Schools Health Committee) as the "kickoff" of the schools' wide health and nutrition program.

2. Miss Paula Assenheimer has arranged a series of three lectures for the parents of her kindergarten pupils at Forest Home Avenue School. At Miss Assenheimer's invitation your Dairy Council presented a combined program of films and lecture entitled, FITTING FOODS FOR YOUR CHILD'S FUTURE. Your Dairy Council found this to be an excellent opportunity to encourage good food habits of children early in their school experience, both at home and at school. Many questions about the need for milk and its use in the family meal pattern generally were answered. Your Dairy Council is en-

(Continued on Page 3)

## Uniform Or Even Milk Production An Industry Problem

Several months ago, even or uniform production throughout the year was discussed in this paper. As most of our members know, a plan designed to bring about more even production of milk was used in this market for many years. In fact it was inaugurated in 1922 when milk was for the first time bought by weight and fat test instead of by the can.

The main idea at that time was to try to cure the burdensome surplus problem that occurred in the early months of the year and provide enough milk in the late summer and the fall and early winter months without putting on new farms or taking on an emergency supply (generally of low quality) to tide over the period of shortage. The plan gradually brought about a fairly uniform supply, although there was always more milk for several months of the year than was needed in the market. This condition probably can never be entirely changed because of natural conditions that do not yield entirely to man made plans. But the market did get away from the need to take on new farms almost entirely and emergency milk was a thing of the past with dairies that worked with this organization wholeheartedly.

Came the war, and with it competition for the supply of milk. The government called for large deliveries of butter, cheese, evaporated milk, and both whole and skimmed milk powder. The Chicago market, under federal order, had abandoned a plan for uniform production perhaps because the bureaucrats just had to do things differently than plain farmers did. At any rate, because of competition from these various sources, our plan was not used the past several years.

The results are beginning to be apparent, but not to an alarming degree for many of our members had gotten into the groove and kept right on trying hard to produce an even amount throughout the year.

What are the advantages to the farmer of even production? Many fresh cows in the early spring months, makes extra work at seeding and planting time. These cows tend to dry off as soon as hot weather, which generally means short pastures, comes. Fall freshening cows generally milk well through the winter, when there is less outside work to do and then milk good when grass comes. More uniform production gets away from low prices of manufactured milk, sometimes called surplus. Provides a more uniform income throughout the year. Fall calves are easier to raise than calves that have to endure hot weather in the first few months of their lives. Better control can be exercised over the herd when in the barn, where feeding and other care is a daily chore while when the herd is in pasture, many other jobs are apt to come first and the cows are taken care of when most convenient. Being creatures of habit, cows can't be neglected without loss in production. Smaller cooling capacity and fewer cans are needed if a uniform quantity is produced.

What about the dairy company? Consumers buy about the same amount the year around, except that school vacations may take some children out of the city. Plant help must be kept throughout the year, with few exceptions. Plant capacity can't very well expand and contract to any noticeable degree so that peak and valley production can be taken care of economically. If new farms must be taken on, it requires solicitation and inspection cost as well as extra office work. If an emergency supply of doubtful quality must be used to help out in a time of shortage, loss of customers may occur plus conflict with health department regulations.

The plant may not be able to take care of a heavy spring production and be forced to waste skimmilk or sell at a loss to a manufacturing plant if one is available.

A dairy can be sure of a better product for its customers, if the milk comes from the same farms the year round.

(Continued on Page 3, Col. 2)

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

CHARLES F. DINEEN, Editor  
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 19 November, 1946 No. 8

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## The October Price

On September 26, your Board met with the Milk Dealers and reluctantly accepted an offer of \$4.50 for all milk for October.

Four days later, a large condenser announced a price of \$4.50 per hundred for the last half of September. Feeling that this would also be the price for October condenseries, the Milwaukee dealers went to eighteen cents per quart on October 3, knowing that the October price to the farmers would have to be adjusted to meet competitive prices. On October 11, your Board met with the dealers, but because President Truman had not made an announcement on meat decontrol, which might seriously affect general dairy prices, the dealers were reluctant to make a deal for October milk.

The meeting adjourned to meet at the call of the chairman or until October 26, the regular meeting date. On October 26, the dealers came in and conferred with the Board of Directors. After some discussion there was unanimous agreement that the October price for all milk would be \$4.85 per one hundred pounds. The usual fat differential to prevail.

October milk delivered to homes was eighteen cents per quart, stores paid sixteen cents and retailed at seventeen to eighteen cents. Milk at wholesale in 2 gallon lots was sixty-two cents and in 40 gallon or over (to hotels, bakeries, etc.) was fifty-nine cents.

Chicago September price was \$4.80 in the 70 mile zone and milk

retailed out of stores at 20 cents per quart and home delivered milk was 22.5 cents per quart. A newspaper story that suggested that the November price might be lower than October was due to a misunderstanding. No one knows what turn markets may take.

## Buyers Strike

Labor leaders and numerous consumer groups are still carrying on a campaign to induce people to boycott milk, butter and meat. These labor leaders are the same people who demanded higher wages and short hours — and got their demands by strikes and shutdowns, some strikes, notably General Motors, lasting a long time. Most everyone agrees that inflation or very high prices result from heavy buying power and a shortage of the things people want to buy. Well, the strike for higher wages and shorter hours, meant more money for less production, in other words, the first steps in inflation. All along the line across the country, wages were raised. No goods were produced while the strikes were on, which made shortages more acute.

Farmer's costs went up. Everything he had to buy increased in costs. Money in the pocket of the workers increased their buying power for scarce goods. It would be impossible to keep price of food down with an insistent demand. Controls did not work for the same people who wanted control of prices, were willing and anxious to buy in black markets. These same black market purchasers now are on a buyer's strike. Do they realize that there are things which farmers can get along without? Of course if a farmer can do better work, which means produce more, with new and modern machinery, he may want to buy that kind of equipment. On the other hand, why produce if the consumer is not willing to buy at a price that will pay the farmer for producing?

Two sides can play at this buyer's strike game just as in other games. Perhaps the farmer ought to go on the 40 hour week with time and one half for all overtime. What would milk and meat cost then?

## Farm Labor

The Farm Labor Employment office will be located at 794 North Jefferson street after October 1,

## Dr. Krumbiegel's Article

In this issue we carry a reprint of an article written by Dr. E. R. Krumbiegel, Commissioner of Health, for the Milwaukee Medical Times. Dr. Krumbiegel wrote this story in 1940 which accounts for the quotation on the price of milk at retail being at 12 cents per quart, and roadside milk at 35 cents per gallon.

Today milk retails at 18 cents per quart and roadside stands charge from 62 to 64 cents per gallon. The difference in price now being less favorable to the roadside stands. The article is reprinted for the general information it contains. Talk it over with your city friends and relatives.

## What Christmas Seals Mean To Me

By An Ex-Caretaker

When I was a little boy, I sold Christmas Seals each Christmas along the country roads. People sometimes asked me what they were for. I wasn't very sure. But people became sick with tuberculosis, I knew, and somehow Christmas Seals helped them.



Years later I sold Christmas Seals again. It was up in the snowbound woods of Oneida County, at Wisconsin's rehabilitation camp, Lake Tomahawk. I myself had broken down with tuberculosis, and now I was getting well. So I

tramped through the cold dark woods with swinging strides and singing thoughts. Now I knew what Christmas Seals had done — for me.

1946. The telephone number will remain the same—Daly 0893.

Joe Shaughnessy has announced that veterans will be available for farm work under the G.I. Training Program. They will be available for all types of agriculture, including poultry farms, truck farms and nurseries. The details of the program are too lengthy and varied to be explained in the space available here. Shaughnessy suggests that anyone who is interested in getting a veteran, see him at 794 North Jefferson street or call him at Daly 0893. — Farm Bureau News



**COUNCIL . . . Continued From Page 1**  
 couraging other meetings of this type in schools that it contacts.

**Milk Units Of Study Have Become  
 Essential Part Of Vocational  
 School Classes**

Your Dairy Council presented and interpreted its materials and offered its many services to a faculty group of 21 instructors of Science, Health, Foods, Nutrition, Dietetics, Physical Fitness and Home Nursing classes at Milwaukee Vocational School. The meeting was arranged by Miss Isabel Scholl, Counselor of Household Arts at the school.

The Visual Aid Department has previewed our new films and arranged a November showing to students.

**Author Of Dairy Council Booklet  
 Addressed Milwaukee County  
 Primary Teachers**

Miss Laura Oftedal, teacher of third grade students at the University of Chicago Laboratory School, and author of our Dairy Council booklets, **WE ALL DRINK MILK, MILK LET'S FIND OUT ABOUT IT, BUTTER LET'S FIND OUT ABOUT IT, CHEESE LET'S FIND OUT ABOUT IT, ICE CREAM LET'S FIND OUT ABOUT IT**, on October 17, addressed a group of 45 primary teachers of Milwaukee county schools. It was a good boost for your Dairy Council. Miss Oftedal outlined methods of preparation and use of health and social studies units such as the Dairy booklets which she has prepared for classroom use.

**Adults Need Milk, Too**

Aside from helping teachers and their students to know and understand the value of adequate amounts of milk your Dairy Council is constantly "on the alert" to find ways to reach adult groups with our message.

Recently, your Dairy Council presented a lecture on **DAIRY PRODUCTS and NUTRITION** at the October meeting of The Women's City Club, at the Federated Women's Club building.

It's always surprising and interesting to hear the confessions of adults after these meetings. Invariably someone will say, "I felt as though you were talking **right at me**. I know I don't drink enough milk. I really must do something about that." A message from our Dairy Council booklet, **DON'T BE YOUR AGE**, frequently does the trick:

## The New Coburn **LIME SPREADER**

**Makes liming the barn floor a joy — takes only a jiffy.**

Covers dairy barn floors better, easier and in one-tenth the time — with an even, 4 foot wide spread.

Based on normal farm equipment depreciation, you can **USE THIS SPREADER EVERY SINGLE DAY IN THE YEAR FOR LESS THAN A PENNY A DAY!**

1. Doubles the value of your manure.
2. Disinfects and improves appearance of your barn.
3. Eliminates slippery floors.
4. Pays for itself in time saved.

**RUGGED AND DEPENDABLE** — Quality built for rough farm use. All steel, welded construction with solid brass shafting and non-corrosive cast aluminum alloy gears and spreader disc.

**SEND FOR FREE DESCRIPTIVE FOLDER**

(For Spreading Bag Lime — Not Recommended for Ground, Quarry Limestone)

**COBURN MANUFACTURING CO.**

108 Whitewater Street

Whitewater, Wisconsin

"Eat correctly and grow younger! One of the modern discoveries of science is that many of the ailments of old age can be controlled by eating the right food — and vice versa!

"For example, too, little calcium (not enough milk) **all through life** can cause the familiar shoulder stoop and brittle bones which folks have wrongly regarded as being normal for old people. Why not begin now to reap the benefits of some of this knowledge? Remember the younger you start the younger you'll stay."

**PROBLEM . . . Continued From Page 1**

What about the milk hauler. In this market most every hauler owns and operates his own truck. He is interested in hauling a full load — a pay load at all times. He can come nearer to realizing that objective if the farmers produce a nearly uniform amount throughout the year. No hauler wants to overload his truck for part of the year and have half of a load for the balance of the year, to say nothing of the extra hard work.

Have the different interests affected worked together to gain the desired end, namely a uniform supply?

Sorry to say the Producers organization, in the past, has not had the wholehearted co-operation of all dealers and very few haulers have had the intestinal fortitude to stand up for the plan when talking to a farmer who happened to have over-base milk.

It's been so much easier for some companies or their fieldmen to say to a farmer who is way overbase, "well, it's your own producers' organization's ruling, not ours, we are just going along." Not all companies or their employees have been guilty of that sort of thing, but some have. Just so with many haulers. They all know that it's costly to haul an overload at certain times and a part load at others, but to be a good fellow, they blame the Producers' organization. We have lost members in some instances because of this dog in the manger attitude of milk companies, and of haulers, and the milk has continued to come in just the same.

If a plan to bring about more uniform production is put into effect, who will stand back of it? Only our organization? This writer does not think that would be fair. Sure we took the blame in the past and the other parties got out from under.

Your Board of Directors believe that uniform production is a good thing for the whole market, but here and there some farmers are going to be hurt or think they will be hurt. Probably every farmer will get off the beam somewhat in a five year cycle. Your Board believes that dealers and haulers must join in and take responsibility for any plan put into effect for they will all benefit by it. This is in the form of a notice to the industry. If any part of the industry wants to have benefit from a plan and refuses to share responsibilities, the Board wants to know about it.

Charles Dineen, Secretary.



Ruth L. Pregentek

## A Report To The Dairy Farm

By Ruth L. Pregentek

Since my last article, which appeared in the July issue of the Milwaukee Milk Producer, I am happy to say that I have been asked by the editor to write another item. So, this month I want to again say "Hello!" to all of you in this Milwaukee metropolitan milk market.

What to write about puzzled me at first, what you may find interesting. Well, I would like to tell you more about one important phase — the work here at the office and laboratory; in particular, reference to farmers' tests — your tests.

There are four distinct steps which are followed generally in the case of each individual shipper. This means that I handle and pass through a separate cycle of four sequences, a farmer's tests for a given period, for whatever the period it may be in a certain dairy.

The first step, of course, is the actual writing down of the results of the individual test. Second, after the period has come to an end, each farmer's tests are added and then the average is found. Thirdly, I see your tests again when I actually write out the grouped tests individually, on postal cards, informing the respective members of our organization of what we had found their milk to test in butterfat content. No. 4 — lastly, the averages are entered on the weight cards kept in a special steel file cabinet as a permanent record for any future purpose that may arise. Should it become necessary to check some

producer's weights and/or tests, it is a simple matter to go to this file. Each card comprises a span of ten years and it can readily be seen, what the value of this compact and complete record means to a producer.

So you see, after going through this entire process, you receive a most accurate report, which becomes a permanent record. Still occasionally an error may creep in, due to the large number of tests that are made; and, for your information, I would like to mention that there are many hundred daily, in fact, nearly a thousand, upon occasion. However, you can readily understand that at all times we try to do our best in serving you.

All too swiftly the sands of time seep out of the hourglass, so, this will be all for now, but not before we recollect, it being November and the year nearing its close, I want to take this early opportunity of wishing each and every one of you a most happy holiday season, with a bounteous Thanksgiving Day, a very merry Christmas and a joyful New Year.

I would also like to mention that January, particularly, is an extraordinarily and unusually busy month at the office, in preparation for the annual meeting. I shall look forward to seeing many of you again, which will be my fifth time, at this yearly event. Goodbye, and with kindest regards, I am sincerely, your correspondent, Ruth.

## Dairy Council Vigilance

The educational job of the National Dairy Council in promoting the increased sale and consumption of dairy products is, according to NDC President Milton Hult, a vast one indeed.

"We are," says Mr. Hult, "through educational leaders, developing the habits of good nutrition in a field so extensive that figures in millions become common. We are vitally concerned with the nutritional education of 27 million school children, more than 10 million pre-school children, more than 26 million young people between the ages of 20 and 30, and 2 million brides each year, and of course are vitally interested in the welfare of 3 million new babies that are born annually.

"Our service, in their education, is through the nation's 180 thousand physicians, 78 thousand dentists, 104 thousand nurses, more than a million teachers, 86 thousand Red Cross

## New Members Oct., 1946

Dawson Bros., Route 1, Franksville  
Endres, Fred., Route 2, Hartford  
Gundrum, Gregory, Hubertus  
Herzog, Gottfried, Route 1, Sussex  
Lippitt, Virgil, R. 1, Box 332, Menomonee Falls  
Lofy, Adolph, Hubertus  
Neuburg, Joseph, Hubertus  
Sawyer, Albert H., Route 1, Box 317, Mukwonago  
Schaefer, Roy, Route 1, Box 21, Pewaukee  
Schumacher, Stephen, Hubertus  
Veldboom, Gordon, Route 1, Cedar Grove

workers, 2½ million PTA workers, and 2 million women's club members.

"And in doing this job, as we have done increasingly since we were established as a non-profit educational organization in 1918, we fill the promotional and educational needs of almost 50 nationally important marketing areas. We also develop and utilize more than 10 million pieces of educational literature each year through the personal contacts of our highly trained affiliated units and our administration staff. Our job, as Chairman Wallis points out, is that of eternal vigilance in education of the great American public in better nutrition, and that means better health and improved common welfare. In performing this important job, the National Dairy Council is serving every segment of the dairy industry, and deserves substantial support from everyone concerned with the production and sale of dairy products."

## QUALITY MILK\*

By E. R. Krumbiegel, M. D.  
Commissioner of Health  
Milwaukee, Wis.

The history of medicine indicates that physicians have in the past championed the production and distribution of milk of fine quality. Physicians became interested in safe milk because it is a universal children's food and is used in the diet of most adults to some extent.

Milk occupies a unique status among food substances. It is the only widely used food of animal origin which is usually consumed by humans without being cooked. It is a very suitable culture medium for innocuous as well as disease produc-

\*Reprinted from the August issue of the Milwaukee Medical Times, publication of the Milwaukee Medical Society.

(Continued on Page 5)





Ann Prinz Woelfel

## An Open Letter To Our Producers

November 4, 1946.

Dear Cooperators:

As this letter is being written, the countryside is a thing of beauty, with the trees and bushes in their autumn splendor, red and yellow and golden brown. As I was driving along the country roads, admiring all this beauty, and seeing the stand along the road with apples, cider, and other harvest crops, the thought occurred to me that it wouldn't be long and Mother Nature would blanket this panorama with her fleecy coat of white.

This thought also came to me. Now that most of the very hard work will be behind you, how about taking care of sending in those stock certificates? Several appeals have been made, but there still are a large number of shares outstanding. I know it is very easy to say to oneself, "Oh, I'll do it tonight after my important work is finished," but when evening comes one is tired and puts it off 'til tomorrow and soon those tomorrows are a week and it is forgotten. If you lost that certificate, just let me know and I can take care of it very easily. I don't like to bring this subject up again, but I guess I just have to.

