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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1939/March 1940

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MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

APRIL, 1939

Number 1

PUBLICITY

Milk got plenty of ink in the last ten days of March. A controversy started by a certified milk producer was taken up by a few people in the vicinity of Waukesha and an effort was made by them to prove that your Board of Directors had upset a deal between the Department of Agriculture and Markets, Governor Heil and the Milwaukee dealers.

The certified milk man was interested in maintaining 12 cent milk, for his firm puts all the milk which it produces over its certified milk demands (its surplus milk) in standard milk bottles and sells that part at the same price as your milk and in competition with you, while your surplus goes into manufactured channels. The argument started after the dealers had a conference with Ralph Ammon, Director of the Department of Agriculture and Markets, in which Mr. Ammon had been asked by the dealers to order 10c milk by March 15. This Mr. Ammon refused to do but he did decide to order that price as of April 1. Following that meeting Governor Heil and Milwaukee dealers met and talked over the legislative situation and a committee of dealers asked if they could meet with a committee of your Board. The request was granted and on the following day, three members of your Board met with Governor Heil, Mr. Ammon and a committee of dealers.

At this meeting, Mr. Ammon stated that he had not changed his mind about the reduction as of April 1 from 12c to 10c per quart. He also said that the producer would get \$2.10 per hundred for milk for fluid use over the protests of dealers that they could not pay so high a price without losing much money

(Continued on page 2)

GEORGE W. DROUGHT

It is with sincere regret and sorrow that the death of George Wesley Drought is recorded on these pages.

Mr. Drought died of a heart attack on Tuesday, March 28, in the city of Racine. A member of this co-operative since its early days, a director since 1922 and vice-president from 1932 to 1939, Mr. Drought was a hard fighter for what he believed to be right.

He operated a large farm in the town of Caledonia, Racine County, which had been in the Drought family since the early 40's. Interested in progress, he worked the farm in up-to-date fashion with modern equipment and kept his barns filled with good cattle.

His passing brings sorrow to his wife and family and to a wide circle of friends and relations. The funeral on Sunday, April 2, was attended by a vast crowd of friends and relatives.

COMPOSITE PRICE HOLDS UP

In spite of the fact that manufactured milk dropped eight cents per quart due to the break in the butter market, March composite price is practically the same for all the companies as February. This is due in part to the Lenten season when milk sales are always better and in part also to the longer month which means that there was more excess milk per individual and a lower surplus for all shippers to a given plant.

Had butter held at the same average as January and February the composite price would have been about four cents higher for the companies with the high surplus.

STATEMENT BY THE BOARD OF DIRECTORS

Criticism that your Board of Directors did not act according to the following resolution adopted at the last two annual meetings has been voiced:

Whereas in the past any reduction to the consumer has been taken from the producer and WHEREAS it has brought about a most unfair situation, THEREFORE BE IT RESOLVED that we demand if any further cut is made to the consumer that labor and management take equal cut in proportion to the producer.

Your Board did DEMAND just what the resolution instructed it to for the last five months but the dealers would not accede to those demands and automatically the whole price question went to the Department of Agriculture and Markets under the milk control law.

FRED E. KLUSSENDORF
WM. A. WEBER
AMBROSE A. WIEDMEYER
PAUL W. BARTELT
CHAS. E. MILLER
ED. SCHMIDT
WM. KERLER
EDW. A. HARTUNG
C. W. FLETCHER
A. C. KIEKHAEFER
CHAS. DINEEN.

DAIRYMEN BACK NEW WISCONSIN LABOR LAW

Sheboygan, Wis.—Members of the Wisconsin Dairymen's Association endorsed legislative proposals for revision of Wisconsin's Labor Relations Act at the organization's annual meeting here March 23.

MARCH PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	51.60	\$2.71	Fluid	50.83	\$2.71	Fluid	54.20	\$2.71	Fluid	52.43	\$2.71
Out. Relief.	3.08	2.48	Out. Relief.	4.36	2.48	Out. Relief.	3.46	2.48	Out. Relief.	1.04	2.48
Cream	17.44	1.10	Cream	10.58	1.10	Cream	15.78	1.10	Gov't Sales	2.43	1.10
Manuf'd	27.88	.85	Manuf'd	34.23	.85	Manuf'd	26.56	.85	Cream	18.45	1.10
Composite price		\$1.90	Composite price		\$1.88	Composite price		\$1.95	Manuf'd	25.65	.85
									Composite price		\$1.89
BLOCHOWIAK DAIRY			TRAPP'S GOLDEN RULE			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	50.70	\$2.71	Fluid	53.66	\$2.71	Fluid	49.35	\$2.71	Fluid	63.64	\$2.71
Out. Relief.	4.97	2.48	Out. Relief.	1.56	2.48	Out. Relief.	1.90	2.48	Cream	14.40	1.10
Cream	14.41	1.10	Cream	19.17	1.10	Cream	15.76	1.10	Manuf'd	21.96	.85
Manuf'd	29.92	.85	Manuf'd	25.61	.85	Manuf'd	32.99	.85	Composite price		\$2.06
Composite price		\$1.90	Composite price		\$1.91	Composite price		\$1.84			

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VOL. 12 APRIL, 1939 No. 1

BOARD OF DIRECTORS

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

WM. KERLER, *Treasurer*, R. 5, West Allis.
CHARLES DINEEN, *Secretary*, Cedarburg.
A. C. KIECKHAFFER, R. 2, Thiensville.
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.
ED. SCHMIDT, R. 7, Wauwatosa.
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.
PAUL BARTELT, Jackson.
AMBROSE WIEDMEYER, Jr., Richfield.
CHESTER FLETCHER, R. 3, Waukesha.
WM. WEBER, Merton.

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PRICES LISTED

In this issue is listed the price of fluid milk, manufactured milk, average price, percent of surplus or manufactured and the retail price per quart, since selling to the dealers by weights and tests was started in February, 1922.

A study of this record reveals the fact that in years past we had a much higher price on fluid milk that retailed at ten cents per quart than we have today. It is true that at that time the dealers could use cream taken from milk paid for at manufactured price for fluid cream sales. Now they pay 25 cents per hundred pounds of milk more than the manufactured price.

A big factor in the difference in returns to the farmers is due to the coming in of new distributors who have taken volume from the established dealers leaving the latter with light loads, unused plant equipment, and practically the same overhead as formerly.

Organized labor is now in the picture with a six day week, two weeks vacation with pay and a high guaranteed wage instead of a low guaranteed and high commissions as in former years.

PUBLICITY

(Continued from page 1)

and a protest by your representatives that \$2.20 is what they believed should be the price.

A letter was then sent to all producers on our list on the subject.

Someone started a story about your committee having something to do with spoiling a deal that Governor Heil had made which would mean that milk would stay at 12c for April and many half-truths (which are more damaging than out-

right lies) started circulating. A mass meeting of producers was asked for by a man from Waukesha but your Board decided that it would be unwise to hold such a meeting and decided on sectional meetings in order to acquaint the producers with the situation. Seven of these meetings were held but due to the sudden death of Director Geo. W. Drought, the others were cancelled.

A committee from Waukesha then asked that representatives of your Board meet with Governor Heil, Mr. Ammon and that committee. At this meeting held in Milwaukee on March 31 Governor Heil stated that he had never entered into a deal with the milk dealers on 12c milk for April and said that he was surprised that the price had not dropped six months ago.

Mr. Ammon said he had never changed his mind since March 16 when he first said that on April 1 milk would retail at 10c per quart and that he would not change it now. That effectually disposed of the claim made by the Waukesha committee that Mr. Ammon had changed his mind several times about the price of milk for April.

The above named committee also claimed that your Board had not followed the instructions of the stockholders at the last two annual meetings as expressed in the following resolution:

"WHEREAS in the past any reduction to the consumer has been taken from the producer and WHEREAS it has brought about a most unfair situation, "THEREFORE BE IT RESOLVED that we demand if any further cut is made to the consumer that labor and management take equal cut in proportion to the producer."

Your Board did consistently demand just that of the dealers and failing to get its demands the question automatically went to the Department of Agriculture and Markets as provided for in the milk control law. The Department was not and could not be bound by that resolution, but it is bound by law to fix a price which it believes is fair and reasonable to all parties concerned.

To fix any other price would invite a defeat in the courts if anyone should decide to make a test case. The Department has made a long and careful study of this and other fluid markets in the state and is, your Board believes, in a position to judge as to what is best for the industry.

OTHER MARKETS

St. Louis, Mo., average price is estimated at \$1.72 for March. Chicago is estimated at \$1.68 for 86 percent of base milk. Reports from Chicago indicate much milk is sent in by bootleggers and chiselers at a price that brings the farmers \$1.18 delivered at country plants. Over 50 percent of Chicago milk being sold at wholesale principally through stores, the great bulk of it through chiseling dealers.

The Twin Cities fluid price for March and April \$1.75 with a retail price of 11c for the first quart and 10c for any other one thereafter.

MISUNDERSTANDING

On Friday morning, March 31, a number of farmers congregated at your headquarters. They stated that a radio announcement at 10:00 p. m. Thursday said that Governor Heil would meet the producers at 10:00 a. m. Friday at this office. Some also said that they had been contacted by telephone and given the same message.

Representatives of your Board had been asked on the previous day, to meet Governor Heil and Ralph Ammon at the Milwaukee Athletic Club on Friday morning. This was explained to the people who had gathered, before your directors, who were present, left to meet with Mr. Heil and Mr. Ammon. Some of the crowd asked if they could appear at the meeting downtown. As we were only invited guests, we could not ask any others as it was not our party.

Some did go to the downtown meeting which was addressed by both Governor Heil and Mr. Ammon. Later in the morning more farmers came here and told the same story about being told to come to hear the Governor talk. They waited here for quite sometime.

We publish this to inform our members that your organization had no part in getting people to come here and that we are sorry that some people had spread the story about the Governor coming here to talk to the producers. Why anyone should mislead farmers to come to town on a wild goose chase is hard to understand.

Another piece of misinformation was a story that appeared in a city paper saying that the members of the Board were attending James Drought's funeral that morning. Fact of the matter was we were downtown meeting with the Governor, Mr. Ammon and a Waukesha group and the newspapermen were also there.

Mr. Fletcher Says: . . .

This past month history was made in the marketing of your milk in this market. During this period after some dealers had decided to openly violate the control law and cause a situation that probably would have resulted in a price war and utter demoralization of the market, your organization and the department of agriculture and markets, fought for and obtained stabilization.

Other people thought differently, and consciously or unconsciously, did everything in their power to create a disastrous price war, dissension in the organization, assist the unions and turn over the fluid market to the chisellers and the canned milk industry.

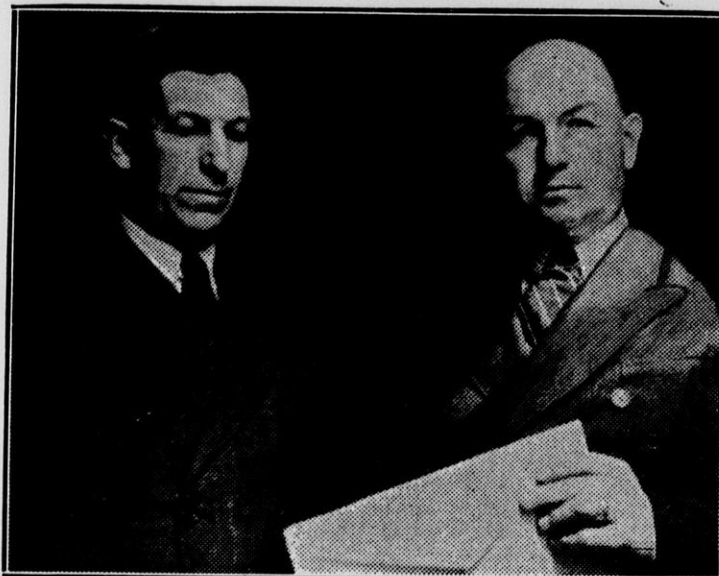
This they failed to do because you are organized farmers facing marketing problems intelligently and courageously.

One statement I made to you in meetings that holds very true is that your organization is hated by every milk chiseler in the territory but respected by the co-operating buyers and as long as that condition prevails your organization is safe. When that condition is reversed your organization will have no chance to obtain for you your share of the consumer's dollar and will gradually wither and die. We have emerged from this with the best fluid price paid in any comparable market, where milk retails at 10 cents per quart and our job now is to hold it through this time of low priced manufacturing dairy products until such time as we can start upward.

There were so many statements made in the recent meetings that may be forgotten that I wish here to restate some of them so that you may study their significance in regard to marketing your product.

There are now 741 less farmers shipping to this market than in 1932 with no increase in per farm production over that year. The consumption of fluid milk in this market has dropped about two and one-half million pounds monthly since 1932. If per capita consumption of fluid milk was as high now as in 1928 we would be using forty-nine million pounds of milk more per year than we now are. That farmers are not objecting to the total wage received by milk salesmen, but claim they should be paid a commission on total sales rather than a guarantee for time employed. The health department must cooperate in reducing costs in plants and on farms if they wish to assist in

BILL AIDS DAIRY INDUSTRY TO LAUNCH PROGRAM



Nicholas J. Biehler, Belgium (right) introduces the bill appropriating \$20,000 for organization purposes to the Wisconsin Dairy Industries association. Bryce S. Landt, Wisconsin Dells, chairman of the association, is shown approving the bill. The dairy group is building a \$400,000 fund with other states in

a national program to boost all dairy products, but the appropriation is needed until contributions are in.

EMPLOYMENT PEACE ACT

Bill 154A called the Employment Peace Act and introduced in the State legislature at the request of the Wisconsin Council of Agriculture is slated for a hearing before the Joint Finance Committee of the legislature at 2:00 p. m. Wednesday, April 12 in Room 319 South, State Capitol, Madison.

This bill, if enacted into law, will take the place of the Wisconsin Labor Relations Law sometimes known as the Little Wagner Act.

Farmers should get back of this bill for it is believed that if it becomes law there will be less strife and labor trouble and more employment. More men working steady will mean better buying power and an improved market for farm products.

NO BARLEY IMPORTED

No barley or malt was received from a foreign country by Wisconsin brewers or maltsters during 1938, it is revealed by the state department of agriculture and markets.

More than 5½ million bushels of barley malt went into the production of Wisconsin beer last year. Because of the fine quality of Wisconsin barley, specially grown for malting purposes, much of this total amount of barley is Wisconsin-grown.

A law passed in 1935 requires that brewers and maltsters doing business in Wisconsin submit quarterly reports to the department of agriculture and markets showing the use of any imported malt or barley. Such reports have been submitted quarterly and carefully checked.

creating sales. That dairy profits must come from efficient operation. Inefficient companies must mend their ways or perish. That control laws must be rigidly and fairly enforced to be effective and that farmer organizations must recognize market conditions and be able and ready to meet their competition at a lower price as well as be ready to raise prices when conditions warrant.

NEW SUPPORTERS

Leonard Rowe, Oconomowoc, R. 1
Pfeil Bros. Sussex
Shepard & Johnson, Lake Beulah, R. 1
Edwin Hetzel, Richfield
Buel Walsh, West Bend, R. 5
McDonald Bros., Oakwood
Klepp Bros., Mukwonago, R. 1
Joe Erdman, Hales Corners, R. 2, Box 283
Herman Luedtke, Waukesha, R. 2, Box 191
Joseph F. Brahm, Menomonee Falls, R. 1, Box 249

GIRLS' BALL TEAM

Following the annual picnic last Summer, it was brought out that considerable interest was shown in the baseball game played by the girls.