I am now beginning to work on your stock accruals, which will be due each member who has been producing milk during the past few years. The work is now in its infant stage. All the weights for each month must be added by years, for each individual shipper. Then a pro-rata percentage must be established and again each shipper's annual

weight must be taken into consideration. This accrual will be based on the amount of dues paid the Cooperative by the individual producers, during the past years.

Of course only the years in which the Cooperative's receipts exceeded its expenses can be used in figuring a stock accrual. As you may remember, there were a few years in which the Cooperative suffered a small loss. Just how this will be handled will be "ironed" out by our good Board of Directors and our very able Dept. of Agriculture Accountant, George J. Gutmann.

Well, I guess I said my piece for this issue, so will close wishing you all the best wishes of the season,

Sincerely,  
Ann Prinz Woelfel.

### QUALITY MILK . . . Continued From Page 4

ing bacteria and is the most difficult of all animal foods to produce, handle, transport, package and deliver in a clean, safe, and satisfactory manner.

These facts were recognized by physicians, sanitarians, chemists, and bacteriologists many years ago. Prior to 1890, health officials knew from the experience of demonstration farms that the sanitary quality of milk could be greatly improved. Opposition by producers and distributors served largely to prevent the general adoption of regulatory standards which would increase the safety of the milk supply. The general public, together with its elected officials, were apathetic. The efforts of health officials in the securing of quality milk were therefore limited to the prevention of adulterations such as skimming and watering. These efforts served to keep some farmers from increasing their milk production by working the pump handle instead of working the land. Health officials were able to trace epidemics to the use of raw milk. Countless stones and crosses throughout the nation mark graves of those who perished due to tuberculosis, septic sore throat, scarlet fever, diphtheria and undulant fever contracted from drinking raw milk. Health officials attempted to persuade people to follow the European custom of boiling milk before using. The American consumer generally did not find cooked milk as palatable as the uncooked variety and the number of stones and crosses increased yearly.

#### First Certified Milk

In 1893 Certified milk made its appearance and this constituted the first real forward step in the evolu-

tion of a quality milk supply. Frequent bacterial examinations, together with medical, veterinary and sanitary inspection were used to insure pure milk production. The members of the Medical Milk Commissions were interested in promoting the production and use of pure milk. Public health officials are greatly indebted to these pioneers for their efforts and achievements.

The sediment test made its appearance about this same time and was a valuable asset in improving the cleanliness of milk. The sediment disk showed the presence of gross dirt but did not prove that a milk was pure or safe. A clean disk often indicated the presence of a cleaned milk rather than a clean milk since freedom from sediment could be accomplished by using a clean strainer.

Flash pasteurization of milk was developed commercially between 1890 and 1900 and was widely used from 1900 to 1907. The milk was momentarily heated to about 160 degrees F. The flash pasteurizers were not equipped with automatic control or safety devices and required the constant attention of the operator. Temporary laxity of the operator often allowed large quantities of unpasteurized or improperly pasteurized milk to pass through the machine. In New York City in 1907 the first commercial holding method pasteurizer was installed. Efficient pasteurization is the most powerful single safeguard of milk known today. While it is not to be accepted as a substitute for clean milk production proper pasteurization is our best insurance against transmission of communicable diseases by milk.

For many years the people of Milwaukee have enjoyed the benefits of a milk supply comparable in its purity and safety with the best obtainable anywhere in the world. Today the health of the community is threatened and jeopardized by the sale of milk of low sanitary quality by roadside stands beyond the city limits. The Health Department has utilized the newspapers and radio to warn people of the potential danger of this milk. The individual physician can aid greatly by warning his clients of the danger.

This community health program is one of considerable magnitude. Surveys have shown that from 11 to 12 percent of the fluid milk consumed in Milwaukee is purchased at roadside stands. This percentage is sufficiently large to create concern for community health. Why do people patronize these stands? Undoubtedly because of what seems to be a bargain price. Milk can be pur-



### Dairy Queen On Tour

Betty Gene Gardner, Wisconsin Dairy Queen, is on a tour of the eastern states. The first visit made by Queen Betty was at Atlantic City, New Jersey, while the Dairy Industries Exposition was being held week of October 21-25. Ten days in New York and Washington, D. C., followed the Atlantic City trip.

Betty is shown at left in the picture, with Mr. and Mrs. Ed Slater who were her escorts. Mr. Slater because he was chairman of the State Dairy Queen Committee, and Mrs. Slater went along to look after Ed. Just so he would not get ideas, you know.

who were her escorts, Mr. Slater because he was chairman of the State Dairy Queen Committee, and Mrs.

Slater went along to look after Ed. Just so he would not get ideas, you know.

## For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams, up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. Bulls are up to 11 months of age and very nice individuals.

**BERN SCHOESSOW & SONS**

Route 1, Thiensville  
2½ Miles West of Thiensville

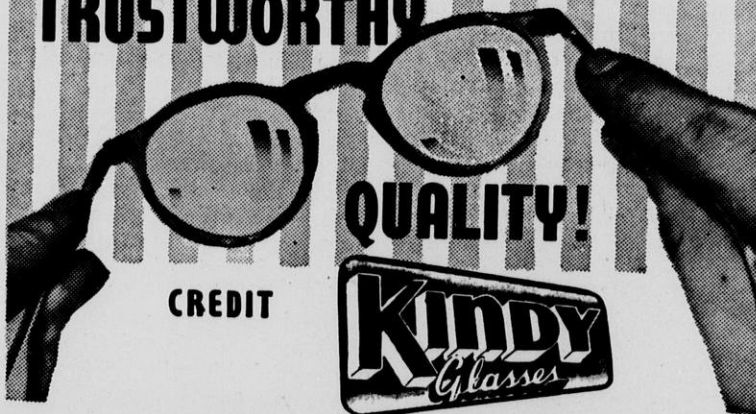
## SHAVINGS DELIVERED

Better Than Straw and Cheaper

**E. J. GENGLER**

Hilltop 1826

**TRUSTWORTHY**



**KINDY OPTICAL CO.**

615 No. 3rd Street

MArquette 7225

chased at roadside stands for 35 cents a gallon. In Milwaukee milk delivered to your door in convenient quart bottles costs 48 cents a gallon. The differential of 13 cents a gallon is greatly reduced if the purchaser

would consider the complete cost of operating his car to and from the stand.

#### Expense Involved

There is expense connected with the production, transportation, han-

dling, and delivery of milk in a safe and sanitary manner. The roadside stands are not subjected to the expense entailed in adequately safeguarding a milk supply and this also enables them to undersell local dairies. Milk sanitation begins on the farm. Before a farmer can ship to the Milwaukee market his facilities are inspected by the Milwaukee Health Department. Construction and equipment must meet certain standards. His milk handling methods, cooling methods, and equipment sterilizing methods are examined. If the farmer's facilities and methods are approved, he is permitted to ship milk and the farm is periodically inspected thereafter by Health Department inspectors. Roadside stand shippers do not meet these production requirements and can, therefore, produce milk more cheaply. Accordingly, they receive less money for their milk from the stand operators than the Milwaukee dairies pay to their shippers. The fact that many farmers who were refused admittance to the Milwaukee market or who were barred from it are at present selling milk directly from



**"HAH! I'll bet they're talking  
about BOSPRO"**

says Elmer



**Bospro fortified fitting and  
freshening rations will help you  
save more calves—**

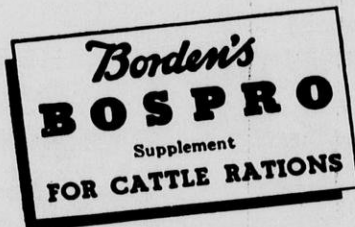
The importance of fortifying fitting and freshening rations with ample amounts of Vitamins A and D is becoming more and more accepted as a

profitable "must" in a modern dairy feeding program.

Results indicate that these vitamins are of great help in reducing calf losses, producing stronger, faster developing calves and helping to bring the cow back to heavy production safely and quickly.

That's why so many feed mixers fortify their dry cow rations with Borden's Bospro for Bospro is specially designed to fortify dry cow rations with large, standardized amounts of Vitamins A and D.

Ask your feed dealer for more information about Bospro fortified rations.

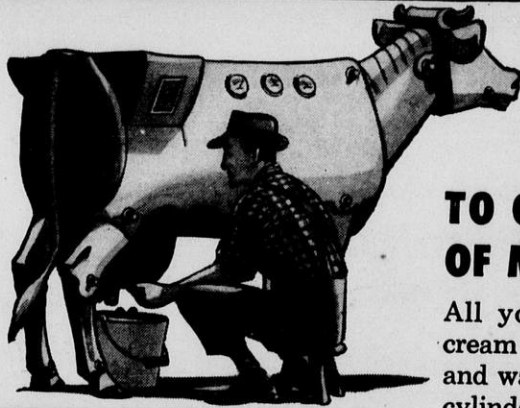


**THE BORDEN COMPANY**

Animal Food Department

350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...



## THIS "COW" GUARANTEES TO GIVE 40 GALS. OF MILK AN HOUR

All you do is pour sweet cream butter, milk powder and water into her gleaming cylinder, set the gauges for the desired butterfat content, turn the switch and *presto*—40 gallons of milk an hour!

Used on Army transports during the war, this "cow" breaks up the fat globules with centrifugal force to provide pure, emulsified milk or cream.

Soldiers and Civilians alike drank more milk during the war than ever before, and demand still exceeds supply.

That's why your milk is *too valuable to feed to animals.*

**FOR LESS THAN 6¢ A DAY\***  
per calf you can feed fine herd replacements on Mutual DAIRYADE, the baby animal food compound, sell most of the milk now fed on the farm—and get **BIGGER MILK CHECKS!**

**\*ONE 25-LB. PAIL OF DAIRYADE**  
*with a minimum of milk and your own hay and grain*  
**RAISES 2 CALVES FOR 6 WEEKS**  
**ADDS \$24 - \$36**  
**TO YOUR MILK CHECKS**

*Order a pail from your milk plant!*

**MUTUAL PRODUCTS CO.**  
535 N. 4th St., Minneapolis 1, Minn.

# Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

**Distributed Only by Milk Plants From Coast to Coast**

**FREE** Get your handy  
BREEDING RECORD  
from your milk plant or write to  
**MUTUAL PRODUCTS CO.**



**GUARANTEED**  
TO SATISFY or your money back

## Hit Bugs Hard... More of Them In Less Time!

The Oakite bacteria-control program begins with the slogan "Hit 'Em Where It Hurts Most" . . . and the preliminary weapon is fast-emulsifying Oakite Composition No. 63, the efficient detergent that destroys bacteria-nurturing fat films, milk residues, casein deposits.

This cleaning action paves the way for the devastating knock-out punch Oakite Bactericide delivers to thermophilic and thermoduric organisms. The extremely low alkalinity (solution pH is about 8) of this free-draining, instantly soluble, chemical sterilizer assures "flush-on-the-jaw" destruction of more bacteria in less time!

## FREE In-Your-Plant Service!

More and more dairy operators are using this 1-2 technique for the kind of on-target sanitation that provides maximum product protection at minimum cost. Your Milwaukee Oakite Technical Service Representative will help you plan the attack. His service in your plant is free, without obligation. Consult him TODAY!

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**  
MATERIALS • METHODS • SERVICE

their farms, is evidence that this milk does not meet Milwaukee standards.

It is impossible here to describe in detail all of the safeguards which enter into the transportation and handling of milk distributed by Milwaukee dairies, but a few highlights can be mentioned. Milk received at Milwaukee dairies is examined by inspectors for temperature and odor. Sediment tests are performed and if there show lack of proper cleanliness the milk is rejected and returned to the farmer. Milk purchased at roadside stands has been

subjected to sediment tests and found to be extremely dirty.

### Bacteria Count

When healthy cows produce milk which is properly handled, the number of bacteria present is relatively small and they have a negligible effect on the milk. When produced by certain unhealthy cows or when produced under insanitary conditions, or improperly handled or refrigerated the bacterial count is usually high. This count is, therefore, a yardstick of milk sanitation. In Milwaukee, milk in bottles is

picked up from delivery wagons at frequent intervals and subjected to examination in the Health Department Laboratory. The dairies, of course, do not know when or where the specimens will be picked up. Bacteria counts are done and the counts must be maintained at reasonably low levels. The average bacterial count of the milk specimens from all Milwaukee dairies during 1940 was 7,826.

(Continued Next Month)



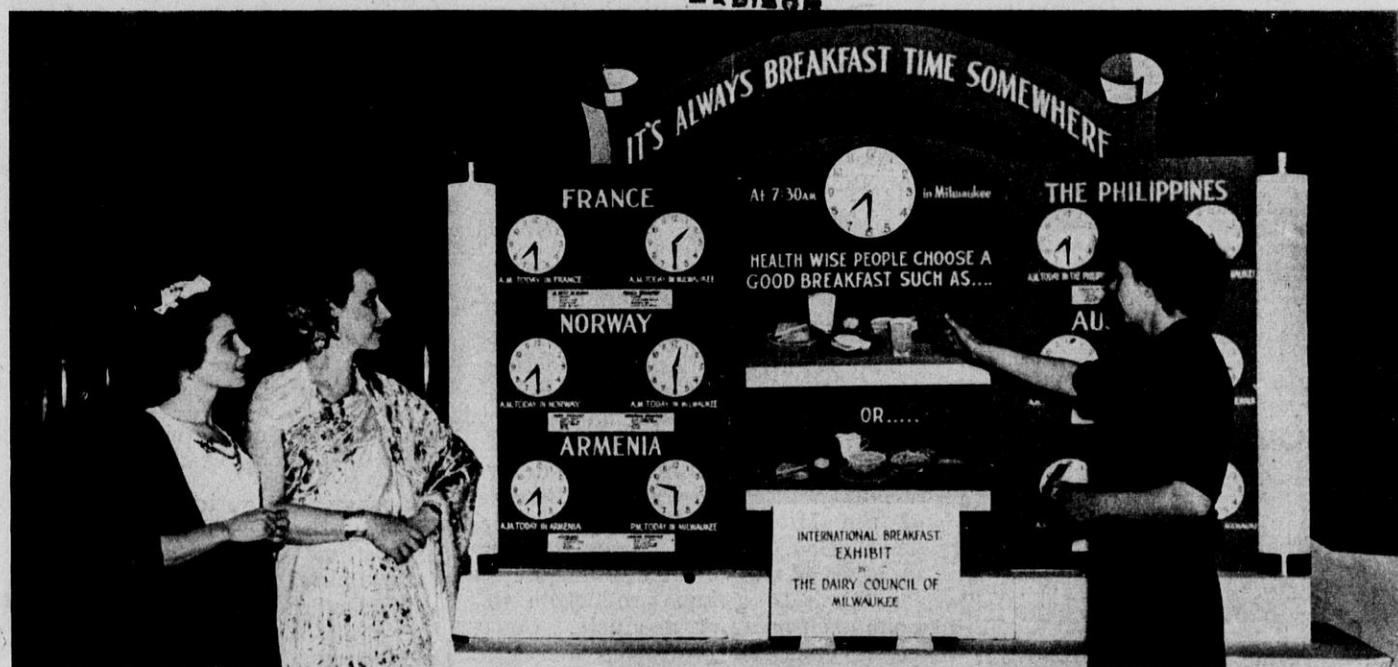
# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 9

LIBRARY  
COLLEGE OF AGRICULTURE  
"By Farmers For Farmers"  
UNIVERSITY OF WISCONSIN

December, 1946



Mrs. Margaret Krauser, Assistant Director and Nutritionist, is shown discussing the importance of milk and other protective foods in the breakfast meal with Mrs. Juan De La Torre (center), chairman of The Folk Fair and Mrs. Dorothy Fontanazza.

Your Dairy Council's new International Breakfast Exhibit made its first appearance last Sunday, December 1, at the Holiday Folk Fair at the Auditorium, sponsored annually by the International Institute, one of the Red Feather Agencies.

The theme of our exhibit is **IT'S ALWAYS BREAKFAST TIME SOMEWHERE**. It portrays two interesting lessons. One lesson is the element of time. The hands of a clock point to the 7:30 a.m. breakfast time of each of six countries from which Milwaukeeans or their ancestors have come. Another clock, in each case, tells the comparable time in Milwaukee. The typical breakfast menu for each country is exhibited along with these clocks.

The spotlighted message is that at approximately 7:30 a.m. in Milwaukee, health-wise people are choosing a well-planned breakfast to start the day right — not just a doughnut and coffee breakfast but one which includes milk and the other essential protective foods to keep our minds and bodies efficiently active until the noon-day meal.

Most of the 12,000 people who attended the Folk Fair visited our exhibit and listened to the explanation by the Dairy Council nutritionists,

telling of the importance of the right kind of breakfast as displayed in attractive food models in our exhibit.

Your Dairy Council's staff considered this a fine opportunity to reach these international groups. Teachers, public health nurses and social workers as well as our staff believe that of the three meals the breakfast habits of the people of Milwaukee are the most serious in their lack of good food selection.

Through this activity, your Council's staff had the opportunity to meet leaders of various national groups which we believe will lead to further opportunities for us to tell our milk and nutrition story to these people, many of whom need our help and instructions.

Several teachers and school principals who visited the exhibit spoke of its worthy classroom value. Our new unit of study having the same title, **IT'S ALWAYS BREAKFAST TIME SOMEWHERE**, will be off the press in the early spring of 1947. This exhibit will be offered to schools as a loan unit to accompany their study of good breakfasts.

The Nutrition classes of student nurses and dietitians at Milwaukee

County General Hospital were recently acquainted with the services offered by The Dairy Council in a summarized report of its community education activities accompanied by a film showing. These people will be telling the nutrition and milk story to others when they go out into their chosen fields of nursing and dietetics, such as public health, institutional, or industrial. Aside from their learning basic knowledge of nutrition, Miss Ada B. Lothe, head dietitian at the County institutions and Miss Ruth Humboldt, the teaching dietitian, see the need for these future leaders and teachers to become well acquainted with the organization to which they may turn for authoritative help in nutrition education.

During recent weeks The Dairy Council has been called upon for programs to be presented to several Girl Scout and Brownie Troops. The Girl Scouts at Capitol Drive Lutheran Church and two Brownie troops at Cumberland School, Whitefish Bay during the month of November were shown selected Dairy Council films and were given short introductory talks by Dairy Council nutritionists.