The game was one-sided because our team had not practiced and were not even well acquainted.

This year the committee on games, which is Wm. Weber, Merton and Ed Schmidt, Brookfield, has decided to organize some good games. They invite any girls who may be interested to contact them. If there is enough interest shown in any particular neighborhood, a meeting will be called to make plans. The committee wants only girls from member's family on teams.

(Continued from page 3)

Year	Fluid	Mfg.	Outdoor Relief	Cream	Avg.	% Surplus	Per Qt.
1936							
May	2.00	1.16	1.77	1.41	1.61	33.58	10
June	2.00	1.27	1.77	1.52	1.64	39.02	10
July	2.00 & 2.40	1.46	1.77 & 2.17	1.71	1.83	41.02	10
August	2.40 & 2.70	1.60	2.17 & 2.47	1.85	2.10	38.64	11 & 12
September	2.70 & 2.80	1.57	2.47 & 2.57	1.82	2.17	38.69	12
October	2.80	1.45	2.57	1.70	2.15	36.50	12
November	2.80	1.48	2.57	1.73	2.23	26.00	12
December	2.80	1.48	2.57	1.73	2.28	21.59	12
1937							
January	2.71	1.48	2.48	1.73	2.19	26.85	12
February	2.71	1.48	2.48	1.73	2.16	30.05	12
March	2.71	1.52	2.48	1.77	2.19	28.71	12
April	2.71	1.31	2.48	1.56	2.07	35.51	12
May	2.71	1.26	2.48	1.51	2.06	29.80	12
June	2.71	1.24	2.48	1.49	1.99	35.09	12
July	2.71	1.25	2.48	1.50	1.95	39.32	12
August	2.71	1.32	2.48	1.57	2.08	31.20	12
September	2.71	1.42	2.48	1.67	2.21	22.91	12
October	2.71	1.47	2.48	1.72	2.28	16.88	12
November	2.71	1.47	2.48	1.72	2.37	18.37	12
December	2.71	1.58	2.48	1.83	2.36	13.78	12
1938							
January	2.71	1.39	2.48	1.64	2.26	17.75	12
February	2.71	1.26	2.48	1.51	2.14	21.13	12
March	2.71	1.22	2.48	1.47	2.15	20.52	12
April	2.71	1.11	2.48	1.36	2.03	26.15	12
May	2.71	.99	2.48	1.24	1.93	31.13	12
June	2.71	.92	2.48	1.17	1.85	36.10	12
July	2.71	.92	2.48	1.17	1.76	41.68	12
August	2.71	.93	2.48	1.18	1.82	38.19	12
September	2.71	.93	2.48	1.18	1.89	33.10	12
October	2.71	.93	2.48	1.18	1.91	31.44	12
November	2.71	.97	2.48	1.22	2.00	25.50	12
December	2.71	1.00	2.48	1.25	2.09	19.43	12
1939							
January	2.71	.93	2.48	1.18	1.97	26.63	12
February	2.71	.93	2.48	1.18	1.95	28.56	12
March	2.71	.85	2.48	1.10	1.92	27.88	12

The 1938 reports cover 18 malt-ing plants, five brewer maltsters, and 73 brewers. A check of all Lake Michigan ports also shows that no imported barley or malt is being shipped in.

WHY NOT LET THEM KNOW?

In five years the milk equivalent of manufactured dairy products in the South has increased 23 percent. How about it, you Southern dairy-men? Are you calling this fact to the attention of your legislators who are arguing the cause of oleomargarine so ardently as a matter of sectional interest? They are still harping upon the nefarious Northern Butter Trust, you know.—The Dairy Record.

The Dayton, Ohio market for four percent milk was \$1.89 for February for average price, with a fluid price of \$2.12, retail price was 11c.

The Springfield, Ohio fluid price was \$1.90, resale price per quart 10c, average price of \$1.67.

Louisville, Ky. \$2.50, resale price per quart 12c, average price of \$1.87.

Canton, Ohio fluid price \$2.25, resale price 11c, average price \$1.79.

STATE FAIR DAIRY DAY

Plans for Dairy Day, August 25, at the 1939 Wisconsin State Fair will be laid at a meeting to be held in the Retlaw Hotel, Fond du Lac, on Friday, April 14, it was announced this week by Ralph E. Ammon, manager of the State Fair and director of the state department of agriculture and markets. More than 75 leaders in Wisconsin's greatest industry—dairying—have been invited to attend.

ORGANIZED ATHLETICS

Martin Weber

(Leader and arbiter of non-profit athletics for boys and young men in the Milwaukee Milk Shed—and Wisconsin.)

NOTE: This is the second "SPECIAL RECOGNITION" article. Would you care to nominate someone for consideration in this series? Do you feel that a short

sketch of each of the association's directors would be more appropriate? The author would be pleased to hear comments—either complimentary or rancorous.

"Heaven's gates are closed to he who comes alone,— Save thou a soul—and it will save thy own."

'Twas a prophetic bard who wrote the above lines, and Martin Weber must have at some time read them, for in finding an outlet for the excess energy of literally thousands of boys during the last 16 years he might be rated in the soul-saving, body and character developing business on a mass production basis.

Martin Weber is a temperate, brisk and alert farmer of 40 years—happily married, with a wife, four sons and a daughter. With his brother William as a partner he works 160 acres located on Highway 74—within Merton village limits. Like many another active young man it seemed extremely regrettable to Martin that sports—which at one time seemed to rate at least 50 percent of the pleasure of existence—should cease altogether when school days ended. Haphazardly formed "town" teams of baseball and basketball players welcomed boys no longer eligible for school athletics, and for a number of years—'til 1922—Martin was an active member of these teams. Their disadvantages were many: no advance schedule of games; no one to finally adjust differences between teams; no uniform rulings of game umpires and referees; no regular publicity of team standings; no penalties for failing to play at an appointed time and place; rewards? Yes, unfortunately there were some paid players at that time who deprived the contests of their naturally amateur spirit.

When Martin Weber gave up personal participation in these makeshift athletics in 1922, he at once decided to use the knowledge of their obvious defects which he had obtained to improve future similar events. He frankly admits that at this time his motives were not entirely philanthropic: he wanted to "promote" something. The promotional idea vanished as the apparent good capable of accomplishment by the work he had undertaken became evident. Weber's first organizational effort was a county-wide basketball tournament held at Hartland. The event was a success from a financial and attendance standpoint. Paid players still took part and it was yet only a competing between individual towns who be-



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longed to no league. Martin had the assistance of a five man board for this first attempt and also in 1923 when the Waukesha County Basketball Tournament was repeated. These tournaments were well appreciated and were indicative of what might be done if the idea were further pursued. The five man board was not wieldy and decisive enough for nervous young athletes who demanded quick decisions in their squabbles.

Prior to the opening of the 1934 basketball season the other members of the athletic board stepped out in favor of Weber and, without hindrances, he founded an 18 team league, persuaded each team to purchase a franchise, deposit a forfeit for failure to play at appointed times or other rule infractions, arranged for trained referees—and saw that results of all games were published in the Milwaukee papers as well as eight rural weeklies and two dailies within the area. Our farmer-athletic leader had welded six teams into a "LAND O' LAKES" baseball league in 1923—using the same general principles. Each team came from a different town in almost every case.

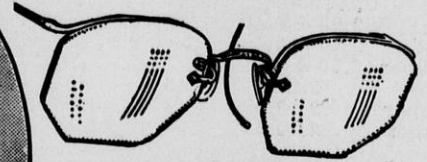
Martin's rules were fair—and he made them work. The young men aged 18 to 25 readily appreciated the advantage of a fixed schedule every Sunday in the baseball season, (May 1 to Labor Day), with a man they respected donating his time to smooth out misunderstandings that were bound to arise. When the Fall "playoff" for championship honors was established in 1929 so much interest was created that many more teams besieged for admission. Three baseball leagues eventually resulted—The "LAND O' RIVERS" formed in 1930, and the "LAND O' VALLEYS"—for the younger lads in 1934. There are now 58 baseball teams with 872 players registered in them. Basketball teams under the same management number 30 with 324 players.