(Continued on Page 5)

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

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

Vol. 19 December, 1946 No. 9

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

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

Subscription .....\$1.00 Per Year

## NOVEMBER PRICE

Your Board of Directors met with the milk dealers on November 26, to consider the November milk price.

There was considerable agreement on the buyers' part for a lower price, and the directors thought that five dollars would be in line. The settlement was finally made at \$4.85 with the usual fat differential.

Dealers reported that consumers complain about the retail price, although it is lower than in any other large city. Sales are about 10% below last April.

## ANNUAL MEETING

The Board of Directors under the constitution and by-laws adopted at the last annual meeting are authorized to set the date of the annual meeting of this organization.

Under the original set-up, the date for the annual meeting was set for the fourth Tuesday in January. The business year for our organization is the calendar year, which did not give much time to get the books audited and the annual report ready before the annual meeting.

The board took this into consideration, and set the date of the next annual meeting for February 25, 1947, the last Tuesday in that month. The members of the board hope that the weather may be more favorable than it has been on some occasions in the past.

The meeting, as usual, will be held in the Milwaukee Auditorium.

A formal notice of the annual meeting will go to all producers who are paying dues not less than 7 days before the annual meeting.

## RESOLUTION COMMITTEE

President Dobbertin, has named the following members to serve on the resolution committee for the 31st annual meeting of the Milwaukee Co-operative Milk Producers:

Edward M. Bussewitz, chairman, Waukesha County; Wm. Mahr, Racine County; Louis Lemke, Ozaukee County; John Ballbach, Milwaukee County; Arthur Christopherson, Waukesha County.

Anyone wishing to present resolutions should send them to the Milwaukee Co-operative Milk Producers, 1633 N. 13th St., Milwaukee 5, Wis., in care of the Resolutions Committee.

## Council of Agriculture

The Eighteenth Annual Meeting of the Wisconsin Council of Agriculture held at Madison, on November 6 and 7, drew a large crowd of farmers. Of special interest to dairy farmers was a talk by B. F. Beach, of the Michigan Milk Producers Association. Beach saw danger ahead for dairy farmers unless steps are taken to adjust production to demands for dairy products. Consumer resistance to price increase which reduce sales and the producers ability to produce more per farm than in pre war time, may mean burdensome surpluses, Mr. Beach said.

John H. Davis, Secretary of the National Council of Farmer Co-operatives, just back from a trip through Europe, gave a very interesting and informative talk. Davis believes that we can best help Europe by teaching it to help itself.

A panel discussion — "Are we in Business Together," by a farm economist, a CIO economist, and an industry representative, held the close attention of the assembly. Not enough time could be taken to allow for questions and discussions. The annual banquet — well there is an old saying that suggests that it's "better to keep silent if you can't say anything good about the deceased."

Resolutions adopted include recommendation of a program of soil conservation, an effort to get the state bonding and licensing law strengthened by amendment, a study of Joint Inter Group relations so that agriculture, labor and industry will have a better understanding of each other's problems, educate consumers to understand the need of protective diets, induce the legislature to give more attention to school facilities, consider a constitutional

amendment likely to be introduced on segregation of highway funds.

Officers and directors were elected at the annual business meeting as follows: C. F. Claflin, Milwaukee, President; Charles Dineen, Cedarburg, Vice President; Harvey E. Thew, Madison, Treasurer; and Milo Swanton, Madison, Executive Secretary.

## REDUCE LOSSES FROM MASTITIS

Germs causing mastitis enter the cow's udder through the opening at the end of each teat. This is why it is important to disinfect the milking machine after using it on a mastitis-infected cow. Bacteria causing this disease are also easily picked up when the cow's udder comes in contact with dirty stall floors.

### Answers to Some Questions You May Be Asking

Is mastitis a serious disease? It is one of the MOST SERIOUS and destructive diseases among dairy cattle today. . . . Is it prevalent in Wisconsin? Yes, Wisconsin, like other dairy states, suffers great loss through mastitis-infected herds. . . . What does the loss involve? Many high-producing cows are lost outright through acute mastitis. Or the farmer's herd can become infected with chronic mastitis (harder to detect) so that the quantity and the quality of milk are both lowered.

Cows that have one or more infected quarters give less milk. Milk from mastitis-infected cows does not contain as much butter fat, milk sugar and other elements that count in the making of butter and cheese. . . . What can be done? Every farmer can reduce the spread of mastitis by good herd management. Practical ways for going about mastitis prevention are outlined briefly in this circular. But first it is important to know something about the disease — its causes and effects.

### What Causes Mastitis

Any inflammation of the udder of the cow can be described as mastitis. The direct cause is infection by various types of bacteria that enter the udder through the opening at the end of the teat, travel upward through the teat canal and then into the milk cistern where they attack healthy tissue. Such germs may come from dirty bedding, improperly cleaned milking machines, or even the milker's own hands. Milking a mastitis-infected

(Continued on Page 3)



## Bull From The Farm Of T. Fred Baker, Brings Big Money

A Holstein bull from the farm of T. Fred Baker at Hartford, was brought in to the Milwaukee Stock yards last week by C. Sorenson and Sons. This exceptional bull weighed 2300 pounds and sold for sixteen dollars per hundred, a total of \$368. This was the highest priced bull known to ever have been sold through the Milwaukee yards.

### DAIRY COUNCIL . . . from page 1

One little Brownie (9 years old) after being asked what she especially learned from seeing our film, **SKINNY AND HUSKY**, said: "Well, whenever I think I don't need to drink the 4th glass of milk some day, I'll be sure to remember Skinny. Nobody wants to be a Skinny, 'cause Husky has more fun."

At the request of Mrs. Margaret Wilson of The Milwaukee County Council of Social Agencies, your Dairy Council was asked to present and interpret, to their Council's Committee on Dental Health, the services of The Dairy Council of Milwaukee. The entire committee meeting was devoted to the discussion of the splendid possibilities for the use of The Dairy Council's services by the 165 social agencies in Milwaukee County.

Dr. Abbott, D. D. S., of the faculty of Marquette University Dental School and the person in charge of dental care at Lakeside Children's Center said: "It seems to me that we have here the nucleus of a county-wide educational program which fits perfectly our goal of teaching the people for whom our agencies are responsible, the rules for proper food selection and daily care of the teeth to promote and maintain good dental health."

As a result of the discussion, your Dairy Council was requested to prepare mimeographed flyers listing the educational services offered by The Dairy Council to the social agencies in this county. These flyers will be enclosed by the Dental Health Committee in letters to all social agencies promoting their use of The Dairy Council services. In these days when food costs are high, it is most important for your Dairy Council to reach the low income groups with a message of guidance and help in their budgeting and planning so that fluid milk in quantities to meet the nutritive needs of

# Attention Dairymen!!

The Cow Population of the United States is the lowest in ten years.

Milk prices are the highest on record.

Raise your heifer calves on **YEAST FOAM CALF FOOD** and **YEAST FOAM CALF GROWER PELLETS**.

High quality feeds, sold with a money back guarantee.

Manufactured by:

**The Ohio Grain Company**  
Milford Center, Ohio

Distributed by:

**Eby Sales Company**  
Milford Center, Ohio

## CLIPPERS SHARPENED REPAIRED

SEND ALL YOUR BLADES AND CLIPPERS TO US FOR SHARPENING AND REPAIRING. WE GUARANTEE RESULTS.

We maintain a special sharpening and repair service department, for Stewart and Andis clippers, and make them cut and run like new.

### BLADES SENT IN BY MAIL

Wrap securely, show your name, address to package with **seventy-five cents** and plates will be returned by mail at once in our new way shipping box, which makes blade shipping easy and quick for you, by using our sharpening service.

### WHEN SENDING IN COMPLETE CLIPPER FOR REPAIR

Wrap securely, show your name, address, and attach instructions to package. We will carefully test, and make necessary repair at a reasonable price and return clipper C. O. D. to you.

COMPLETE STOCK BLADES AND PARTS  
STEWART AND ANDIS CLIPPERS

## WM. PUETZER SERVICE STORE

For Over Twenty Years  
Highway 15  
R. 4, WAUKESHA NEW BERLIN, WIS.  
Telephone GR. 9643R2

these families is still kept uppermost in their food supply lists.

### Dairy Council Statistics For November, 1946

353 Contacts were made with leaders and teachers to promote and encourage Dairy Council and group activities.

2156 Adults, and 13974 children were reached in programs led by Dairy Council staff and encouraged and planned by them.

17540 pieces of Dairy Council materials were put into action.

### MASTITIS . . . from page 2

cow on the stall floor or bedding may spread the disease.

Mastitis can also develop from an udder injury. A cow lying down may be stepped on by another cow stanchioned near-by, and her udder bruised. Chapped teats, breaks in the skin from cowpox, or teats injured by careless handling of milking machines may end in mastitis. Sharp gutter edges or bare hard concrete floors can bruise the cow's udder which is, of course, more

(Continued on Page 4)

## Season's Greetings

# DRIED MALT SPROUTS

**NOW AVAILABLE**

**JAMES J. DONOHUE**

**Ed. 0462W 8310 N. Port Washington Ave.  
Milwaukee 9, Wisconsin**

## Ice Cream Featured For Xmas In Newest ADA Advertisement

**Public's Imagination Stimulated by Better Homes and Gardens Ad, Owen M. Richards Shows**

The ease with which ice cream can transform any meal into a special occasion is stressed in the American Dairy Association advertisement appearing in the December issue of Better Homes and Gardens, according to ADA's general manager, Owen M. Richards.

"This ad is timed to coincide with the Christmas holidays when housewives will be hunting for new and more appetizing ways of serving popular foods," he said.

"This ice cream ad — reaching nearly two and a half million readers — is part of ADA's comprehensive campaign to stimulate the imagination of the buying public with new and tantalizing ways of serving ice cream and other dairy foods," he pointed out.

### Dressing Up Ice Cream

"It shows how ice cream, dressed up with a sprig of holly and a generous slice of fruit cake, will glorify any holiday dinner into singing 'Merry Christmas!'"

He quoted from the ad as follows:

"So simple, so gay . . . it's a Holiday!

"Ice Cream . . . a sprig of holly . . . fruit cake. Simple as that. And your dessert fairly sings: 'Merry Christmas!'"

"One quick touch adapts Ice Cream to **any** special occasion. On a holiday or **any day**, you're always right in serving Ice Cream. It glorifies a dinner . . . simplifies your work . . . satisfies everyone! Decorated or plain, Ice Cream's delicious. So **extra** delicious, you're apt to forget that Ice Cream is as good for you as it tastes.

"So enjoy Ice Cream every day. Make it a Family Affair. And remember, the easiest treat to serve is so often the very best — ICE CREAM — AMERICA'S FAVORITE!"

Comments from key men in the ice cream industry are enthusiastically in favor of this promotion. One manufacturer described the ADA ice cream ad as "the most wonderful piece of copy ever written on ice cream."

### Tie-Ins Scheduled

Mr. Richards pointed out that already a number of tie-in ads are being scheduled by ice cream man-

## NEW MEMBERS

At the regular monthly meeting of the Board of Directors held on November 26, approval was voted of the following list of new members:

W. A. Erasmus, 1914 N. Prospect Ave., Milwaukee

Jos. A. Prochnow, Rockfield  
Gust Zache, Route 1, Box 124, Union Grove

C. A. Dummler, 1448 N. 50th Place, Milwaukee

Clarence Schure, Route 2, Oconomowoc

Roland A. Rabe, Rt. 1, Fredonia  
Frank Rewolinski, Route 2, Box 44, Caledonia

Victor E. Michel, 6151 S. 51st St., Milwaukee 14

Melvin Haugen, Route 2, Box 71, Caledonia

Paul W. Mueller, Route 13, Box 347, Milwaukee

Victor Erwin, Route 2, Box 273, Hales Corners

Edward Beuscher, Rockfield  
Robert Winkelman, Route 2, Pewaukee

John Neidhardt, Rt. 1, Pewaukee  
Oscar Weidmann, Cedarburg

ufacturers, national bakers of fruit cake, as well as tie-in support by retail stores. National newspaper advertising for Grennan Cakes features fruit cake and ice cream, for example. Further promotional tie-ins are on the way from producers of cranberries, likewise featured in the ad.

The American Dairy Association is devoted to promoting all dairy foods without reference to brand-names; and is carried on by means of nationwide advertising, merchandising, and public relations activities supported by the 5,000,000 dairy farmers of America.

### MASTITIS . . . from page 3

sensitive than other parts of her body. Contact with a cold stable floor due to lack of adequate bedding may result in udder injury.

### What Mastitis Does to the Udder

Nature has made the cow's udder so that it is self-protective. First it is divided into two halves; then each half is divided into two quarters. All these four quarters are entirely separate; a "wall" of tissue separates one from the other. In this way, mastitis may affect one quarter but the other three will remain healthy and continue to milk normally.

However, if we were to examine the inside of the diseased quarter under a microscope, we would see



a great difference. Instead of normal, healthy tissue which is elastic and sponge-like, we would find hard, fibrous tissue. With each flare-up of mastitis, more of this abnormal tissue is formed. The quarter begins to have "hard places" and milks less and less.

### Watch Your Cows for Symptoms of Mastitis

It is not generally understood that mastitis may occur in two forms: acute and chronic. For practical purposes, information here applies to both. The main thing to remember is that acute mastitis strikes more quickly, may cause death and is a serious menace to a cow's health. Chronic mastitis develops slowly, may never show gargety milk but can produce a "carrier" cow because it is contagious. Sometimes what seems like acute mastitis may be a flare-up of chronic mastitis. For this reason, precautions to prevent the spread of the disease are important.

### Acute Mastitis May Cause Death

Acute mastitis strikes fairly fast but seldom shows in the milk before the symptoms appear. However, these symptoms are readily noted: loss of appetite, rapid breathing, partial or complete loss of milk. As the infection develops, the udder becomes swollen and sore, and feels hot and feverish. Any swelling extending above and in front of the udder also indicates that something is abnormal.

It is always wise to call a veterinarian promptly when symptoms like this indicate acute mastitis. If at all possible, move the sick cow away from the rest of the herd and milk her last, being careful not to milk on bedding or floor. No milk from the sick cow should be used, either for humans or for feeding other animals, and the milker's hands and all pails or utensils should be disinfected.

Precautions like the above are advisable because acute mastitis resembles a flare-up of a chronic contagious condition. But it may also be an infection in itself caused by various bacteria living in soil, bedding, floors, gutters, etc. that gain entrance to the udder, sometimes through injury.

### Chronic Contagious Mastitis (Garget)

Chronic mastitis is not so spectacular as highly acute mastitis just described but it causes far greater loss to the farmer. This is because cows may become infected and remain so the rest of their lifetime

without giving abnormal milk or showing any signs of udder damage. However such cows (known as "carriers" or "spreaders") can infect an entire herd, causing losses of good animals and lowering both quantity and quality of milk.

Chronic mastitis is the most common cause of abnormal udders in dairy cows. It is usually caused by a "strep" (streptococcus) organism which, although easily destroyed by common disinfectants and direct sunlight, can live for weeks and months in the soil or bedding or floor of a barn. Milk from infected cows contaminates the barn and keeps the disease alive on the farm.

### Why Chronic Mastitis Is Hard To Detect

Here are two reasons why dairymen do not always know that chronic mastitis exists in their herds.

1. The infected cow's milk may appear normal always; and her udder may show no signs of mastitis.
2. It often takes a long time for chronic mastitis to develop. After the bacteria enter, the udder may appear normal for several months. Then, when the cow's body resistance is lowered—through an injury, a digestive upset or unbalanced feeding—the disease flares up. It is important to remember that all this time, when no symptoms of mastitis showed, this cow was a carrier or "spreader" of the disease to other members of the herd.

### Do Cows Recover from Chronic Mastitis

Recovery from chronic mastitis caused by the common "strep" germ seldom occurs, although the appearance of the milk may cause the farmer to think so. Within the udder, the germs continue to live and multiply. Most of them are carried out through the cow's milk but enough remain trapped in the udder to keep the infection alive. One quarter only may be infected first; but in time other quarters may suffer so that the cow milks less and less.

### Prevent Losses from Both Kinds of Mastitis

One mastitis-infected cow can threaten the milk production of the entire herd. Anything that prevents mastitis from getting a hold pays the dairy farmer well.

Watch out for anything unusual about your cows: loss of appetite; an over-thin condition that may result in a lowering of the cow's capacity for resisting infection; bruises on the udder; lacerated teats.



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

CLIPS COWS HORSES MULES DOGS

Clip your animals the fast, easy way with the Stewart electric Clipmaster. It's the clipper with the quiet, powerful, air-cooled ball-bearing motor right inside the cool Easy-Grip handle. Has anti-friction tension control that assures perfect tension between blades and provides easy adjustment. Write for information on Stewart clipping equipment. Made and guaranteed by

SUNBEAM CORPORATION  
(formerly Chicago Flexible Shaft Company)  
Dept. 57, 5600 W. Roosevelt Rd., Chicago 50, Ill.  
Over Half a Century Making Quality Products

WANT MORE EGGS?

LARGER PIGS?

MORE MILK?

Then feed

GRADE A FEEDS

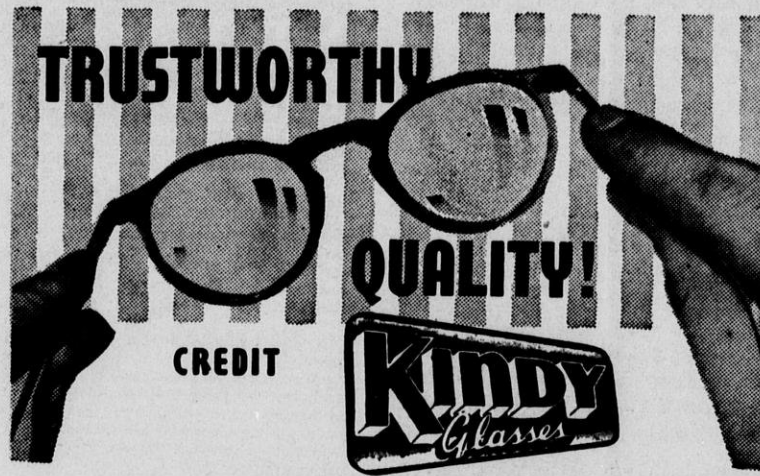
FEED SUPPLIES, INC.

Milwaukee West Allis  
Saukville Germantown

Proper operation of milking machines is necessary to keep the cow's udder and teats in good condition. Milking with a vacuum greater than that recommended by the machine's makers may mean partial paralysis of the end of the teat. The milking machine should not be left on the cow after the milk flow stops; a good milker removes the teat cups immediately.

Heavy feeding for high production is often blamed for mastitis. Although heavy feeding alone will not cause mastitis, it may help bring about acute attacks in cows already infected. Any animal being pushed to capacity is an easy victim of disease. Moderate production may bring higher returns over a period of time than peak production wrecked by attacks of disease.

(Continued Next Month)



**KINDY OPTICAL CO.**

615 No. 3rd Street

MAquette 7225

### Snappy Retort

The proofreader on a certain small southern newspaper happened to be a woman of great precision and extreme propriety. One day a reporter succeeded in getting into type an item about "Willie Brown, the boy who was burned in the West End by a live wire."

On the following day he found on his desk a frigid note from the proofreader asking, "Which is the West End of a boy?"

It took him only an instant to reply: "The end the son sets on, of course."

### QUALITY MILK

By **E. R. Krumbiegel, M.D.**  
Commissioner of Health  
Milwaukee, Wisconsin

The following is a continuation of an article which appeared in the November issue of the Milk Producer.

#### Tests Made

In March of this year and again in July, milk was purchased at various roadside stands near Milwaukee and examined. Of 11 specimens examined, the lowest count was 42,000 per cc. and the highest 2,070,000. Only 3 of the 11 samples showed counts of less than 100,000 per cc. and 4 showed counts of over 1,500,000 per cc. The average of all 11 samples showed 782,600 bacteria per cc. The potential danger is apparent when we consider that this milk probably had a low bacterial count as it came from the cows. Imagine what would happen if a milker had a streptococic sore throat and acci-

dentally introduced a few virulent hemolytic streptococci into the milk. By the time it reached the consumer, many thousands of such organisms would be present per cubic centimeter. A child drinking a 250 cubic centimeter glass of such milk, would consume hundreds of thousands, if not millions, of virulent organisms.

Ordinarily proper pasteurization might be expected to kill the virulent bacteria. However, milk purchased at roadside stands and labeled pasteurized was found to contain more than 1,500,000 bacteria per cubic centimeter. Laboratory examination showed it to be decidedly under-pasteurized or not to have been pasteurized at all.

In Milwaukee, all milk sold, except Certified milk, must be pasteurized in the city. The pasteurization equipment and methods must be approved by the Health Department. Milk samples routinely picked up in Milwaukee are subjected to the phosphatase test in the Health Department Laboratories. The test is based on the fact that milk contains an enzyme called phosphatase which is inactivated during the pasteurization process if properly carried out. Of all human disease producing organisms which can occur in milk, the tubercle bacillus is the most difficult to destroy by heat. Over all ranges of temperature and time, phosphatase is more difficult to destroy than is the tubercle bacillus. If, therefore, phosphatase is destroyed in milk, all disease producing organisms are destroyed. This test is a delicate and reliable yardstick of pasteurization efficiency. It is sufficiently delicate to detect a five minute shortening of the heat-

## For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. Bulls are up to 11 months of age and very nice individuals.

**BERN SCHOESSOW  
& SONS**

Route 1, Thiensville  
2½ Miles West of Thiensville

## Clipper Repairs

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now.

ANDIS CLIPPER CO.  
Dept. 37-K • Racine, Wis.

## FEED GROUND, MIXED and SOLD

We grind, mix and sell feed. Carry Murphy Cut-Cost Vigoray Concentrates and Minerals. A full line of protein feed to mix with your home grown grain for dairy cattle and for poultry. Our new mill and mixer does a high class job. We aim to please and gladly solicit your trade.

**Bechtel Feed Mill  
& Hatchery**

5232 W. Brown Deer Rd., Hl. 7739  
Milwaukee 9, Wis.

## SHAVINGS DELIVERED

Better Than Straw  
and Cheaper

**E. J. GENGLER**

Hilltop 1826





**And that's when you need a Bospro Fortified Fitting and Freshening Ration**

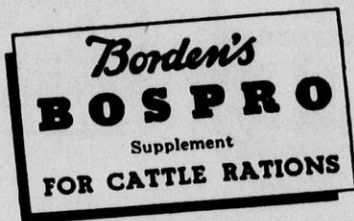
Protect the investment you have in your dry cows by giving them an extra nutritional lift during that critical period.

Recent experiment station work has emphasized the value of ample amounts of Vitamins A and D in dry cow rations. That's why Bospro contributes so much to fitting and

freshening feeds—for Bospro is a rich, natural source of both A and D vitamins.

Feeding a *Bospro* fortified fitting and freshening ration has helped many dairymen reduce calf losses; produce stronger, faster developing calves and to restore the dam to full production safely and quickly.

Chances are Bospro fortified feeds are available in your community—your feed dealer is the man to see.



**THE BORDEN COMPANY**

*Animal Food Department*

350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...



**THIS DAIRYADE-FED  
PRIZE CALF WEIGHED  
1200 LBS. AT 19½ MOS.?**

A blue ribbon winner at the Rock County 4-H Club Fair at Janesville, Wisconsin, this calf was put on Mutual DAIRYADE\*

when just a few days old. At 19½ months this fine registered Holstein weighed 1200 lbs.! She was raised by 12-year-old Mary Arlene Carver of Orfordville, Wisconsin.

You, too, can raise fine, sturdy calves for herd replacements—and **BOOST YOUR MILK CHECKS**—with DAIRYADE, baby food compound for calves, pigs and poultry.

*It pays to feed DAIRYADE!*

- **RAISES FINE CALVES** economically from your own best cows.
- **BOOSTS MILK SHIPMENTS** . . . adds dollars to your milk checks.
- **EASY TO FEED** . . . just dissolve in water and feed.
- **EASY TO GET** . . . just order from your milk plant or hauler.

**FOR LESS THAN 6¢ A DAY\***

you can feed a calf Mutual DAIRYADE, sell most of the milk now fed on the farm—and get **BIGGER MILK CHECKS!**

**\*ONE 25-LB. PAIL OF DAIRYADE**  
*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

**ADDS \$24 - \$36**

**TO YOUR MILK CHECKS**

*Order a pail Today!*

**MUTUAL PRODUCTS CO.**

535 N. 4th St., Minneapolis 1, Minn.

**FREE**

Get your handy  
**BREEDING RECORD**  
from your milk plant or write to  
**MUTUAL PRODUCTS CO.**



**GUARANTEED**  
TO SATISFY or your money back

# Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

## Clean Equipment Quickly, Safely This Oakite Way

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

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

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

**OAKITE PRODUCTS, INC.**  
A. H. BOND  
757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Specialized*  
**CLEANING**

**MATERIALS • METHODS • SERVICE**

ing time, or a one degree lowering of the holding temperature. It will also detect the addition of 0.1 percent of raw milk to adequately pasteurized milk.

Phosphatase tests were done on the 11 samples of milk obtained at roadside stands in March and July of this year and which were labeled as being pasteurized. Three showed no evidence of pasteurization, two were insufficiently pasteurized, and only six were adequately pasteurized. On the basis of this small series, only 55 percent of the roadside stand specimens were pasteurized to the point of safety.

If a purchaser of milk from roadside stands should contract undulant fever from drinking unpasteurized or inadequately pasteurized milk, the total cost of hospital, nursing, laboratory, and medical care and the loss of earning power for many weeks or months, would probably exceed the total cost of all the milk he would normally purchase in his lifetime.

When all of the above factors are considered, it is apparent that from the quality and safety viewpoint, roadside stand milk is no bar-

gain at all. People who are unacquainted with all of the facts are only led to believe they are receiving a bargain. The physician can and should discourage his clients from using such milk. In the Milwaukee market, Certified milk, a safe raw milk, is available for those who prefer the raw product.

Regular milk, high butterfat grade A milk, vitamin D milk, homogenized milk, and soft curd milk, all pasteurized or certified, are available to satisfy the needs, convenience and safety of you and your clientele.



# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS OF AGRICULTURE

Volume 19—Number 10

"By Farmers . . . For Farmers"

UNIVERSITY OF WISCONSIN, 1947

## First Of All — Greetings To You And Yours For The Best Year Ever From Your Dairy Council Staff

Then, we'd like to tell you some Dairy Council activities that have been underway during the last month of 1946.

### Dairy Council Interests "Teachers of Tomorrow"

Your Dairy Council at the request of Mr. Kraeft of the Department of Physical Education at Milwaukee State Teachers' College presented a program to a class of students planning to be teachers, telling them of the work of the Dairy Council and encouraging them to make the study of milk and its role in good nutrition an important part of their future teaching plans. Following this meeting, tentative plans were made for six additional meetings with future teachers at the college some time in January. It is a true privilege for us to, in this way, pave the way for future appreciation of dairy products in the schools and homes of tomorrow.

### Our Visual Aids Spotlighted at Marquette University

On December 6, our library of seven educational films were previewed by 55 teachers doing graduate work in the field of visual education. Dr. Vender Beke, head of the Department of Visual Education, reported that the class highly approved of these audio-visual aids which are being offered to schools for use in the curriculum emphasis on milk and good nutrition. On December 13, your Dairy Council displayed and interpreted other school materials to this group and answered questions that class members asked in relation to the proper methods of teaching the role of milk and good food habits in good health. Once again high praise was given to the visual aids and materials offered by your Dairy Council.

### New Dairy Council Directors Visit Our Council

The new directors of the Dairy Council units in Rock Island, Memphis and Cleveland, and Mrs. Stamm, a new member of the staff of the Department of Program Ac-

tivities of National Dairy Council, visited your Council during this past month. They attended a meeting at which the Dairy Council presented our materials and services to the faculty group at St. John's Lutheran School and also a meeting at Twenty-first Street School, where your Dairy Council presented a lecture to Mrs. Stanka's sixth grade class, entitled, "Eating for Health." This class had spent a good part of this semester gathering and studying materials to work out their school and home health project. At the close of the lecture, Mrs. Stanka said they had saved all nutrition questions related to milk for the Dairy Council director to answer.

We had the opportunity to answer many questions, which were unusual questions for sixth grade students. Several of them came, we are certain, as a result of the youngsters discussing their health project with their parents.

Your Dairy Council staff has learned that we must be ready for these interesting questions, since the new health emphasis in the curriculum of the schools in this area is encouraging this type of thinking and learning, and your Dairy Council treasures the privilege of being invited to assist. We encourage the teachers to call on your Dairy Council always to assist them in answering the questions that students ask about milk.

## ADA Acts To Expand Business Action Program

After seeing evidence of the ten-to-one return on ADA's dollars spent on merchandising and advertising, members of the American Dairy Association's executive committee, meeting in Chicago in November, took steps to expand the industry's business action program on a broader promotional basis.

Expansion was advocated by speaker after speaker, including ad-

visory members of the ADA executive committee representing national bodies of the industry. Decisive action was taken by the committee following reports on nationwide results obtained by the new ADA magazine advertising program.

It was noted that ADA received generous support by food industry advertising tie-ins as well as enthusiastic cooperation by retail stores and others.

Notable editorial and other cooperation was also cited. In the December 8th issue of **This Week** magazine, Clementine Paddleford advised readers to serve cheese with fruit for a gourmet's dessert, and illustrated a number of ways in which servings could be varied.

### Eight Cheeses Spotlighted

Another feature, according to Owen M. Richards, general manager of ADA, appeared in the December issue of **Ladies' Home Journal**. The article visualized eight kinds of cheese in full-color photography under the direction of Ann Batchelder, famous food editor of that publication. The varieties included Cheddar, Brick, Swiss, Gouda, Camembert, Bleu; and were highlighted as part of the nation's 1946 Christmas dinner.

"The combined readership of these two features alone will be about 13 million American families — a grand audience for the dairy farmer's message," Richards declared.

The executive session was opened by D. T. Carlson of Willmer, Minnesota, ADA president, who pointed out that "many overwhelming changes have come to challenge the industry since the last meeting of the ADA executive committee on July 22nd.

"With wartime limitations gone, the dairy industry has gone through the final cycle of control, freedom from control, and re-control, and is stepping at last into a bright new freedom. It is now time to set our course boldly for the future."

Dr. Robert Prior of Seattle, Wash., Vice-president of ADA and Chair-

(Continued on Page 5)

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

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

Vol. 19 January, 1947 No. 10

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## DAIRY PRICES TREND DOWN

Practically all dairy products prices have lowered in the past several weeks. Cheese which had gone to unheard of prices, probably because of short supplies of meat, has gone down more than other dairy products. From a high of 51 cents per pound, wholesale carlots Plymouth market on January 3 was down to 38 cents.

Condenseries which paid out as high as \$4.75 in November paid \$4.25 for the last half of December and are talking about \$4.00 for the first half of January. Condenseries paid much higher in Wisconsin in November due to competition from cheese factories. Some condenseries in other states paid as low as \$4.15 for November.

Evidently Chicago dealers are banking on the drop in condenseries prices to get their supplies cheaper for January, for the price has been cut one cent per quart and the president of Hawthorn-Melody Company is quoted as saying that a further cut is apt to be made.

Chicago is still two and one half cents per quart higher than Milwaukee and the December blend price in the two markets is about the same, although the retail price was 18 cents in Milwaukee and 22½ cents in Chicago.

Butter has been scarce due to a short supply, but that product will lower as supplies catch up with demand.

## NOVEMBER RECEIPTS VERY LOW

Milk receipts dropped rather low during November. The average daily receipts were 749,282 pounds as compared to 783,380 pounds in November, 1945. There were 86 fewer producers on the market and the production per farm was 3.9 pounds less than in 1945.

Fluid sales of milk were 559,415 pounds as against 605,898 pounds in December, 1945. Cream sales dropped from 75,250 pounds to 127,723 pounds. The lower sales are probably due to a buyers resistance to price. Also lower take home pay as compared with a year ago. If consumer demand was as good as in November, 1945, all dealers would have been short of milk.

## DECEMBER BUTTER MARKET

The butter market as reported by USDA Chicago quotations for December showed many ups and downs.

Starting with 78½ cents on December 1, butter upped to 85 cents on December 6, held at that figure until December 10 when it dropped 1 cent, a half cent on December 11, 3 cents on December 12, 3 cents on December 13 when it held at 78, until December 16, when it went up 1 cent then varied from 79 to 79½ cents to December 28 when the price went down ½ cent, another cent and a quarter for 3 days and varied for several days ending the month at 73¾, which was 11¼ cents below the top quotation. The average was \$.7944 for the month of December. As we go to press, Chicago price of 92 score butter is 66½ cents per pound.

## The Resolutions Committee

The resolutions' committee met on January 9 at the Co-operative office. Ed Bussewitz acted as chairman and A. D. Christopherson was secretary. Other members of the committee present were Messrs. Louis Lemke and John Ballbach, Jr.

The resolutions are printed in this issue.

## Dairy Group Indicted

Officers of the Dairymen's League have been named in criminal information filed against them in Federal Court in New York.

The league officials bought butter between December 18 and December 24 to stabilize the price, since butter prices were going down.

The price of fluid milk in New York is based on the price of butter and skim milk powder. President Rathbun of the Dairymen's League said that "butter was purchased to keep the price from going down and thereby reducing the price of milk to below what it would bring in nearby markets. The consumers were protected from a shortage of milk and the price to the producers was kept up." The league officials said that "there was no expectation of a profit on the butter deal, but the purpose was to stabilize the milk market." The butter buying deal prevented a drop of 22 cents per 100 in the New York fluid milk price, according to the league official.

## Dairy Advisory Group To Meet January 14

The statewide advisory committee on dairy laws will hold its next meeting Tuesday, January 14, in the state capitol, Madison, Milton H. Button, director of the state department of agriculture, has announced.

At its first conference held in December the advisory group made a number of recommendations and suggestions for statutory changes to help Wisconsin maintain its position of leadership in the nation's dairy industry.

Director Button appointed the following sub committee to work out further details and make a report at the January 14 meeting: Anthony E. Madler, counsel for the state department of agriculture; Oscar Christianson, Wisconsin creameries association; I. C. Thomson, Wisconsin College of Agriculture; Wm. G. Kaeser, Independent Evaporated Milk Manufacturers; and William Groves, Lodi, Wisconsin Pure Milk Products Cooperative. All members except Mr. Groves are from Madison.



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

Then feed

**GRADE A FEEDS**

**FEED SUPPLIES, INC.**

Milwaukee West Allis  
Saukville Germantown

**RESOLUTIONS**

**Resolution No. 1**

In order to promote consumption of dairy products in this market, the Milwaukee Co-operative Milk Producers assembled in its thirty-first annual meeting vote to have a deduction of one cent per hundred pounds of milk made by the various dealers on all milk delivered to the various dealers which is sold for fluid consumption, providing the said dealers contribute a like amount on the sale of all fluid milk, such money to be expended by the Dairy Council of Milwaukee, for the promotion of the sale of dairy products in the Milwaukee Metropolitan Area.

Approved by Resolution Committee.

**Resolution No. 2**

The American Dairy Association now operating in forty-four states is promoting the use of dairy products by advertising in leading magazines, on the air and on billboards.

It is becoming evident that it is necessary to have our own people use more dairy products, since there will be less shipped abroad if we are to get a fair price.

The American Dairy Association should have our loyal support and the committee recommends that two cents (2c) per hundred pounds of milk be deducted from each producer's account in the month of June, 1947, for the support of the American Dairy Association. It is understood that this is entirely voluntary and that if a producer represents to the dealer that he does not wish deductions made, none will be made.

Approved by Resolution Committee.

**CLIPPERS SHARPENED  
REPAIRED**

SEND ALL YOUR BLADES AND CLIPPERS TO US FOR SHARPENING AND REPAIRING. WE GUARANTEE RESULTS.

We maintain a special sharpening and repair service department, for Stewart and Andis clippers, and make them cut and run like new.

**BLADES SENT IN BY MAIL**

Wrap securely, show your name, address to package with **seventy-five cents** and plates will be returned by mail at once in our new way shipping box, which makes blade shipping easy and quick for you, by using our sharpening service.