Merton streets are lined with the cars of 52 baseball umpires who attend a training school alternate Tuesday evenings during the playing season. The umpires are paid for their work and selected with discretion. The umpires are older men, invite respect, and work up from the junior leagues to the top. While the area covered by all these leagues is practically identical with the Milwaukee Milk Shed, Weber also managed a state basketball tournament in 1938 with most counties represented.

Local talent with no financial rewards for players is the theme of



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RED CROSS DEVELOPER 1.49 per cwt.

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FARMERS' EXCHANGE
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Helenville, Wisconsin

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IRV. THELEN
Caledonia, Wisconsin

CUDAHY FLOUR & FEED
Cudahy, Wisconsin

JOE McLAY
Delavan, Wisconsin

all Weber fostered contests. Character building, recreation, crime prevention—these are the aims of the games. Top admission prices are 25c—and as low as 10c. Each team is responsible for its own finances, although the majority are "angeled" by some local club or group. A very satisfactory feature is the insurance fund created by a 50c deposit from each player. From this fund all game injuries are given prompt medical care.

The last item in the Weber athletic program is boxing—which materialized this Winter with 100 contestants at the Waukesha Stock Pavilion. With 40c admissions hundreds of spectators were turned away—for lack of room. Seventeen training centers with competent instructors were set up for boxing within 10 days. Boxing almost completes the variety of choice in athletic participation. It brings out a different class of young men than

baseball or basketball. Generally speaking, Weber rates the mentality of boxers lowest, baseball next, and basketball highest. The widened field gives all a chance. The boxing will be continued with further cards already scheduled.

"This athletic program has grown even beyond my wishes," remarked our now somewhat famous exponent of trained bodies. If you and I had to spend 3½ hours every Sunday evening in the Summer gathering and tabulating baseball scores—and most of our spare time the remainder of the year arranging or arbitrating some distant teams contests or affairs with spiritual satisfaction our only compensation, wouldn't we think we fully deserved the devout judgment which a leading banker voiced of Martin Weber: "He is a practical Christian."

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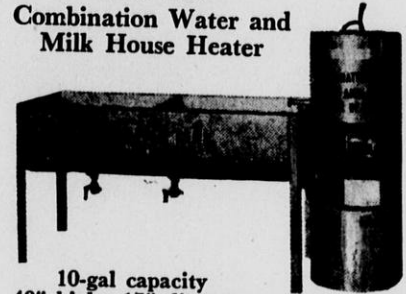
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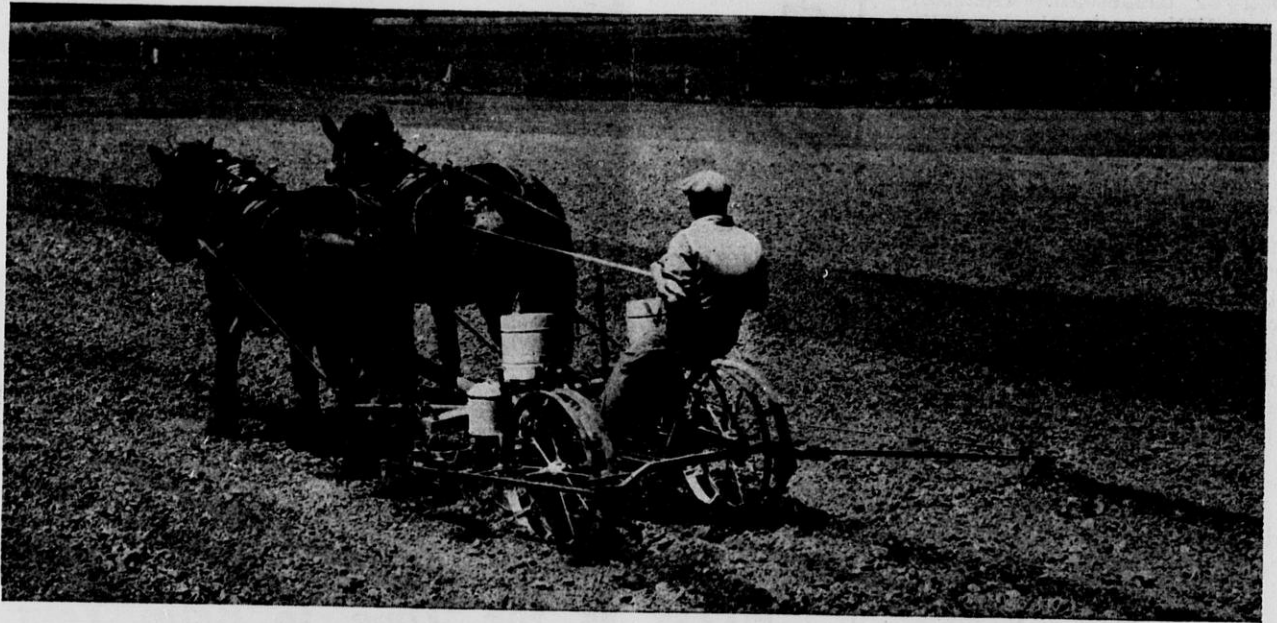
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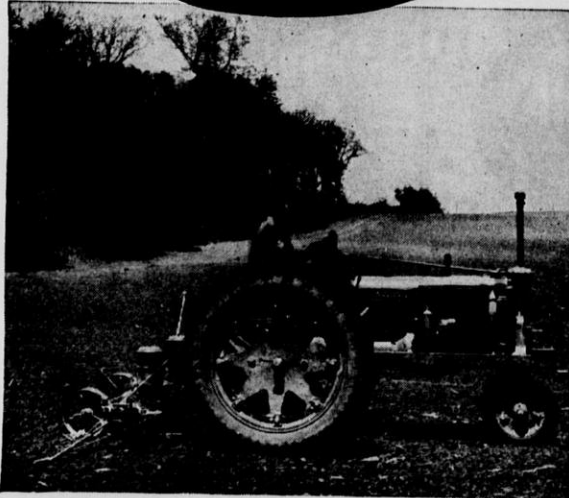
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MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

MAY, 1939

Number 2

MILK PRICE

The Department of Agriculture and Markets ordered that \$2.10 would be the price for fluid milk for April and May and for that reason no price conference was held with the dealers in April.

The drop of sixty cents per hundred in fluid milk prices has resulted in a drop of approximately 35 cents per hundred in the composite price for April. An average increase in sales of five percent has been balanced by approximately the same increase in receipts of milk. The falling butter market resulted in manufactured price dropping from 85 cents to 77 cents or 8 cents per hundred pounds of manufactured milk, which means that the composite price was reduced from four cents to six cents per hundred, depending on the percent manufactured by the different companies.

TREASURER KERLER IN HOSPITAL

Our members will sympathize with William Kerler who is confined to St. Mary's Hospital in Milwaukee following a serious operation.

At the present time Mr. Kerler, while still weak, is getting along fairly well and it is hoped that he will not remain long at the hospital.

JUNE DAIRY MONTH

A campaign to promote increased consumption of milk and dairy products, which is expected to be one of the most extensive drives ever carried on by the industry, will center on a June DAIRY MONTH to spotlight milk, butter, cheese and ice cream.

This promotional event will be somewhat similar in operation to National Milk Month held a year

(Continued on page 2)

STORY OF THE

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

The fifteenth day of April, 1916, was an eventful day for the farmers who produce milk for the Milwaukee Metropolitan Market. On that April day, 23 years ago, the present marketing organization now known as the Milwaukee Co-operative Milk Producers was formed under the name of the Milwaukee Milk and Cream Shippers' Association.