**WHEN SENDING IN COMPLETE CLIPPER FOR REPAIR**

Wrap securely, show your name, address, and attach instructions to package. We will carefully test, and make necessary repair at a reasonable price and return clipper C. O. D. to you.

COMPLETE STOCK BLADES AND PARTS  
STEWART AND ANDIS CLIPPERS

**WM. PUETZER SERVICE STORE**

For Over Twenty Years  
R. 4, WAUKESHA Highway 15 NEW BERLIN, WIS.  
Telephone GR. 9643R2

**Resolution No. 3**

There is a transportation tax levied on shipments by rail or over the road by the Federal Government. This was presumed to be a wartime measure and since the war is over to all intent and purpose, your committee recommends that the congressmen and senators be asked to work for the repeal of the transportation tax.

Approved by Resolution Committee.

**Resolution No. 4**

Resolution on fat differential price by Fred Schroeter, Grafton, Wis.

The price of butter is way over seventy cents per pound and one pound of grain is required for each three pounds of milk of four percent fat content, while it takes only one pound of grain to produce four pounds of milk testing 3.5% fat, showing that the cost of producing four per cent milk is higher than the five cents paid for each pound of butterfat about 3.5% and five cents is therefore too low and unfair to dairymen shipping milk above 3.5% fat.

The point payment for milk testing above 3.5% should be on a flexible basis so that the point payment or fat content above 3.5% fat test shall be at all times in line with the price paid for butterfat sold as first class butter.

No Recommendation by Committee.

**Resolution No. 5**

The American people are becoming more and more confused by a barrage of information, some of doubtful accuracy, concerning food substitutes and so-called short-cuts to health. The Milwaukee Co-operative Milk Producer takes the position that far more emphasis should be placed upon sound constructive consumer education to the end that urban and rural people alike will be better informed on the need for protective foods in the diet and the importance of proper food habits to good health. We recommend that farm people especially take a much greater interest in the food and nutrition educational programs of home agents, public health nurses and classes in home economics. We believe that interest in and aid to upgrading the American diet is a definite obligation of our farm people.

Approved by Resolution Committee.

**Resolution No. 6**

The State of Wisconsin now has a law intended to provide protection to the dairymen against loss in the sale of their milk. Its purpose was accomplished during recent years when prices of milk and dairy products were constantly increasing. Certain types of security now permitted under the law may not be adequate in the post-war period.

# DRIED MALT SPROUTS

**NOW AVAILABLE**

**JAMES J. DONOHUE**

**Ed. 0462W 8310 N. Port Washington Ave.**

**Milwaukee 9, Wisconsin**

The Milwaukee Co-operative Milk Producers recommends that a careful study be made by the Cooperative Executive office of the bonding law and present to the next legislature amendments designed to strengthen the law in order that dairymen may receive the protection originally intended.

The existing law requiring the licensing of canners has proven inadequate to protect the growers against loss.

We recommend that the growers through their cooperative work toward the revision of the cannery licensing law in the 1947 session of the legislature to require adequate protection against loss, and to more clearly define the canner's responsibility to the grower.

Approved by Resolution Committee.

## Resolution No. 7

Uniform production of milk is desirable in a fluid milk market. Consumers buy practically the same amount the year round except during school vacation. A volume much greater than fluid requirements overtaxes truck and plant capacity and tends to depress prices. A shortage induces dealers to put on new producers who will remain in the market after the period of shortages are past, building up more surplus for flush periods.

The Board of Directors of the Milwaukee Co-operative Milk Producers are hereby directed to put into effect a uniform production pro-

gram when and if in its judgment it deems necessary.

Approved by Resolution Committee.

### Perfect Medicine

Customer — "You advertise this remedy as good for man or beast?"

Druggist — "Yes, madam, it is time-tried."

Customer — "Give me a half dozen bottles, then. It's just the combination to cure my husband."

## Wisconsin Co-operative Essay Contest — 1947

1. This contest will be open to any Wisconsin boy or girl between the ages of 14 and 18 years, inclusive.

2. There will be three sets of prizes—

One set for essays on producer co-operatives;

One set for essays on consumer co-operatives;

One set for essays on service co-operatives.

There will be five prizes consisting of \$50 — for first; \$25 — for second; and three additional prizes of \$10 each in each division and 21 prizes of \$10 each to the next best essay regardless of the division.

3. It must be clearly indicated whether the essay deals with producer co-operatives, consumer co-operatives or service co-operatives.

4. The subject may deal with any phases of activity of organized

## NEW MEMBERS December, 1946

At the regular monthly meeting of the Board of Directors held on January 9, 1947, approval was voted of the following list of new members:

Mrs. Helen Zander & Son, Germantown.

Leo Gasper, Cedar Grove.

Robert Duve, Route 4, West Allis 14.

Ray Pipkorn, Cedarburg

H. A. Suefloh, 1415 N. 20th St., Milwaukee.

co-operatives. Suggested subjects are —

How our co-operative is serving our community.

The value of co-operatives.

The history of co-operatives in Wisconsin.

The history of our local co-operative.

5. An essay shall be not less than 600 words in length nor more than 1200 words. It should be typewritten, if possible.

6. The sources of any references should be indicated and such notes will not be counted as part of the essay.

7. The essay must be the result of the contestant's own effort.

8. Judging will be on the basis of —

a. Accuracy of statements.

b. Organization of subject matter.

c. Educational value.

d. Mechanical perfection such as spelling, punctuation and sentence structure.

9. Essays will be judged by a committee of five, representing departments, groups, or organizations familiar with the activities of co-operatives.

10. Essays must be mailed to Louis M. Sasman, State Board of Vocational and Adult Education, State Office Building, Madison 2, and must arrive not later than February 10.

11. Give name, date of birth, home address, and name of school, club or co-operative.

Committee on Rules and Selection of Judges —

Erich Lenz, Wisconsin Ass'n. of Co-operatives, Madison;

Louis Zahradka, Badger Co-op., Shawano;

Louis M. Sasman, State Board of Vocational and Adult Education, Chairman.



### State's Dairy Plants Now Reporting On Products Made In '46

How Wisconsin's record milk production of last year was used by the state's dairy plants is now being recorded in the annual reports to the Crop Reporting Service of the Wisconsin Department of Agriculture.

Dairying is the major farming industry in Wisconsin and the state leads all others in dairy production.

Wisconsin has more than 2,600 dairy plants which process a large percentage of the state's milk production each year. These plants are required by law to report annually on the quantities of milk used and what products were made. Schedules for the facts on the state's dairy products have been mailed to the plants.

Preliminary estimates show the state's dairy herds produced more than 15½ billion pounds of milk in 1946, which is a new output record. A large part of this production was used by condenseries, cheese factories, creameries, market milk plants, and ice cream manufacturers. The reports from these plants will be the first full year since the end of the war. It is expected that with war time demands and restrictions removed during the past year, there will be changes from recent years in the quantities of the dairy products made in 1946.

(Continued from Page 1)

man of the ADA Research Committee, called for "an appropriation generous enough to do the job well."

"The dairy farmers are the most practical people in the nation," he said, "and when they understand the urgency of the situation and the need for substantial investment in the dairy industry's future, they'll raise the needed money. Wherever I hear farmers speak their minds, I find resounding support of the ADA business action program in principle and practice."

#### Plans to be Ready in March

The ADA administrative committee was instructed to prepare new plans for program expansion to be presented to the organization's annual meeting in March. Mr. Richards sounded a hopeful keynote: "With every hour adding to ADA's knowledge of effective dairy promotion methods we can face the return of competitive selling days unafraid of the phantoms of surpluses and distress prices, and can move forward rapidly toward greater actual income for all. The time to

# FIGURE IT YOURSELF!

FROM YOUR PRESENT  
PRICE FOR MILK \$ \_\_\_\_\_ CWT.

SUBTRACT 100 LBS.  
KAFF-A (and water)  
FEEDING SOLUTION \$ 1.80 \_\_\_\_\_

POCKET YOUR  
SAVING OF \$ \_\_\_\_\_



AND  
RAISE GOOD CALVES  
SAFELY!

This is no time to feed high-priced milk to calves. Not when it's so simple and effective to feed Kaff-A. You just mix, by weight, Kaff-A one part to nine of warm water. Start feeding on the calf's fifth day. Replace whole milk with Kaff-A solution entirely by the eleventh day. Thereafter, simply feed Kaff-A as you've previously fed milk, in combination with any system you prefer. Just remember — every pound of Kaff-A replaces ten pounds of whole milk.

You may well expect results similar to this experienced dairyman: "We have raised four calves on the Kaff-A System so far and they are the best calves we have ever raised. They have gained consistently and are even heavier than calves we have had on nurse cows."

Order Kaff-A from your feed dealer or milk hauler today.

#### Here's Why You Can Save Milk SAFELY

Kaff-A is mostly milk nutrients with highest quality vitamins added. Its analysis is:

PROTEIN	25%
FAT	4%
FIBRE, Not More Than	2%



CONSOLIDATED PRODUCTS CO.  
DANVILLE, ILLINOIS

© 1947 C. P. Co.

by the makers of  
**Semi-Solid Emulsions**

think about 1948 is now. It will take that period between now and 1948 for the industry to get ready to do the job that will be needed in 1948. That means we must act now and act decisively."

#### ADA Goals Set

B. F. Beach of Adrian, Michigan, indicated long range goals must be set by the American Dairy Association.

"Members must provide ADA with the building materials for long-term achievement. If dairy prices should fall, only a solid backlog of

advertising and promotional activities can save us from destruction. We can insure our future by insuring the broadening scope of ADA's program."

Richards also reported the decision of the Executive Committee that cream and milk solids will, in the future, be given their "rightful places" in the revised ADA advertising program.

The committee also approved \$80,000 in research expenditures for the present fiscal year of the Association.

**TRUSTWORTHY**  
CREDIT  
**QUALITY!**  
**KINDY**  
*Optical Glasses*

**KINDY OPTICAL CO.**  
615 No. 3rd Street  
MARquette 7225

## MASTITIS

(Continued from Last Month)

Before buying a cow, examine her udder carefully. Normal udders are sponge-like and, when empty, soft and pliable. Any lumps, thickened quarters, odd shapes and quarters that do not milk are signs that mastitis has been present. A "spider" or obstructed teat may also be a sign of mastitis. Bringing in such a cow introduces the disease into what may be an otherwise clean herd.

**Strip-Cup testing is a simple, inexpensive precaution.** Bloody, thick or discolored milk may indicate mastitis and shows right away in a strip cup. Such a cup, stocked by most dairy supply stores, has a fine mesh wire or black cloth strainer fitting into the cup proper. Before using the milking machine, draw a few streams of milk into the cup from each quarter. Normal milk will flow through the screen or black cloth cleanly. Gargety milk (from mastitis-infected cows) will show clumps or flakes.

**The brom-thymol-blue test is used** by many dairymen (chiefly in paper form). This test, however, is actually scientific in only one respect: it indicates a change in the milk from **acid to alkaline**. Normal milk is slightly acid; when it shows alkaline, it indicates some kind of inflammation in the quarter from which the milk came. When the brom-thymol-blue test is used, normal milk (acid) makes the paper turn a yellowish-green color. Abnormal milk (alkaline) shows grass green or blue.

Such a test outfit is inexpensive and may be purchased from most

dairy supply stores, or veterinarians. To test accurately, it is necessary to milk directly into the dyed area of the paper; also the test must be used on all four quarters. As to the results of the test, these facts should be kept in mind:

1. **It is not accurate** for detecting "carrier" cows that spread chronic mastitis, or for testing cows that have recently freshened or those being dried off.

2. **Its chief use** is that of a danger signal: it warns that some kind of inflammation exists in the udder. In most cases of chronic mastitis, only about 40 percent accuracy can be expected from the brom-thymol-blue test.

Laboratory tests are a help in showing up chronic mastitis. There is no one single test that will disclose all types but laboratory analysis can give helpful, sometimes highly valuable, information. Farmers interested in this service should consult their local veterinarian or County Agent. For best results, milk samples must be delivered in good condition. Use clean, sterile bottles; keep the milk as cool as possible, preferably storing in a refrigerator; and ship for prompt delivery.

### Steps in the Control of Chronic Mastitis

**Practice Sanitation.** This is the foundation of mastitis prevention. No program will succeed until the spread of bacteria is checked.

**How to disinfect teat cups properly.** Be sure your chlorine disinfectant

is strong enough to kill germs. Follow directions on the container. (To disinfect properly, the solution must contain 200 parts per million of available chlorine.) First, rinse the teat cups in a bucket of water, then dip them in the chlorine solution. If a rinse bucket is not used, milk weakens the solution so that it loses its power to disinfect. Be sure the inside of the teat cups is reached. Merely **dipping** them into the solution is not enough; instead, shake them up and down vigorously three or four times. In this way, the inside as well as the outside is disinfected.

Another method of disinfecting teat cups is more efficient but requires a second pail for the milking

## For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. Bulls are up to 11 months of age and very nice individuals.

**BERN SCHOESSOW & SONS**

Route 1, Thiensville  
2 1/2 Miles West of Thiensville

## FEED GROUND, MIXED and SOLD

We grind, mix and sell feed. Carry Murphy Cut-Cost Vigoray Concentrates and Minerals. A full line of protein feed to mix with your home grown grain for dairy cattle and for poultry. Our new mill and mixer does a high class job. We aim to please and gladly solicit your trade.

**Bechtel Feed Mill & Hatchery**

5232 W. Brown Deer Rd., Hl. 7739  
Milwaukee 9, Wis.





**And that's when you need a Bospro  
Fortified Fitting and Freshening Ration**

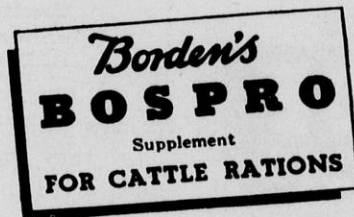
Protect the investment you have in your dry cows by giving them an extra nutritional lift during that critical period.

Recent experiment station work has emphasized the value of ample amounts of Vitamins A and D in dry cow rations. That's why Bospro contributes so much to fitting and

freshening feeds—for Bospro is a rich, natural source of both A and D vitamins.

Feeding a *Bospro* fortified fitting and freshening ration has helped many dairymen reduce calf losses; produce stronger, faster developing calves and to restore the dam to full production safely and quickly.

Chances are Bospro fortified feeds are available in your community—your feed dealer is the man to see.



**THE BORDEN COMPANY**

Anima Food Department  
350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...

**THAT COWS' TAILS  
ARE USED AS  
MONEY  
IN MADAGASCAR?**



**Cows' tails** . . . are used as money in some parts of Madagascar to buy salt, food, cloth and simple tools. An agricultural and pastoral race, these people have a large part of their wealth in herds of fine humped cattle. They actually prefer cows' tails to coins as a medium of exchange.

While Americans don't use cow tails for money, cattle do represent a large part of their wealth, too.

You can increase your wealth in cattle by raising fine calves from your own best cows with economical Mutual DAIRYADE, baby food compound for calves, pigs and poultry.

**FOR LESS THAN 6¢ A DAY\*** you can feed your calf Mutual DAIRYADE, baby food compound for calves, pigs and poultry, sell *most* of the milk now fed to farm animals—and get **BIGGER MILK CHECKS!**

**\*ONE 25-LB. PAIL OF DAIRYADE**

*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

**ADDS \$24 - \$36**

**TO YOUR MILK CHECKS**

*Order a pail today!*

**FREE**

Get your handy **BREEDING RECORD** from your milk plant or write to **MUTUAL PRODUCTS CO.**



**MUTUAL PRODUCTS CO.**  
535 N. 4th St., Minneapolis 1, Minn.

## Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

machine. After a cow is milked, the head of the machine is removed and placed on the extra milker pail. The teat cups are dipped into the pail containing rinse water and then placed in the pail containing the chlorine disinfectant. When the machine is turned on, the vacuum draws some of the disinfectant through the teat cups and hose into the other pail. The vacuum is then shut off and the pail head replaced on the pail into which the next cow is to be milked. After a little practice, this method works very well and requires little extra time.

**Wash the cow's udder** before milking, using a chlorine solution. Dirt and manure caked on the udder can be a source of bacteria. A divided pail is convenient. In one part, place the chlorine solution and as many wash cloths as there are cows in the herd. (If a single cloth is used for several cows, it may become so dirty that it weakens the chlorine solution and destroys its disinfectant power.) After washing one cow's udder and teats, drop the cloth into the empty side of the divided pail. Flour or feed sacks cut up into foot-square pieces are inex-

## Sure Way to Low Bug Counts

**YOU** know that chlorine solutions get in their best Bug-killing action when organic matter is first thoroughly removed from equipment surfaces. That's where fast-acting Oakite Dairy Detergents can help you by paving the way to the swift, chemical sterilization so necessary to *low bug counts*.

### HERE'S WHY!

Carefully compounded, Oakite materials (1) Soften and detach protein deposits (2) Normalize water - hardness (3) Rinse freely (4) Provide fast cleaning action. 32-page **FREE** Oakite Dairy Booklet gives more details. Get yours.

**OAKITE PRODUCTS**  
A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Cleaning & Germicidal Materials*  
DAIRY RESEARCH DIVISION

## FOR SALE

Registered Holstein Bull  
Calves. Two to Ten  
months old

**WALTER AHLERS**  
Grafton, Wisconsin  
Telephone Grafton 6492

pensive and suitable. After being used, they should be washed, boiled and dried before using the next time.

**Test with a strip cup** before placing the milker on the cow. Draw two or three streams from each teat to see if milk is clear. Never milk on gutter or stall floor; mastitis is quickly spread this way.

**Keep barn floor as clean as possible** and dust with lime. Remove manure regularly. Direct sunlight is one of the best disinfectants. Enough window space and keeping windows open, when weather permits helps sunshine do its good work.