Previous to that time, a voluntary organization to which such producers who wished paid one dollar per year, had tried to bargain for a price of milk with the dealers and when milk was scarce did make some good bargains. There were many other things that needed looking after, such as checking on shoe-string and fly-by-night dealers, temporary shutoffs when dealers had too much milk, "gypping" on weights, loss of cans and a generally unstable market. So the producers decided that something had to be done. Organizations had been set-up in some other large cities, Detroit and Chicago, as well as in Eastern towns. Getting some ideas from other fluid milk groups, a committee named by the old voluntary organization consulted with men like the late Dr. Charles McCarthy and some others at the State University and after much discussion with producers in the Milwaukee milk shed, articles of organization were drawn up and explained to farmers at local meetings.

It was proposed that the capital stock be \$10,000 and that shares have a face or par value of \$10 and that no one might have more than \$1,000 of stock and regardless of the amount of stock held, none could

(Continued on page 2)

A NATIONAL PROGRAM FOR DAIRY FARMERS

A Statement of Their Economic Plight With Suggestions for Both Immediate and Permanent Means of Improvement.

A special emergency meeting of the member organizations of the National Co-operative Milk Producers Federation was held in Chicago, April 13, for the purpose of canvassing the condition of dairy farmers throughout the United States and devising a program to better their condition. In addition to the regular delegate body, representatives of a number of dairy producers marketing organizations not affiliated with the Federation were present and participated in the discussion of the problems affecting the industry. Representatives of 62 organizations were present. In addition, telegrams were received from a number of the member associations in their districts, could not be present, signified their intention of supporting any actions taken by the meeting. In accordance, therefore, with a unanimous vote of the delegate body the Board of Directors of the National Co-operative Milk Producers Federation issued the following statement of conditions, with suggestions for a program:

The Condition of Dairy Farmers

A national crisis confronts 18,000,000 people who live on dairy farms of the United States. Their living conditions have become almost unbearable. The price returns on their products are depressingly low. Their outlays for things which they buy and for taxes are distressingly high. As a result, great discontent prevails throughout the land among

(Continued on page 4)

MAY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	50.29	\$2.10	Fluid	49.88	\$2.10	Fluid	53.11	\$2.10	Fluid	51.70	\$2.10
Out. Relief.	3.00	1.87	Out. Relief.	4.03	1.87	Out. Relief.	3.82	1.87	Out. Relief.	.92	1.87
Cream	19.07	1.02	Cream	12.35	1.02	Cream	16.92	1.02	Gov't Sales.	2.00	1.02
Manuf'd	27.64	.77	Manuf'd	33.74	.77	Manuf'd	26.15	.77	Cream	20.47	1.02
Composite price	1.51		Composite price	1.50		Composite price	1.55		Manuf'd	24.91	.77
									Composite price	1.52	
BLOCHOWIAK DAIRY			TRAPP'S GOLDEN RULE DAIRY, INC.			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	51.69	\$2.10	Fluid	50.74	\$2.10	Fluid	48.80	\$2.10	Fluid	64.42	\$2.10
Out. Relief.	5.40	1.87	Out. Relief.	1.68	1.87	Out. Relief.	2.19	1.87	Cream	14.63	1.02
Cream	15.43	1.02	Cream	18.76	1.02	Cream	17.83	1.02	Manuf'd	20.95	.77
Manuf'd	27.48	.77	Manuf'd	28.81	.77	Manuf'd	31.18	.77	Composite price	1.65	
Composite price	1.54		Composite price	1.51		Composite price	1.49				

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MILK PRODUCERS

CHARLES F. DINEEN, Editor
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Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 12 MAY, 1939 No. 2

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MILK CONTROL HAS HEARING

A Milk Control Bill designed, if enacted into law, to take the place of the present law which expires in December, 1939, was up for a hearing before the assembly committee of agriculture. The new bill has no termination date and would give the department power to set prices according to a market ratio. General dairy market prices, which means price paid for cheese and butter and condensed milk, would be the basis on which fluid prices would be set, plus premium for higher sanitary requirements, uniform production, etc.

Your organization went on record opposing a law without termination date, feeling that when times become normal we would be better off without arbitrary control. Ratio provision was opposed for the reason that prices of butter and cheese, which are controlled by a world market condition might be low at a time when conditions made it difficult to produce milk in our own milk shed due to drought or some other condition which might not affect other markets.

Cheese makers appeared in large numbers as opposing the bill, claiming that high fluid price under control had increased production, thereby throwing considerable milk over fluid needs into manufactured channels, to the detriment of cheese producers. They also claim that consumption was low because of the high price to the consumers in controlled markets. Two ex-senators also appeared against the bill and made lengthy talks.

At this writing, the bill has not been reported out by the committee and it is likely that an unfavorable report will be made. Should this happen, the bill will probably not become law.

DAIRY MARKETS STUDIED

In this issue a release headed "A National Program for Dairy Farmers" issued by the National Co-operative Milk Producers Federation appears.

A meeting held in Chicago on April 17, at which representatives of dairy organizations from Minnesota, Iowa, California, Illinois, Connecticut, Wisconsin, Ohio, New York, Pennsylvania, Indiana, Kentucky, Nebraska, Washington, Oregon, Texas, Maryland, Missouri and Tennessee were present, formulated this program.

Your organization was represented by three directors.

Those present were unanimously of the opinion that a national movement to help dairy farmers was absolutely necessary.

The emergency program as mentioned in the release would be a resumption of the buying of butter to stabilize price levels, such butter to be given to the poor who were unable to buy and also to be sold in the open markets, should a shortage of butter develop. It was recommended that a co-ordinate educational and advertising campaign be inaugurated, financed by the producers themselves as is being done in Minnesota, Wisconsin and Iowa at the present time.

A fund of one million dollars per year for three years could be raised if dairy farmers universally joined in the advertising. Since the time of this meeting, representatives of farmers organizations have been encouraged to believe that the government would resume the purchasing of butter for relief purposes and undoubtedly such purchases and the distribution of the butter purchase would raise the price of butter considerably over the present low level.

Secretary Wallace has refused to consider bartering or trading dairy products for foreign goods claiming that only such products as have been exported some years ago should be bartered or traded in that manner.

It is suggested that our members study this excerpt from the release on the Chicago meeting for there is much good thought contained therein.

STORY OF THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

(Continued from page 1)

have but one vote. Selling this idea of paying out \$10.00 was not easy work. A story is related about one man who attended a meeting and was induced to subscribe for a share of stock and paid \$10.00. Thinking it over on the way home and not

JUNE DAIRY MONTH

(Continued from page 1)

ago except that emphasis will be placed this year on all dairy products. Dairy industry leaders agree that the nation-wide sales drive is sorely needed because of the serious condition of the dairy industry from the position of prevailing surplus storage stocks and increasing milk production.

DAIRY MONTH is sponsored by the following organizations: National Co-operative Milk Producers' Federation, National Dairy Council, Milk Industry Foundation, American Butter Institute, National Cheese Institute, International Association of Milk Dealers and International Association of Ice Cream Manufacturers.

Food, drug and variety stores, both chain and independent, restaurants, railroads, bus and airplane lines will join hands with the dairy industry in this nation-wide push to merchandise dairy products. All have signified their willingness to make this June a month of aggressive dairy products promotion.

A national committee representing the dairy groups sponsoring DAIRY MONTH is expediting plans. Widely known organizations aiding the dairy industry program include the Institute of Distribution, National Association of Chain Drug Stores, National Association of Food Chains, Independent Food Distributors' Council and National Association of Retail Druggists. All of these store groups have rendered valuable service before to the dairy industry and will put on even more aggressive programs during the June drive.