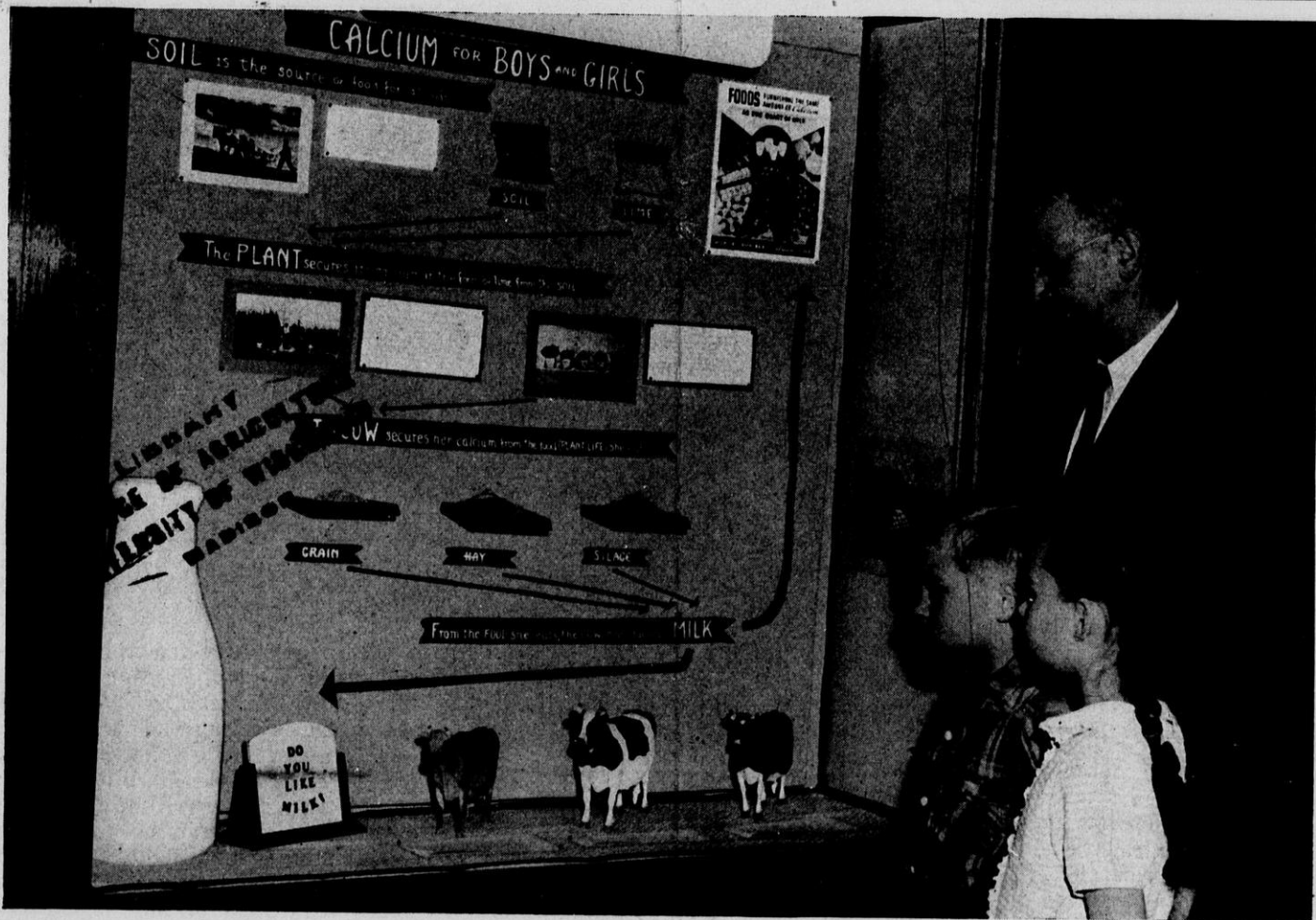
# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 11

"By Farmers . . . For Farmers"

February, 1947



## News Notes From Your Dairy Council

As a part of the expanding use of visual aids in classroom teaching today, your Dairy Council was asked by the Immanuel Lutheran School, 1360 West Meinecke Ave., to prepare an exhibit on the story of milk for display in their school. As a result, your Dairy Council's educational exhibit entitled, **CALCIUM FOR BOYS AND GIRLS**, is now displayed in a glass cabinet in the corridor of that school.

It offers the story in steps, of calcium from the limestone quarry to a glass of milk . . . soil is fertilized with lime, which encourages the growth of plants . . . the cow, in turn, manufactures milk from the plant food she eats.

In the picture, Mr. H. W. Schaars, principal, is explaining to Fred Luedke, 1415 West Chambers St.,

and Joanne Fedke, 2577 North 9th St., fourth grade pupils, that milk is our best source of calcium.

This exhibit explains that one quart of milk furnishes the daily needs of calcium for boys and girls. It also shows that other foods furnish calcium in varying amounts, but in order to obtain the required amount for one day one would need to eat  $7\frac{1}{4}$  pounds of carrots, or 39 eggs, or 28 oranges, or 27 pounds of potatoes, or  $6\frac{3}{4}$  pounds of cabbage. There's no doubt about it. Boys and girls would prefer the quart of milk!

Calcium is important not only for building strong teeth and bones in early life and for maintaining and repairing teeth and bones in later life, but it helps to regulate the beat of the heart, it helps in the normal clotting of blood and it helps control nerve stability.

Mr. Schaars has worked out a unit of study which has carried the lesson on calcium to all classrooms in the school.

When the unit of study on milk is completed at this school, this new exhibit will travel to many other schools in our area, telling the story of milk for general good health and dental health for boys and girls.

## Please Send In Sample Dipper

There are a number of milk sampling dippers that have not been sent back with sample kits, and as we are very short of these dippers and because it is very hard to get replacements, we will consider it a great favor if anyone who has a dipper will send it in so that we have it to send out with sampling kits.

# MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINNEN, Editor

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

Vol. 19 February, 1947 No. 11

## OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## All Dairy Products Prices Down

The Milwaukee price for all milk testing 3.5 percent fat for January was \$4.45 per hundred. This price was finally agreed to at the fourth conference on the January price. The 40 cents per hundred drop was caused by several factors.

The dealers contended that \$4.85 was too high a price for milk that retailed at 18 cents per quart, but was paid because of competitive conditions. Then on the 17th of January, milk was reduced to 17 cents per quart because of a reduction in the price of milk sold outside of the city, but bought in large volume by residents of the city and surrounding communities.

Price of manufactured milk had dropped almost \$1.00 per hundred in January compared with November. Increase in production put considerable milk into manufactured products in January. Thus a lower fluid sale price and a greater amount of milk in manufactured class at a lower price affected the producers' price.

The Chicago price, based on condenseries, went from a blend of \$5.16 in November to \$4.81 in December and may be around \$4.30 for January.

Butter slipped down as did cheese and condensed milk and, of course, fluid milk markets could not be held at the old level.

## Door Prizes At Annual Meeting

Several dozen door prizes will be given to lucky members at our annual meeting on February 25 at the Milwaukee Auditorium.

The notice of the meeting, which will go to all members on record within 10 days of the annual meeting, is as follows:

ANNUAL MEETING  
of  
MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS  
February 25, 1947  
at 10:00 A. M. Sharp.

The thirty-first annual meeting of the members of the Milwaukee Co-operative Milk Producers, a Wisconsin co-operative association, will be held in Plankinton Hall, Milwaukee Auditorium, Milwaukee, Wis. (entrance on North Fifth St.), on Tuesday, February 25, 1947, at 10:00 o'clock A. M. sharp for the election of directors and the transaction of such other business which may lawfully come before the meeting.

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

Grover Dobbertin, R. 1, Hartland.

Roy Lekfield, R. 3, Mukwonago.

Clarence Maerzke, R. 1, Burlington.

Edwin Schmidt, R. 12, Milwaukee (Brookfield).

A producer of milk qualifies as a member by signing an agreement to pay dues to the Milwaukee Co-operative Milk Producers on milk shipped to this market and acceptance as a member by the Board of Directors.

## Board Resolution

On January 24, the Board of Directors adopted the following resolution and recommended its presentation at the annual meeting:

The Board of Directors of the Milwaukee Co-operative Milk Producers in monthly session, petition the Wisconsin Department of Agriculture to insert in a bill to be presented to the legislature amending Wisconsin Dairy law, a definition of powdered skim milk that is a true definition of that product, in fact that the legal term should be powdered skim milk.

## The Big Storm

The big snow and windstorm which hit this milk shed on January 29 will be remembered for a long time, especially by everyone in the dairy industry. The customers, too, grew very milk conscious when the delivery man failed to complete his rounds on January 30.

Many people went directly to the milk plants for a supply. In case a delivery rig was stalled in a snow filled street, people swarmed round and bought milk, cream and butter as fast as the driver could hand out the product.

Good co-operation on the part of the producers and the haulers got the milk in spite of drifted roads and city streets that were worse than the country roads.

## Daylight Saving

A bill has been introduced in the state legislature that would, if enacted into law, allow units of government to set the clock ahead one hour during the summer season.

The people favoring this legislation term the bill daylight saving. As if any law making body could make the day longer or shorter by setting a clock or making high noon at 11 o'clock in the morning. Much twaddle has been written about the great good that can be gained by an extra hour of sunlight. The same sun will shine the same number of hours regardless of any legislative enactment. Some people say they just can't work in the garden or mow the lawn early in the morning before they go to shop or office. Pure hogwash. Doctors will tell you that they prefer to perform operations early in the day because both doctor and patient are more fit at that time. Then the city man comes out with the argument that the farmers need not change the clock, but should let the city man do so. Nonsense. The farmer must gear his time to that of the city. He must deliver his produce and buy his supplies at the time that city markets operate. If he wishes to attend shows or other affairs in the city, he must adopt the city's time. Then too his hired man won't want to work in the afternoon when he sees the city man driving through the country enjoying the scenery and picking flowers or fruit that may hang near the road fence.



**GLAMORIZE TOAST WITH BUTTER, ADA TELLS READERS**

The secret of making delicious toast is to use plenty of golden butter. This message is directed to millions of American housewives by the American Dairy Association in advertisements appearing in the January issues of Better Homes and Gardens and Ladies' Home Journal, and the February issue of Good Housekeeping.

"The three recipes used in this message call for the use of good-sized portions of butter to glorify toast," according to Owen M. Richards, general manager of ADA.

**Ad Glorifies Butter**

Showing the public three attractive ways to prepare toast, the ad exclaims:

"Now! try these easy ways to glorify toast . . . golden buttery goodness — for morning, noon or night!" Copy explains how the addition of butter can enhance the taste and appeal of Golden Bubble French Toast, Butter Toast, and Milk Toast.

This is the latest in the ADA series of service ads featuring all the dairy foods in turn. It is calculated by Mr. Richards to extend the butter message to a total of nearly ten million readers.

The subject of the 1/2 page ad — three luscious servings of toast prepared with butter — are featured in four colors set off by a background of blue china.

**All Dairy Foods Promoted**

"It's Better With Butter," the ad points out. The ADA emblem — in full color — illustrates the varied products in the dairy field and features the slogan, "Foods for a better life . . . for all mankind."

"This how-to-do-it advertisement," Mr. Richards pointed out,

**BUTTERED TOAST!**  
3 TREATS... BETTER WITH BUTTER

Now! try these easy ways to *Glorify Toast*

Golden Buttery goodness—for morning, noon or night!

**GOLDEN BUBBLE FRENCH TOAST**—To your favorite fritter batter, add 2 table-spoons melted Butter. Moisten (don't soak) bread in batter. Fry in Butter. Serve piping hot, generously buttered. Bubbly, golden-crusty edges glorify appearance—just as Butter glorifies taste! Try it!

**BUTTERED TOAST**—Serve it "Buttered all over." For variety, spread with creamed Butter and honey. Good! Um-m-m-m. Good!

**MILK TOAST**—Serve hot . . . in hot dishes . . . with Butter in the Milk, and on the toast. It takes Butter to give toast that out-of-this-world flavor. Only Butter Can Be Butter!

ADA is an association for butter-usage promotion, advertising and research activities supported by America's dairy farmers.

"Value of the Dairy Farmer"

... IT'S BETTER WITH BUTTER

**AMERICAN DAIRY ASSOCIATION**  
30 N. WACKER DRIVE BLDG. CHICAGO 6, ILLINOIS

This colorful ADA service ad extolling the virtues of butter in adding taste appeal to toast, appeared in three nationally prominent women's magazines.

"is one of many that have proven their excellent selling value. Ads like this are gaining the generous editorial support the dairy industry needs and at the same time capture the reader's attention with a potent sales message."

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

Then feed

**GRADE A FEEDS**

**FEED SUPPLIES, INC.**

Milwaukee West Allis  
Saukville Germantown

**Clipper  
Repairs**

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now. **ANDIS CLIPPER CO.** Dept. 37-K • Racine, Wis.

**Member Schoessow High In Contest**

Member Elmer Schoessow of Random Lake placed high in a judging contest of Holstein Prize Winners in the United States and Canada for the year 1946. Over 3,000 people competed in this contest and it is quite an honor for a young man to place high in a contest in which so many people take part.

**Dairymen's League And Officials Fined**

In the January issue of the Milk Producer, we told about the New York Dairymen's League being taken into court because the league bought butter to hold up the market and stabilize the price of milk for January.

A federal order in the New York market provides that butter price and skimmilk price be used as a basis for the milk price. The case came to trial on January 27 and a fine of \$25,000 was imposed on the league and four of its officers were fined \$1,000 each.

Looks like the league ought to have got a postponement until the Supreme Court decides on whether it will fine John L. Lewis.

# DRIED MALT SPROUTS

**NOW AVAILABLE**

**JAMES J. DONOHUE**

**Ed. 0462W 8310 N. Port Washington Ave.  
Milwaukee 9, Wisconsin**

## By-Laws And Articles Of Incorporation

Copies of by-laws and articles of incorporation adopted at the annual meeting in January, 1946, will be mailed to each member. These articles and by-laws have appeared in an earlier issue of this publication, but mimeographed copies are being mailed to every member so that the members may know the set-up of the organization.

It would be a good idea if each member would read these articles and by-laws so that they may understand the business that is being done at the annual meeting.

## Silly Suggestions

A committee is working on suggested changes in Wisconsin's laws pertaining to milk and its derivatives. Some very good recommendations have been made and also some foolish ones, among the latter may be classed suggestion that all operators of Babcock test be state licensed.

No one familiar with the dairy industry believes that plant operators would employ men who do not understand the work of the Babcock test, and who could not without any trouble pass an examination as a Babcock test operator. If there is fraud in Babcock testing, it probably does not occur in the laboratory, but rather in the office or before statements are sent out to farmers. For that reason it seems quite useless to license the man in

the laboratory, for he does not write statements.

Another silly action is the introduction of a bill in the legislature prohibiting any other but a glass container for the retailing of milk. This bill was introduced by Assemblyman Westphal of Milwaukee, who seems to be carrying the ball for a cut-rate milk plant operator who sells to stores in the suburbs. A bill has also been introduced which would require cheese factories and creameries to issue a statement to farmers showing pounds of milk delivered, test of same, and all deductions made. Why this should be limited to cheese factories and creameries and not include all buyers of milk is not at all clear.

## Chicago Classification Price

The official price announcement for the delivery period January 1 to 31, 1947, in the Chicago market follows:

<b>Class I Milk</b> (condensery-pay-price \$3.867 plus 70 cents..)	\$4.567
<b>Class II Milk</b> (condensery-pay-price \$3.867 plus 32 cts.)	\$4.187
<b>Class III Milk</b> (condensery-pay-price .....	\$3.867
<b>Class IV Milk</b> .....	\$3.418

The blend or average price cannot be computed until later in the month, but it is estimated that it will be at least 50 cents below the price of December milk.

## New Members January, 1947

Edward Derge, Rte. 4, Oconomowoc.  
William J. Freitag, Jr., Rte. 2, Box 307, Hales Corners.  
Stanley Graser, Rte. 4, Box 369, Waukesha.  
Edwin Klumb, Rte. 2, Hales Corners.  
Martin Bros., Rte. 5, Box 358, West Allis 14.  
Lester Pipkorn, Thiensville.  
Reinhold Radue, Cedarburg.  
John H. Volkmann, Rte. 2, Cedarburg.

## Milk Cans, Strainers And Pails Are Hard To Get

We do have a very limited supply and members who feel they need cans, pails or strainers ought to get their order in as soon as possible, for we may be able to get some of these articles if we can show that we have orders for them.

A few electric animal clippers are coming through, but any member who needs one would do well to get his order in, for it is a case of first come first served.

## Science Helps Farmers Produce Better, Healthier Livestock, USDA Reports

Results of livestock research, together with official tests, inspections and quarantines for the control of animal diseases, are helping farmers produce superior and more productive types of domestic animals. According to the annual report of Dr. B. T. Simms, chief of the Bureau of Animal Industry, which has just been issued by the U. S. Department of Agriculture, more than a hundred research projects and regulatory activities were undertaken.

Findings of feeding and breeding experiments are now being successfully employed by American farmers. In the veterinary projects, several successful treatments for mastitis were developed for farm users in addition to aids for successfully suppressing injurious parasite and insect problems. There was also a marked increase in the eradication of cattle brucellosis and a great increase in calf vaccination. A limited number of copies of the 66-page report may be obtained by interested persons by writing to the Information Division, B.A.I., U. S. Department of Agriculture, Washington 25, D. C.



## BABY CHICKS

Large Type Leghorns  
 White Rocks  
 Hampshires  
 Australorpe  
 Austro-White

and other breeds, all from  
 selected breeder flocks

at REASONABLE PRICES

### MILWAUKEE HATCHERY

5232 W. Brown Deer Road  
 Milwaukee 9, Wis.  
 Telephone Hilltop 7739

## Waukesha Man Will Head Administrative Division Of State Agr. Department

Appointment of Donald N. McDowell of Waukesha as chief of the administrative division of the state department of agriculture was announced by Milton H. Button, director. He expects to begin his work about April 1.

McDowell has been head of the vocational agriculture department at Waukesha, one of the largest high school vocational agriculture departments in the state, for the past six years. Before going to Waukesha he taught agriculture in the Spring Green High school. He was graduated from the College of Agriculture of the University of Wisconsin in 1938.

Born and reared on a livestock farm near Montello, Marquette county, McDowell was active in 4-H club work for 10 years. On the basis of his brilliant record, he was selected as the national 4-H achievement winner in 1932. While attending the Westfield high school he took a leading part in the Future Farmer organization, serving as a state officer. He was also given the American Farmer degree, the highest award made by the FFA.

McDowell has been active in community work at Waukesha and is president of the Waukesha County Dairy Show. He is also chairman of the Junior State Fair board.