Nation-wide radio hook-ups are expected to feature the drive, colorful community showmanship, front page news, united point-of-sale displays and advertising tie-ins of all kinds will be used to make the nation conscious of the advantages of using more dairy products.

believing very thoroughly in the idea himself, he got to wondering how he would explain the transaction to his wife. By the time he got home he was very sick from worry and remained in bed under a doctor's care for three days. Some 400 men attended the organization meeting and adopted articles of organization and by-laws, elected directors and voted to liquidate the old voluntary organization. Officers were elected by the directors and headquarters opened in the city with a full-time manager in charge.

The caring for surplus milk was one of the high problems confront-

ing the Board of Directors and at the meetings of that body, the purchase of plants to care for surplus milk was discussed. No action being taken.

As no provision for income to pay salary, clerk hire, rent, etc., had been made, the fund subscribed was soon spent, leaving nothing for investment, for plant and equipment.

In July, 1936, the directors decided to buy the Burwood Creamery, south of the city, for \$3,000.00. This plant could only handle a very limited amount and did not help materially to solve the surplus problem. A bankrupt milk distributing company's business was purchased by the manager in November for \$24,500 and the Board of Directors were called in to approve the sale and were asked to personally sign a guarantee at the bank which they did.

That was the first of a series of severe headaches for the directors. When the retail milk business fizzled out, cheese was made in the plant. Later the plant was sold to an ice cream manufacturer on a land contract. Nothing but an initial payment was received and the property reverted to the organization with an accumulation of unpaid taxes. Later it was sold at a heavy loss.

Property was rented from the Pabst Brewing Company and a plant to produce skim milk powder, churn butter, etc., was equipped in 1919. An agreement was entered into with the milk dealers in 1922 in which the dealers agreed to take all milk of good quality offered by the Co-operative, milk for fluid sales would be paid for at a price to be bargained for at a monthly price conference between the dealers and representatives of the Co-operative and manufactured or surplus milk to be paid for according to a formula.

A base plan was also put into effect to insure more uniform production.

Thus ended all the efforts of the organization to care for surplus milk in plants of its own. Check testing of milk as received by the dealers was inaugurated at the same time, milk having been bought by the can prior to 1922 regardless of test.

Deduction of three cents per 100 pounds of milk shipped were made by the dealer upon authorization by the producers for the maintenance of the organization. At that time, interest in the organization had waned and less than 50 percent of the producers paid dues. A change in officers in 1925 led to a revival of interest and in 1927 the dues were reduced to two cents and in 1931 to one and one-half cents per hundred.

Capital stock had been increased by amendments to by-laws until in 1920 it was \$75,000.00. This money was all spent and the actual value of the stock in January, 1925, was nil. Increase in the number of producers paying dues was so marked beginning with March, 1925, that by 1931 all indebtedness had been paid and stock was worth 100 cents on the dollar. All stock in excess of one share for each member was paid for if the member wished to turn in the certificates. A feeling of confidence in their own organization was so strongly established that in spite of low prices, the vicious attacks of outside agitators failed to induce many sound farmers to join in the strike movement of 1932. The organization now owns its own property in which is housed the offices, conference room and laboratories.

(To be continued)

THE HORSE IS LOSING HIS PLACE ON WISCONSIN FARMS

It appears that Old Dobbin, the farm family horse, continues to lose his struggle with the machine. For the second consecutive year the horse population in the state again has decreased. More and more farm work is being done by motor driven machinery.

With the more general use of the motor truck and the introduction of the tractor for farm work, the number of horses in the state decreased sharply after the World War. This decrease was steady until 1934; after that time some increases in horse numbers were reported for each of the following three years, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

In recent years many of the horses have become too old for farm work, and there has been an increase in the number of younger animals on Wisconsin farms. According to the last estimates there were 52,000 colts under two years of age on farms in the state. The horse population is estimated at 515,000 head or about 11,000 head less than the number reported at the beginning of 1938.

Farming practices have undergone great changes in recent years. Many of these changes have been caused by the introduction of machinery. Now practically nine out of ten farmers have an automobile, about 25 percent of the Wisconsin farmers own a motor truck, and there are tractors on about a third of the farms in the state, the Crop Reporting Service says. In addition farms not having tractors on them are in many cases plowed by the tractors from neighboring farms.

EQUIPMENT FOR MAKING MOLASSES SILAGE

One of the most important recent developments in farming is molasses silage made from grasses, legumes and grains. The molasses is of the inexpensive blackstrap variety, such as cane or beet molasses, and is used to provide a sweet fermentation. Without this ingredient the silage would tend to decay and become worthless as feed.

Molasses silage makes a better, more palatable feed than cured hay. Its quality is more uniform. Less storage and less labor are required. Fire hazards are eliminated. Molasses silage is easy to feed, is cleaner, and eliminates waste. There is no delay or damage because of weather; less damage also to crops because of fewer trips over field. Extra cuttings are possible. Silage cuts cost.

The three-step method is commonly used. First, the crop is cut in an early stage with mower equipped with a windrower attachment. By means of this attachment, which is available in five, six and seven-foot sizes for use with either horse-drawn or tractor mowers, green crops are laid in windrows for the loader. Thus the extra work of raking is eliminated.

Second, the green material is loaded immediately on the rack, wagon or truck by means of a green-crop loader. The loader is basically the same as an ordinary cylinder rake loader, but is heavier and stronger because the green crop weighs about four times as much as when it is dried for hay.

Third, the green material is hauled to silo and put through a hay chopper equipped with molasses distribution system. Once the crop lands on the specially designed feed table of the hay chopper the entire operation of supplying molasses, chopping and elevating into the silo is automatic, safe, and economical. Use is made of a positive pressure, gear-type pump to distribute the molasses. An important feature of this is an automatic throw-out—a clutch-control rod fastened to the upper feed roll floating bail, which automatically disengages the pump when the machine is not feeding and starts the pump the instant material begins going through the rolls.

Some farmers have managed to make good silage from grass and grains without extra equipment, besides the usual hay making equipment and ordinary silo filler, using a gravity system for feeding molasses mixed with water into the filler.

Some silage fillers do not take grass very readily and, of course, the gravity feed for molasses cannot be as well controlled as when pumped.

Mr. Fletcher Says: . . .

We have had a month of marketing under the new price and the encouraging condition is that for the first time in many months, the trend of fluid sales is upward. Not as much as had been hoped, but it is no longer on the decline.

It would seem as if it is going to be hard to get people to change back to fresh milk from canned milk and to increase their per capita consumption of fresh milk, but it can and will be done.

New merchandising methods may be necessary in the industry to stimulate consumption, and many of the suggestions that have been offered may be tried. Among these are the delivery of milk in gallon containers at a discount, an increase in the store keeper's commission to get him to push sales, elimination of special deliveries to reduce costs and the hope that the Union may see that it is vitally to their interest to reduce the basic wage scale and increase the commissions so that volume sales will be their main interest and their better men be more justly paid.

We believe that if the sales of fluid milk are brought back to normal and the butter market gets on a reasonably profitable basis the dairy outlook may not be so dark in the future.

There are many things happening daily that you members are interested in but space does not allow us to write about in detail. We will just mention them in running comment for you to think about.

Our new milk control law seems rather doubtful of passage, cheese and butter producers are opposed to it and the attitude of some of our producers did not help any—milk production seems to be on the increase materially and no company will take on shippers—my guess on an increase in butter prices was way off, too much government storage holdings—why do producers believe that the milk is skimmed to a lower butterfat level for delivery to the customers when it is actually sold as it is produced—more farmers should be doing herd testing now, low producing cows don't pay, send for a set of bottles any time—I wonder why the Health Department returns milk with sweet clover hay odors? What has that to do with health?—lots of high count milk traced to improper use of stirring rods—never leave them in cans overnight and wash daily—milk tanks need some real cleaning now and water changed twice daily—maybe some haulers need to thor-

oughly scrub their trucks—excess milk at \$.77 per hundred is hardly "cost of production," feed it to the calves—why do cheese producers kick about our prices when what they need is some quality milk if they expect a price for their product—If Lieutenant Governor Goodland's ideas are carried out he may have some trouble explaining to producers why the dealers will not buy their production—do you know that we tested some roadside stand milk last week and found bacteria counts in excess of 1,000,000—it would take a low price to sell that stuff—over 98 percent of all sediment tests for March were rated clean—remember you can get milk cans and equipment through your organization at real savings—enough for now, more next time if you like it.