He is 30 years of age, married and the father of two children, a boy of seven and a girl of four years.



# Big Lift

## FOR YOUR CALF - RAISING JOB!

This man is lifting the equivalent of 250 pounds of milk for calf feeding. He is also lifting a lot of calf-raising headaches off his mind.

Every pound of Kaff-A replaces ten pounds of milk (when mixed 1 to 9 with water in calf feeding solution). A cwt. of this solution costs only \$1.80 at most. Subtract this

from your market price for milk and you get the amount of money Kaff-A lifts from your calf-raising overhead.

Kaff-A lifts a lot of worries about scours, malnutrition and unthrifty calves, too. It is high grade nutrition — containing most of the nutrients from milk plus highest quality vitamins. In four years of practical farm feeding to thousands of calves, Kaff-A has proved it can produce calves fully the equal of those raised on whole milk.

WRITE for free folder "The Kaff-A System of Raising Calves." Find out about the big lift you can bring to your calf-raising job.

Here's Why You Can  
 Save Milk SAFELY  
 Kaff-A is mostly milk nutrients with highest quality vitamins added. Its analysis is:

PROTEIN	25%
FAT	4%
FIBRE, Not More Than	2%



© 1947 C.P. Co.

**CONSOLIDATED PRODUCTS CO.**  
 DANVILLE, ILLINOIS

by the makers of  
**Semi-Solid Emulsions**

## Inspectors To Work With Mobile Laboratory

Wisconsin dairy and food inspectors from the Department of Agriculture will cover the state in their mobile dairy laboratory next spring. The completely equipped laboratory truck promises to be one of the most powerful weapons in bettering fresh milk supplies.

Inspectors will travel about the state at random without advance notice and will sample milk and dairy

products wherever and whenever they choose, and tests will be performed on the spot in the truck laboratory. Quality and inferior products alike will be brought to the attention of the local health officers, plants or farmers as each case warrants.

In cases of dairy law violations, the inspectors will decide whether a stiff warning or court action is needed. When city or county attorneys charged with enforcement

(Continued on Page 8)



**KINDY OPTICAL CO.**

615 No. 3rd Street

Marquette 7225

## Nutrition A Business Proposition

By Dr. H. E. Babcock

The human stomach is the common human denominator. Because of it a great chain of industrial activity is set up, and this activity is in many respects self-liquidating, according to Dr. H. E. Babcock, of Ithaca, N. Y., noted farmer, teacher and nutritionist.

Speaking on the subject "Nutrition, a Business Proposition," Dr. Babcock declared: "Nearly half of all the gainfully employed people in the country are engaged in producing and handling food. When dry beans are stored on a pantry shelf and boiled for dinner, they represent no great amount of industrial activity nor many jobs.

"But when oats are grown and fed to cows and milk produced, a great chain of industrial activity is set up and many jobs are created. Someone has to build the cow barn. The milking machine and cream separator have to be manufactured. The milk has to be cooled and the cream provided with cold storage. A lot more rubber, gas and oil have to be used transporting milk from a farm every day than in hauling beans once a year. When the cream is made into ice cream and a carton of it lands in your refrigerator, the process represents the application of a dozen industrial arts and the labor of scores of individuals.

"Thus at least part of the cost of a good diet is self-liquidating in the industrial activity it creates and the jobs it furnishes.

"I am sure that none of us is so gross as to want to take the position that eating is an end in itself—even good eating. The best that can be said of a good diet is that it has certain end products. A good diet provides health and energy, social and political satisfactions. It furnishes a reserve for war and provides the spirit and morale a people must have if they are to remain free. A poor diet, on the other hand, spells malnutrition. I wonder about the possibility that some labor troubles, riots and a good many crimes may be but expressions of an inadequate and unpalatable food supply.

"On the other hand," he continued, "the kind of family we like to think America is built on is made by a good cook. Our free institutions—schools, churches, universities, government by and for the people, and a free economy are based on this kind of American family.

"Here in America today we need some common programs to get us pulling together. There is nothing which is of more personal concern to each of us than what we eat. The human stomach is our great common denominator.

"We have a new science to guide us—the science of human nutrition. The impact of nutrition on our personal lives, our families and on our social and political stability, upon our strength to defend ourselves, on our spirit and morale can be very great, greater than I think is usually realized."

## For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. Bulls are up to 11 months of age and very nice individuals.

**BERN SCHOESSOW & SONS**

Route 1, Thiensville  
2½ Miles West of Thiensville

## FEED GROUND, MIXED and SOLD

We grind, mix and sell feed. Carry Murphy Cut-Cost Vigoray Concentrates and Minerals. A full line of protein feed to mix with your home grown grain for dairy cattle and for poultry. Our new mill and mixer does a high class job. We aim to please and gladly solicit your trade.

## Bechtel Feed Mill & Hatchery

5232 W. Brown Deer Rd., Hl. 7739  
Milwaukee 9, Wis.

Judge: "Guilty or not guilty?"

Rastus: "Not guilty, suh."

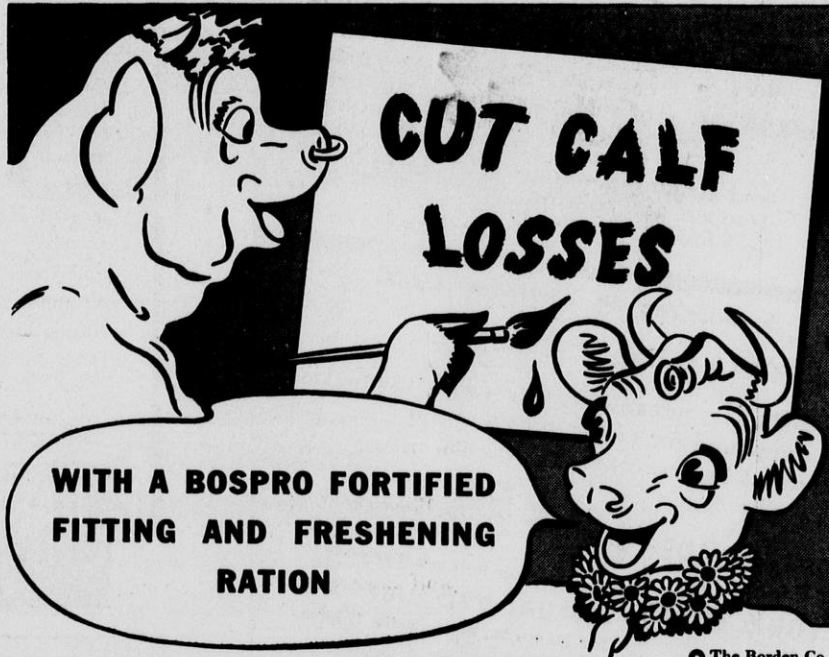
Judge: "Have you ever been in jail?"

Rastus: "No, suh, Ah never stole nothin' befo'."

## Old And New

Gordon B. Reuhl of Darlington, LaFayette county agent for the past two years, has succeeded Roy I. Ricksham as general manager of the American Dairy Association of Wisconsin, with headquarters at Madison. Reuhl is a graduate of the College of Agriculture. Ricksham left Wisconsin to direct the merchandising and marketing research activities for the American Dairy Association at Chicago on a national basis.





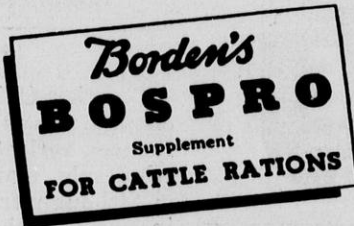
© The Borden Co.

The potential profit you have in your dry cows was never greater than now. The dairy industry needs many more good heifers coming along if milk supply is ever going to meet the expanding demand for dairy products.

Feeding a Bospro fortified fitting and

freshening ration is a sound *nutritional* way to protect these future profits. Bospro, with its abundant supply of A and D Vitamins, is helping thousands of dairymen reduce calf losses, produce stronger, faster growing calves and to restore the dam to full production safely and quickly.

Chances are your feed dealer carries or can make you a Bospro fortified feed—see him next chance you get.



**THE BORDEN COMPANY**

*Animal Food Department*

350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...



## WHAT WAS THE MAGIC POWER BEHIND THE FIRST "K" RATION?

The plunging Mongolian hordes of Genghiz Khan depended on primitive 13th century "K" rations—made of energy-producing sun dried milk—to give their mounted troopers extra mobility, vigor and striking power. Dried milk gave the troopers the benefits of man's most perfect food.

*Milk is important in soldier or civilian diets.*

**YOUR MILK IS TOO VALUABLE TO FEED!**

**FOR LESS THAN 6¢ A DAY\*** you can feed your calf Mutual DAIRYADE, baby food compound for calves, pigs and poultry, sell most of the milk now fed to farm animals—and get **BIGGER MILK CHECKS!**

**\*ONE 25-LB. PAIL OF DAIRYADE**  
*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

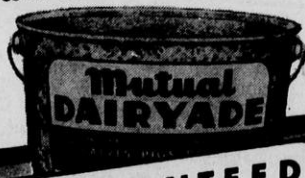
**ADDS \$24-\$36**

**TO YOUR MILK CHECKS**

*Order a pail Today!*

**FREE**

Get your handy BREEDING RECORD from your milk plant or write to **MUTUAL PRODUCTS CO.**  
535 N. 4th St., Minneapolis 1, Minn.



**GUARANTEED**  
TO SATISFY or your money back

# Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

## Cans

### Look Like New

MILK haulers know that cans conditioned with Oakite Compound No. 84 stand out from the others on the truck, look like new. These cans smell fresh . . . tinned surfaces sparkle . . . can necks are free of rust and yellowish stains.

Use Oakite Compound No. 84 in your can washer at specified intervals. A mildly acidic detergent, it soaks off rust on can exteriors, breaks up interior milkstone. It frees spray jets of lime scale, helps improve rinsing and drying. Write TO-DAY for full free details.

#### OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** *Cleaning & Germicidal Materials*

DAIRY RESEARCH DIVISION

## FOR SALE

Registered Holstein Bull Calves. Two to Ten months old

**WALTER AHLERS**  
Grafton, Wisconsin  
Telephone Grafton 6492

## Futures

On the Chicago Mercantile Exchange this month prices for butter futures reflected the downtrend in wholesale markets.

Although transactions were small in number, the actual commitments suggested a 50-55 cent level for summer butter, a year's average of approximately that. In January's third week, butter for June delivery sold at 52.05, for November at 53.80.

The sergeant was taking particulars from a new recruit.

"Are you married?"

"Yes, sir."

"Any children?"

"Yes, sir. Five girls and four boys."

"Nine altogether."

"No, sir. One at a time!"

## INSPECTORS—Continued from Page 5

of the milk and food ordinances hesitate or refuse to prosecute, the state will be prepared to send in representatives of the attorney general's office.

The roving laboratory was transformed from an army medical truck which had been purchased from army surplus stock for less than 10 percent of its original price. The department hopes by this innovation to greatly stiffen its program for improved milk quality in the state.

## Bristles From Casein Being Produced

Successful commercial application of its development from making bristles from casein, announced by the U. S. Department of Agriculture late last November, is now being manufactured by a factory at Salisbury, Md. Research on the new product was begun four years ago at the department's eastern regional laboratory in Philadelphia, Pa., in an effort to find a suitable substitute for imported natural bristle.



# Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 19—Number 12

"By Farmers . . . For Farmers"

March, 1947



DRINKING A GLASS OF MILK are (from left to right), Vice-Pres. Geo. Kibbe; President B. L. Blochowiak; Secretary-treasurer Charles Dineen and Dr. Lon Morrey, at the second annual meeting of the Dairy Council of Milwaukee.

## NEWS NOTES FROM YOUR DAIRY COUNCIL

On February 18, Dr. Lon Morrey, D.D.S., Director of the Bureau of Public Relations of the American Dental Association, was the guest speaker at your Dairy Council's Second Annual Meeting, held at The Plankinton House. Included in the audience of 200 people were members of the Board of Directors of the Milwaukee Cooperative Milk Producers, representatives of the staffs of the nine member dealer firms, and community leaders from the medical, dental, nursing, dietetic and teaching fields, and other groups with whom your Dairy Council works in its health education program.

Dr. Morrey, in his talk, pointed out the importance of the right foods all through life for gaining and maintaining good dental health. He pointed out that the calcium in the diet (milk being by far the best source) is of great importance in building the enamel of teeth during early childhood. If we wish to keep our teeth in good condition during our life span, Dr. Morrey said, we must continue to eat a diet rich in calcium for the special purpose of keeping the supporting structure,

our jaw bones and tissues in good condition. Dr. Morrey paid tribute to the Dairy Council's educational program and its endeavors to increase the nutrition knowledge and to improve the food habits of individuals in this community.

Your Council's president, Mr. B. L. Blochowiak, opened the meeting by extending greetings to our members and guests and related to this select group the importance of two of the prime obligations of the dairy industry. 1. Quality milk production and 2. service for the consumers and future consumers in the community. Mr. Blochowiak pointed to the work of The Dairy Council as one of the important services which the local dairy industry is co-operatively contributing to the communities in this area.

Your director reported the highlights of your Council's activities during the past year.

### February 1, 1946 — January 1, 1947 (A Statistical Summary)

- 5437—Personal contacts and conferences with group leaders
- 242—Group meetings
- 68867—Adults reached with your Council's educational activities.

127311—Children reached with your Council's educational activities.

207482—Pieces of our educational materials were distributed and used in classroom teaching and groups instruction.

## We Stride Forward Into Our Third Program Year

. . . Your Council is already planning many interesting activities for the coming months with professional, educational and consumer groups . . . new ways . . . better ways . . . more appealing ways . . . for boys and girls . . . men and women . . . to learn the whys and wherefores of MILK and its products.

At a business meeting which followed these members of the Milwaukee Co-operative Milk Producer were elected to represent your association on the Board of Directors of your Council:

- Mr. Charles Dineen (4 year term)
- Mr. Edward Hartung (3 yr. term)
- Mr. Edwin Schmidt (1 year term)
- Mr. Ambrose Wiedmeyer, Jr. (2 year term)

The following dealer representatives were elected to be members of the Board of Directors of your Council:

- Mr. B. L. Blochowiak (1 yr. term)
- Mr. George Kibbe (2 yr. term)
- Mr. Paul A. Pratt (3 yr. term)
- Mr. Howard Wilke (4 yr. term)

Election of officers will be held at the March 7 meeting of your Council's Board of Directors.

## NEW DAIRY BULLETIN

Wisconsin Dairy Production Utilization and Related Data is the title of Bulletin No. 250 issued by the State Department of Agriculture, Madison, Wisconsin.

Copies can be had free by writing to the Department.

Pointing out that "milk is the most important item of production (Continued on Page 3, Col. 2)

# MILWAUKEE MILK PRODUCER

Owned and Published by  
THE MILWAUKEE CO-OPERATIVE  
MILK PRODUCERS

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

Vol. 19 March, 1947 No. 12

### OFFICERS — DIRECTORS

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

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

Subscription .....\$1.00 Per Year

## BOARD ELECTS OFFICERS

At the annual Board meeting held on February 27, 1947, the Board elected Grover Dobbertin, President; Ed. Schmidt, Vice-president; Ambrose A. Wiedmeyer, Treasurer; and Charles Dineen, Secretary for one year, and until their successors are elected. Mr. Edward Hartung was voted on for Treasurer, but he requested that his name be withdrawn.

Mr. William Lyman, John Ballbach and Paul Bast were named as an auditing committee. The executive committee consists of the four officers.

## THE BUTTER MARKET

The butter market showed up slightly better in February. Starting out with a wholesale price of \$.63625 for 92 score at Chicago, the price went up to finish the month at 73 cents. The average price for the month was \$.6847, slightly higher than January.

Skimmilk powder on the other hand started the month at .13375 cents per pound and ended at .1125 cents. Market for fresh skimmilk was very poor. Buyers were offering only 40 cents per hundred on the last day of February and did not care much whether any was delivered. Butter and skimmilk was worth \$3.13 to a dealer who was forced to sell on the open market as against a condensery value of from \$3.50 to \$3.60 per hundred pounds on a 3.5% fat basis.

## ALLEN GUENTHER

A good member, a fine man, a director for three years, Allen Guenther died on February 21 at his home, of a heart attack.

A good husband and father, a fine neighbor and friend, Allen is mourned by a host of friends who sincerely regret his passing.

## LEGISLATION TO REGULATE ARTIFICIAL BREEDING

A committee named by the Wisconsin Council of Agriculture has put in considerable time and effort studying set-ups of artificial breeding studs both privately owned and co-operative groups.

This committee is made up of outstanding men. Their findings indicate that there is room for both privately owned studs and also those owned co-operatively and that competition will result in the use of higher grade of sires, better service and more complete and accurate records.

To prevent abuses from creeping in, due to severe competition for business, the Council of Agriculture has had a bill introduced which would provide that all artificial breeding studs would be required to obtain a license from a state agency to live up to certain rules and regulations.

## MILK PRICES

The Board of Directors met with the dealers on February 27 in price conference on the price of milk for February.

The board members tried to bargain for a flat price for February milk but the dealers favored a classification or a utilization basis. The dealers argued that they had operated at a loss when \$4.85 was paid for all milk and the home delivered price was eighteen cents per quart. They had agreed to that price only to keep milk from going elsewhere.

On that basis they claimed that with milk selling on the street at seventeen cents per quart and to the stores at fifteen cents, a price for fluid or Class I milk should not be more than \$4.20 and that cream milk should not be higher than twenty cents above condensery. Competition was no longer a factor since buyers were not very anxious to get milk. The final settlement was made at \$4.30 for Class I milk, 25 cents over condensery for cream milk and condensery for manufactured milk.

## THE ANNUAL MEETING

What the Members Did:

Approved a resolution favoring repeal of transportation tax. Favored more Dairy Council work and voted for deductions of one cent per hundred pounds of milk sold as fluid milk, providing dealers contribute a like amount.

Voted deductions of one cent per pound fat for the month of June for support of American Dairy Association.

Favored 2 cents per hundred pounds of milk as dues for Milwaukee Co-operative Milk Producers, if in the opinion of the Board of Directors, that amount is needed.

Instructed the Board of Directors to put in operation, a uniform production plan if the board believes such plan is needed in the market.

By a rising vote, thanked the Board of Directors for doing a good job in the past year.

Approved a resolution asking the state legislature to strengthen the bonding law so that producers of dairy and other farm products will be assured of payment in full for all products delivered.

Elected Ed. Schmidt, Waukesha County; Grover Dobbertin, Waukesha County; Paul Bast, Washington County and John Ballbach, Milwaukee County, directors for a three year term.

## OTHER MARKETS

The Twin Cities, Minneapolis and St. Paul prices were reported in Twin City Milk Producers Bulletin as follows:

“Our paying price for 3.5% milk delivered to Twin City dealers’ plants for the month of January are as follows:

- A plus .....\$4.03
- A ..... 3.87
- B ..... 3.71”

In an article headed, “Severe Drop in Dairy Prices,” in this Bulletin we give the facts about the price drop of manufactured dairy products.

As shown below, we manufactured 46.56% of the milk during the month of January, and sold to distributors 53.44%.

The drop in the returns for our manufactured products gave us a return of a dollar less than the previous month.

(Continued on Next Page)





# DRIED MALT SPROUTS

**NOW AVAILABLE**

**JAMES J. DONOHUE**

**Ed. 0462W 8310 N. Port Washington Ave.**

**Milwaukee 9, Wisconsin**

of Animal Industry of the U. S. Department of Agriculture shows that as of December 31, 1946, the state had 179,475 head of accredited Bang's free cattle, Larson pointed out. Pennsylvania ranks second with 150,543 head and New Hampshire third with 80,808. Wisconsin ranks second in the nation in the number of head now under supervision in the Bang's control program, with a total of 1,149,912.

Wisconsin also ranks second in the number of calves vaccinated against Bang's since this program was approved by the federal bureau. To date 220,444 calves have been vaccinated officially under the state plan. The only state which has more officially vaccinated calves is New York, where this program is being carried on by the state without expense to the herd owners.

Livestock breeders in other states have recognized the value of the Wisconsin Bang's control program, and are coming here in increasing number to purchase healthy breeding stock, Larson continued. In 1946 nearly 90,000 Bang's negative cattle were shipped from Wisconsin to breeders in other states. Without an intensive Bang's control program this important out-of-state market for cattle would have been impossible, he added.

## **They Had HELP When They NEEDED It**

**A Program Report for 1946 on  
PMA's Hospital and Surgical Expenses Plan**

During 1946 about half of all members of the Association learned

first-hand the story of PMA's Family Pre-Payment Plan of Hospital and Surgical Insurance.

More than half of all members contacted enrolled in the pre-payment plan. Today 3,500 contracts protect more than 10,000 persons with hospital and surgical expense insurance.

### **Important Change Secured**

The privilege of continuing this insurance protection by members, who, for one reason or another, stop producing milk was added to the contract this last year. This added privilege means much to many members, particularly those of advanced age.

### **Nearly \$10,000 in Maternity Benefits**

Thus far more than one thousand claims aggregating \$70,000 have been paid. Among those were claims for maternity benefits totaling \$9,600.

If complete information is submitted with a claim, it is paid at once. To avoid delay, remember to send your physician's statement and receipted bills covering all hospitalization costs and the physician's services.

Over 60% of all benefits paid, our analysis shows, is for claims covering dependents. It is to a member's advantage obviously, to include his entire family in order to have adequate protection.

Many claims are presented immediately after enrollment in the Plan. In other words, some members have waited until confronted with the need for benefits. It has been hoped that there would not

## **NEW MEMBERS**

**February, 1947**

Baehler, Werner, Rt. 1, Hartland.  
Braatz, Eddie, Oconomowoc.  
Faust, George W., North Lake.  
Gosewehr, Wilford W., Saukville.  
Grober, Paul, Route 2, Box 368, Waukesha.

Henkel, Walter, Route 1, Box 1, Caledonia.

Johnson, Sydney E., Route 1, Oconomowoc.

Kosharek, Michael, Rt. 5, Box 385, Milwaukee 14.

Lawien, Ernest, Rt. 12, Box 505, Milwaukee 13.

Mielke, Howard, Rt. 3, Waukesha.

Tennessee, Helen and Robert, Rt. 1, Hartland.

Vogel, Oliver, Jackson.

Wieffenbach, Howard, North Lake.

be enough such cases to compel the establishment of a time restriction after enrollment, but there is no assurance that this course can be continued indefinitely. To protect yourself and your family —

**Enroll Now**

Kenneth Hales, Manager,  
PMA Family Pre-Payment Plan  
of Hospital and Surgical  
Insurance.

From Pure Milk.

## **Wisconsin Dairy Leaders Favor Expanded ADA**

Under the auspices of the American Dairy Association of Wisconsin, leaders of Wisconsin's dairy industry assembled in Madison, February 7, and viewed the type of program needed for the expanded sales promotion of butter, cheese, milk, ice cream and powdered milk.

O. M. Richards, manager of the American Dairy Association, spoke to the group stressing the need for development and expansion of the ADA program. He also unfolded the program of co-operative advertising in which ADA, through contacts made with leading national advertisers in the food field, have co-operated with ADA and the dairy farmer to tie-in their magazine advertising with dairy foods to such a great extent that for every dollar the dairy farmer spends in advertising his products, he gets \$12 spent in return through co-operation of the nation advertisers.

The consensus of the group assembled at this meeting was that the



## BABY CHICKS

**Place Your Order Now**

**Large Type Leghorns From  
Better Breeder Farms  
White Rocks — Australorpe  
Austro-White — Hampshires**

**Pullets or Cockerels  
Chicks Started up to 4 Weeks Old  
Large Pekin Ducks, Poults  
Jamesway Electric Brooders  
Murphy and Arcady Feeds  
Poultry Remedies**

at **REASONABLE PRICES**

### MILWAUKEE HATCHERY

5232 W. Brown Deer Road  
Milwaukee 9, Wis.  
Telephone Hilltop 7739

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

Then feed

## GRADE A FEEDS

### FEED SUPPLIES, INC.

Milwaukee West Allis  
Saukville Germantown

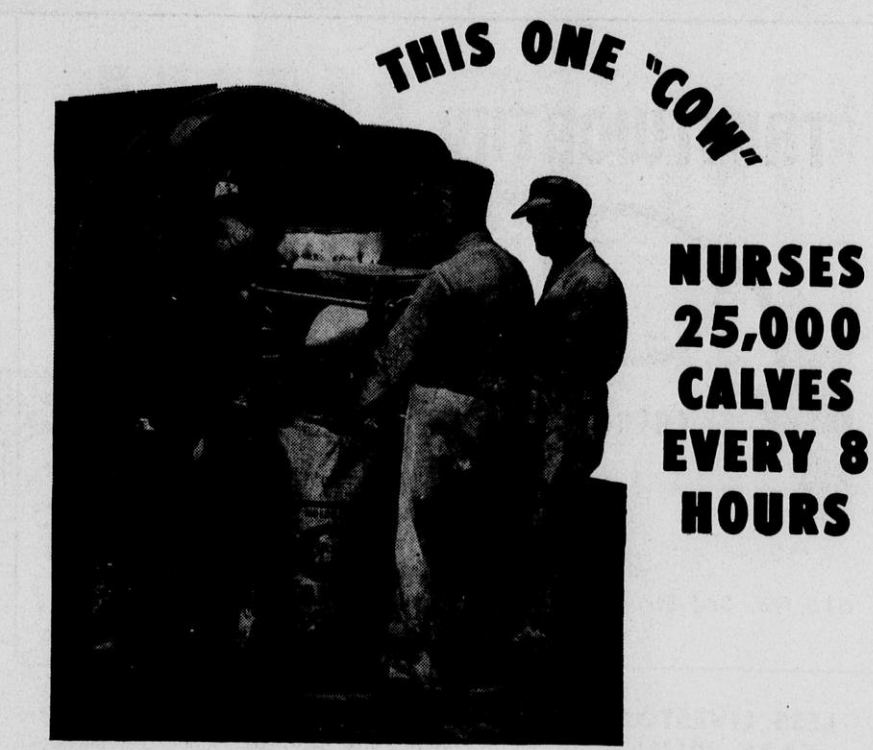
ADA program should and needed to be expanded so as to capitalize and take advantage of the market opportunities that lie ahead for the dairy industry.

Mr. Bryce Landt, Mr. Joe Niemer and Mr. Melvin Mason were chosen by the ADA board of directors as delegates to the ADA national annual meeting to be held in Chicago, March 3, when delegates from ADA member states from all parts of the country will meet to formulate and put together plans for the expanded program of the ADA to further promote, advertise and sell the industries' products.

### Illustrated Wisconsin Bulletin

Wisconsin agriculture, industry, and recreational facilities are portrayed in a new Wisconsin Bulletin which has just been published by the state department of agriculture.

The new bulletin, Wisconsin State



**THIS ONE "COW"**

**NURSES  
25,000  
CALVES  
EVERY 8  
HOURS**

The bulky, mechanical "cow" you see here is performing a valuable mission for dairymen. It is one of the Kaff-A mixing units.

Every eight hours this machine produces 25,000 pounds of Kaff-A. And every pound of Kaff-A replaces ten pounds of whole milk (when mixed 1 to 9 with water in feeding solution). So this one "cow" accounts for a saving of 250,000 pounds of milk every single working day. In a year's operation that totals more than 65 million pounds of whole milk — *saved to sell for higher milk checks!*

Let this mechanical cow feed your calves. It can do the job to full satisfaction with Kaff-A (Analysis: protein, 25%; fat, 4%; fibre, not more than 2%) — every pound saving you ten pounds of whole milk. Order Kaff-A from your feed dealer or milk hauler *now*.



**CONSOLIDATED PRODUCTS COMPANY**  
Danville, Illinois ©1947 C. P. Co.

by the makers of  
**Semi-Solid Emulsions**

Department of Agriculture Bulletin No. 275, is the first of this series of illustrated bulletins to be published since 1941. It contains more than 200 illustrations representing every county in the state. Because of the shortages of paper and metal for engravings the series was not issued during the war.

Included in the new publication is a survey of Wisconsin agriculture during World War II as well as the

first year of the post war period. Special attention is paid to the part played by the state's agricultural industry during the war.

The second section contains a detailed analysis of industrial expansion during the war, as well as a summary of the volume of war materials manufactured and the wide scope of materials made in the state.

Other chapters include an outline of Wisconsin geography, a brief his-  
(Continued on Page 6, Col. 2)

**TRUSTWORTHY**

**QUALITY!**

**CREDIT**

**KINDY**  
*Optical Co.*

**KINDY OPTICAL CO.**

615 No. 3rd Street MARquette 7225

### LESS LIVESTOCK SAYS EBLING

With decreases in the population of horses, hogs, and sheep, Wisconsin farmers have fewer head of livestock on their farms now than a year ago, according to Walter H. Ebling, statistician for the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Livestock inventory figures for the beginning of the year show that Wisconsin farmers have the same number of dairy cattle as a year ago even though the trend of dairy cattle for the nation is downward. Both Wisconsin and the United States show decreases from last year for all swine, sheep and lambs, horses, mules, chickens, and turkeys. The total number of all cattle on Wisconsin farms remains the same as a year ago but for the nation a decrease is shown.

Despite some decreases in livestock numbers, Wisconsin's farm value of all livestock is the highest on record, being estimated at more than 700 million dollars compared with about 560½ million dollars at the beginning of 1946. For the United States, an increase in total value of 25 percent is shown — the highest level on record.

Wisconsin farmers on January 1 had 3,962,000 head of cattle of which 2,585,000 head were cows and heifers 2 years old or over kept for milk. While some changes are shown in the numbers of young stock kept for milk cows and feeder cattle, the total number of milk cows and the

number of all cattle remain the same as a year ago.

The number of all swine is now the smallest on the state's farms since the January inventory of 1939. Compared with a year ago the number has decreased 14 percent. Some increase, however, is shown in the number of brood sows now as compared with a year ago, but a smaller number of pigs are being kept by the state's farmers.

A sharp decrease in chicken numbers is shown for Wisconsin, the number being six percent below a year ago and the smallest since January, 1942. Compared with January, 1946, the number of turkeys is also smaller.

### ILLUSTRATED WISCONSIN BULLETIN

(Continued from Page 5)

tory of Wisconsin agriculture, a summary of the activities and services of the state department of agriculture, a description of Wisconsin's scenic attractions and recreational facilities and brief statements of Wisconsin history, education and health.

Copies of the new bulletin may be obtained from the Wisconsin State Department of Agriculture, State Capitol, Madison, Wisconsin.

In 1946 work with DDT in protecting cattle and dairy barns from fly infestations was carried out at all field stations of the Bureau of Dairy Industry, in co-operation with the USDA entomologists. They used a water-dispersible 50 percent DDT powder instead of an emulsion spray

## For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. All sold out on yearlings, but have choice bull calves up to eight months.

### BERN SCHOESSOW & SONS

Route 1, Thiensville  
2½ Miles West of Thiensville

### FEED GROUND, MIXED and SOLD

We grind, mix and sell feed. Carry Murphy Cut-Cost Vigoray Concentrates and Minerals. A full line of protein feed to mix with your home grown grain for dairy cattle and for poultry. Our new mill and mixer does a high class job. We aim to please and gladly solicit your trade.

### Bechtel Feed Mill & Hatchery

5232 W. Brown Deer Rd., HI. 7739  
Milwaukee 9, Wis.

For Greater Milk Production  
and Higher Test, Feed Corn  
Fannings \$30.00 per ton in  
ton lots.

### JOHN HOFFMAN

6214 South 13th St.  
Milwaukee 7, Wisconsin  
South Milwaukee 1237R5

as before. It proved safer and just as good. The only disadvantage found was its leaving a very slight film on sprayed surfaces. Barns and milk houses were sprayed once at the start of the fly season and it lasted throughout. Cattle were sprayed once weekly or once every two weeks. It had little or no control on the large horsefly, but common houseflies, stableflies and horn flies were practically eliminated.





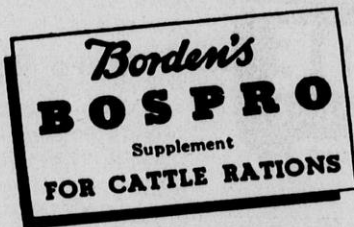
© The Borden Co.

The potential profit you have in your dry cows was never greater than now. The dairy industry needs many more good heifers coming along if milk supply is ever going to meet the expanding demand for dairy products.

Feeding a Bospro fortified fitting and

freshening ration is a sound *nutritional* way to protect these future profits. Bospro, with its abundant supply of A and D Vitamins, is helping thousands of dairymen reduce calf losses, produce stronger, faster growing calves and to restore the dam to full production safely and quickly.

Chances are your feed dealer carries or can make you a Bospro fortified feed—see him next chance you get.



**THE BORDEN COMPANY**

*Animal Food Department*

350 Madison Avenue New York 17, N. Y.

# DO YOU KNOW...



## THAT THUNDER AND LIGHTNING DO NOT SOUR MILK?

Contrary to popular belief, thunder and lightning do not sour milk.

Some years ago a German scientist, trying to imitate lightning, subjected milk to electrical currents of different intensities. He found the milk stayed sweet longer.

The sultry atmosphere before a storm—ideal for bacterial growth—turns the milk quickly. Extra attention to cooling at such times will prevent souring.

**WITH DEMAND** still far ahead of supply, *high quality milk* deserves the best of care from cow to market—and is far **TOO VALUABLE TO FEED TO ANIMALS!**

### FOR LESS THAN 6¢ A DAY\*

you can feed a calf Mutual DAIRYADE, baby food compound for calves, pigs and poultry, sell *most* of the milk now fed on the farm—and still get **BIGGER MILK CHECKS!**

### \*ONE 25-LB. PAIL OF DAIRYADE

*with a minimum of milk and your own hay and grain*

**RAISES 2 CALVES FOR 6 WEEKS**

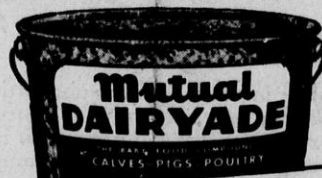
**ADDS \$24-\$36**

**TO YOUR MILK CHECKS**

*Order a pail Today!*

## FREE

Get your handy BREEDING RECORD from your milk plant or write to **MUTUAL PRODUCTS CO.** 535 N. 4th St., Minneapolis 1, Minn.



**GUARANTEED**  
To SATISFY or your money back

# Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

## MARCH IS RED CROSS MONTH

This year the American Red Cross needs \$60,000,000 to carry out its vital responsibilities for continued service to veterans and their families, continued service to the men in army and navy hospitals, to those serving with the occupation forces, and to their families, and continued service to the community—disaster service, blood donor service, first aid, water safety, accident prevention, nurse's aide, and other health,

welfare and educational services. The American Red Cross carries out its vast program of mercy and community service through the generous support and co-operation of the people. How well the Red Cross does its job depends on you! When you contribute to the 1947 Red Cross Fund, you become a member of a great working family—a family of American neighbors pledged to help each other in time of need.

# 7 Days a Week

**F**OR day-in, day-out uniformly thorough can-washing you can depend on specialized Oakite detergents.

Whatever the water condition or the type of machine, there is a fast-acting Oakite material to give you consistently low bacteria counts; complete removal of butterfat deposits; less milkstone build-up; excellent rinsing, drying, sterilizing.

Ask your Milwaukee Representative to survey your can-washing operations. His service and recommendations are free without obligation. Call him *now* . . . or write for full, free details.

### OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

**OAKITE** Cleaning & Germicidal Materials  
DAIRY RESEARCH DIVISION

Farmer (to friend): I hear, Bert, that while you were in the city you took up this here golf. How'd you like it?

Bert: Well, it ain't bad. It's a bit harder than hoin' turnips and a bit easier than diggin' potatoes.

## More Research Work

More research work is one of the crying needs of the dairy industry. Facts, not guesses, are needed for the industry's continued development. A great deal of research work is being done in some of the laboratories supported by privately owned firms in the business. The findings are not given to the public, and it is a shame that such research work cannot be done in a larger measure by those institutions which gladly share their findings with others in the industry.

We are not blaming the men in those institutions; they are handicapped by lack of time and manpower. The fault lies in the penuriousness of legislative bodies, the only ones that can correct conditions.