OTHER MARKETS

Probably the most chaotic condition in any fluid market exists in the largest fluid market—New York, which involves some 60,000 dairymen. A lower court had declared the milk control law invalid following which the market went to pieces. The case has been appealed to the United States Supreme Court and a decision is expected in June on the validity of the control law.

A court had found the Boston Federal Milk Order valid but an appeal has been made to the Supreme Court and is now being heard.

Twin Cities Milk Producers Bulletin, St. Paul, Minnesota, says "\$1.36 per hundred weight was paid for 3.5 percent milk delivered at dairy plants for March. Production had dropped off 5.74 percent as compared with March, 1938 and sales were somewhat better." Milk retails at 11 cents per quart but if the consumer takes extra milk the price is one cent per quart less. The Bulletin further says the return for skim milk products at the present time is not enough as a rule to pay the hauling charge from farm to factory.

A reduction of 35 cents per hundred pounds at Spokane, Washington, making the April price for fluid milk \$1.75. Class 1 price at Canton, Ohio is also down 5 cents making the new price \$1.90, with a drop of one cent per quart.

Falls City Co-operative Louisville reports the price of \$1.70 per hundred for the month of March for milk testing four percent, delivered at the dairy plant. The differential in butterfat above and below four percent is 2.4 percent.

The Milk Producer, Peoria, Ill., reports a price of \$1.30 for 3.5 percent milk delivered at dealers' plants in Peoria for March.

A NATIONAL PROGRAM FOR DAIRY FARMERS

(Continued from page 1)

these people and the farm debt of the nation is piling up.

In recent months the prices of milk and manufactured milk products have been speeding down hill. This decline gained momentum when the Federal government stepped out of the butter market on March 8 and the previously stabilized price of 25½ cents per pound in Chicago was allowed to fall. Since then the butter market has fluctuated from day to day, but at no time has the price return been equal to the stabilized price. This has had the effect of lowering the personal income of all dairy farmers.

In nearly every fluid milk shed of the United States prices of milk intended for fluid consumption have fallen materially.

The year 1938 was a year of great production and even greater accumulation of unmarketed stocks of manufactured dairy products. This high mark of production may be attributed to three general causes:

1. Unusually favorable weather conditions prevailed throughout the United States in the crop areas and resulted in great accumulations of feed supplies.

2. The trend of cow numbers, which goes in cycles, in the early part of 1938 definitely had turned upward and this trend bids fair to continue for several years.

3. The soil conservation program applied by the Federal government to other crops such as cotton, corn, wheat, tobacco, rice and potatoes has resulted in what may be a permanent diversion of more than 30,000,000 acres of land from these crops into grasses and clovers. This diversion inevitably increased feed supplies and encouraged producers who formerly had not made milk or butterfat for commercial purposes to engage in such undertakings. It is more than likely that the full effect of the soil conservation program has not yet been felt by dairy farmers.

The combination of these factors has caused farmers to retard their normal marketing of old cows for slaughter and retain them to consume the excessive supply of feeds. That method, of course, is the only one by which many farmers can obtain any cash returns on the feeds produced.

The decline in national consumption of the principal dairy products has complicated the situation. Such decline is due no doubt to the fact that more than 20,000,000 persons in the United States are now wholly

dependent upon public relief for their subsistence. As a result nearly all important municipalities record a slight recession in the consumption of fluid milk and the national records of butter consumption show that in 1938 the nation used about 107 million pounds less than in 1934, although consumption increased about 63 million pounds as compared with 1937. We attribute this increase of consumption to the several national sales promotion campaigns inaugurated by our Federation and carried out by the retail distributive groups of the nation.

The rise of commodity prices has further pinched dairy farmers. Commodity prices at present are 17 percent higher than they were in 1932-33, retail foods are 25 percent higher; farm wages 41 percent higher. On the other hand, the price of butter during the month of April has been only three percent above the average 1932-33 price. Further evidence of this pinch may be shown by comparing the index of price changes between 1932-33 and the latest indexes available in March, 1939. Retail foods advanced from an index of 108 to an index of 135, cost of distributing foods advanced from an index of 146 to an index of 186; general costs of living advanced from an index of 135 to an index of 148; farm implements and machineries advanced from an index of 115 to an index of 128; industrial wages advanced from an index of 180 to an index of 213; all commodities advanced from an index of 96 to an index of 112 and basic commodities advanced from an index of 78 to an index of 107.

Adversely changing conditions for dairy farmers reveal the fact that between January of 1938 and January, 1939 the cash income from dairy products had declined 17 percent while the income from all farm products, exclusive of dairy products, increased six percent.

Dairy farmers generally have reported to the Federation that their taxes are from $1\frac{1}{2}$ to double the pre-war level. Many communities report increases in tax delinquencies over 1937.

Adding to dairy farmers distress are further prospective increases in prices of things which they buy, due to the broadening control over minimum wages and maximum hours by the administration of the Wage-Hours Act and competition with government relief work in rural and adjacent communities.

A Proposed Emergency Program

We recommend to the Secretary of Agriculture that he immediately resume his abandoned program of stabilizing butter prices at some

reasonable level. If there be not sufficient funds available for this purpose during the present fiscal year which extends beyond the peak of Summer production, we urge him to request such funds of the budget bureau and we pledge him our assistance to secure the necessary appropriations. It must be remembered that the key to all prices of dairy products is butter, just as butter reflects most accurately the surplus of dairy products.

We recommend the resumption of purchase activities by the Dairy Products Marketing Association, a stabilization corporation set up last June to remove surplus butter from the market and maintain a minimum stabilized price.

We recommend that the functions of this corporation be immediately expanded so that it may properly find such export outlets for butter and other dairy products as may be available. Such a move would be in the public interest since it appears clearly evident that the system of distribution of butter through relief agencies is inadequate to care for the dairy farmers' problems and it also appears most certain that the incoming production will be more than sufficient to care for all of the needs of American consumers.

We recommend further that there be a continuation of the Dairy Products Marketing Association's policy of allowing its stocks to flow back into the normal channels of trade at prices which in times of scarcity would definitely protect consumers from the operations of speculators.

Expand the national consumption of dairy products by a co-ordinated educational and advertising campaign.

An excellent beginning toward this has been made in the states of Minnesota, Iowa and Wisconsin. In Minnesota nearly 75 percent of the total butter produced in the state is now signed up on a three-year contract to provide 50 cents per thousand pounds of butter for three years. This fund will be made available for educational and advertising purposes when other states finish similar programs. Excellent progress is also being made in Wisconsin on a voluntary campaign. In Iowa the state legislature has levied a tax on all butter made which for the bi-annual period will produce approximately \$120,000 per year.

We recommend that dairy farmers universally join in this effort to produce a fund which will be not less than one million dollars per year for three years to forward this program. We believe that the national per capita consumption can be materially increased by reac-

quainting the people of the United States with the broad value of dairy products.

We urge the dairy farmers of this nation, in the oncoming years, to give particular heed to their personal problems of efficiency of production.

We also urge dairy farmers everywhere to arm themselves with the greatest instrument of self defense that they can utilize by joining bona fide producer-owned and controlled co-operative associations. We further urge dairy farmers to bring about closer working relations between the various co-operative associations marketing dairy products to the end that the great potential power in their hands may be exercised by greater use of mass selling.

In offering this provisional national policy for dairy farmers, we are aware that the condition of the times changes rapidly and that other proposals may at any time become more adaptable to situations which we cannot now foresee. This proposal of a policy, however, we believe has in it sufficient fundamental soundness to warrant the attention of those in power and the support of those for whom it is offered.

ELECTRIC FENCE

How will the "General Orders on Electric Fences" issued by the Industrial Commission of Wisconsin effect the farmer user of the device:

Since this order was put into effect on October 6, 1938, farmers who were using electric fences at that time and those interested in the future use of this newer method of livestock fencing, have wondered just how these orders will affect them.

Inasmuch as the bulletin "General Orders on Electric Fences" is rather technical, and written chiefly for the manufacturer, it was thought advisable at this time to give the user, or prospective user, a simplified version of these orders as far as they are concerned.

Although the need for such an order has been criticized by many users of electric fences, the foresight shown by the Industrial Commission of Wisconsin must be recognized in formulating such regulations. The dangers of electric fencing has been little understood, thus resulting in a great misuse of this new development. Many users, with only good intentions at heart, have subjected not only their own family and stock to the hazard of improperly controlled electric fencing, but also their neighbors, friends, and the public in general.

The following outstanding features of the "general orders" are of

**Double Strength
Double Acting**

DAIRY

FLY-FOIL

Has Double the Killing and
Repelling Properties of
Ordinary Sprays.



Obtainable Through Milwaukee
Cooperative Milk Producers

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PETERS OIL CO.

3600 W. Pierce St.
MILWAUKEE

greatest importance to the users of electric fencing in Wisconsin.

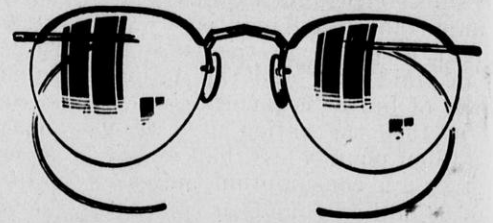
High line controller must be tested at 1,500 volts, the transformer must withstand 3,000 volts and the completed device must operate satisfactorily in 90 percent humidity. The windings in the transformer must be separated by a grounded metallic barrier, and there shall be no electrical connection between fence circuit and high line.

The electrical output must not exceed 25 milliamps, the voltage is not limited. The time this shock may be on the fence must not exceed 0.1 second and the number of such shock periods must not exceed one per second.

Electric fence controllers operating from a six-volt battery are limited to a three milliampere second output per shock period, this shock period not to be over 0.1 second long and the interval between shock periods to be at least 0.75 second.

Controllers of the continuous type supplying uninterrupted alternating current to the fence shall not be approved.

All controllers sold or installed in Wisconsin after October 6, 1938, must comply with the orders, and all controllers in use before October 6, 1938 shall be made to comply with these orders by January 1,



KINDY GROUP SERVICE

extended to Milwaukee Co-operative Milk Producers and their families insures competent service at lower cost.

See the new styles in glasses — KINDY quality glasses at prices you can afford to pay.

*Glasses Cleaned and Straightened
Without Charge.*

USE YOUR
CO-OPERATIVE
MILK PRODUCERS
COURTESY CARD

KINDY OPTICAL COMPANY

615 N. 3rd Street

MILWAUKEE, WIS.

Tel. MARquette 7225

MILK and EGG PRICES are LOW

We are Co-operating with You

RED CROSS CHICK STARTER MASH.....	\$1.94 per cwt.
RED CROSS GROWING MASH	1.79 per cwt.
RED CROSS EGG MASH 20%.....	1.78 per cwt.
RED CROSS EGG MASH 16%.....	1.50 per cwt.
RED CROSS SCRATCH	1.38 per cwt.
RED CROSS DEVELOPER	1.52 per cwt.
RED CROSS CHICK FEED	1.59 per cwt.
RED CROSS 36% SUPPLEMENT	2.70 per cwt.

SOLD BY :

- STOP & SHOP MARKET
Waukesha, Wisconsin
- A. MOGOLICH
West Allis, Wisconsin
- WILBURTH FEED STORE
Milwaukee, Wisconsin
- LEISTER & ERDMAN
Granville, Wisconsin
- HEILEMAN BROTHERS
Hales Corners, Wisconsin
- CUDAHY FLOUR & FEED
Cudahy, Wisconsin

W. SUCHARSKI FEED STORE
South Milwaukee, Wisconsin

- REICHL BROTHERS
Newburg, Wisconsin
- BELLE CITY MILLING CO.
Racine, Wisconsin
- A. ANDREWSON
North Cape, Wisconsin
- FARMER'S EXCHANGE
Port Washington, Wisconsin
- SCHWARTZ LUMBER CO.
Troy Center, Wisconsin

FARMER'S GENERAL STORE
Menomonee Falls, Wisconsin

- IRV. THELEN
Caledonia, Wisconsin
- MAKOWSKI BROTHERS
Milwaukee, Wisconsin
- ROBBINS I.G.A. STORE
Oconomowoc, Wisconsin
- A. W. BURNQUIST
Waubesa, Wisconsin
- PZYBYLA BROTHERS
Milwaukee, Wisconsin
- A. J. KLEIN
Rockfield, Wisconsin

1940, excepting those controllers which do not afford adequate insulation between fence line and power line, by use of a properly designed transformer, or any controller sending a continuous or uninterrupted current on the fence shall be prohibited after October 6, 1938.

It must be understood that this order was authorized to protect the user by insuring that he buys and uses only "safe" electric fencing. The order does not imply in any way that the approved controller

**WISCONSIN HYBRID
SEED CORN**

State Tested and Sealed
100 Day Maturity

LOUIS LEMKE (Producer)
Route 1, Thiensville
Phone 217F2
2 miles north of Granville Sta.
Highway "F"

will be an effective fence for holding live stock.

All units to be used in Wisconsin must be approved by the Industrial Commission of Wisconsin and a report of the test must be submitted when application for approval is made.

MONTHLY MILK SALES REPORT

For the first time since October, 1937, monthly sales of fluid milk showed an increase over the same period for the previous year.

During March, daily average sales increased .51 percent over March, 1938, according to reports from leading distributors in 136 markets to the Milk Industry Foundation. March daily average sales totaled 6,408,718 quarts compared with 6,376,053 quarts in March, 1938.

Milk company payrolls in March showed a decrease of only .04 of one

percent, while employment decreased 1.68 percent compared with March, 1938.

GRASSHOPPER BATTLEFIELD PRE-VIEW

While Wisconsin mobilizes its grasshopper fighting forces for this Summer, the enemy lies in wait. The war against grasshoppers will be waged in at least 50 Wisconsin counties in which the 'hoppers have concentrated for their annual attack.

The marauding enemy has entrenched itself on approximately 935,000 acres of Wisconsin crop land, according to estimates based on the results of a grasshopper egg survey conducted in all counties last Fall by the state department of agri-

culture and markets and the federal government.

Fifteen counties have 30 percent of their crop acreages infested with grasshoppers; seven others have over 25 percent, and 10 have over 20 percent, the state agricultural department reports.

The federal government plans to furnish enough sodium arsenite to make up 9,000 tons of wet bait to be used in fighting the 'hoppers in Wisconsin. It will also furnish three field men to supervise the control operations. As soon as the 'hoppers begin to hatch, these men will hold field demonstrations with county agents and farmers to show how grasshopper bait should be mixed and distributed.

Speediest..
Easiest to handle
ANIMAL CLIPPER



World-Famous
STEWART CLIPMASTER

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

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS



...NOW...

GUARANTEED CANS AT A LOWER COST

ASK YOUR WACHO DEALER

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

Prime Electric Fences, approved by Wisconsin State Law

How Cheap CAN AN ELECTRIC FENCE BE BUILT?

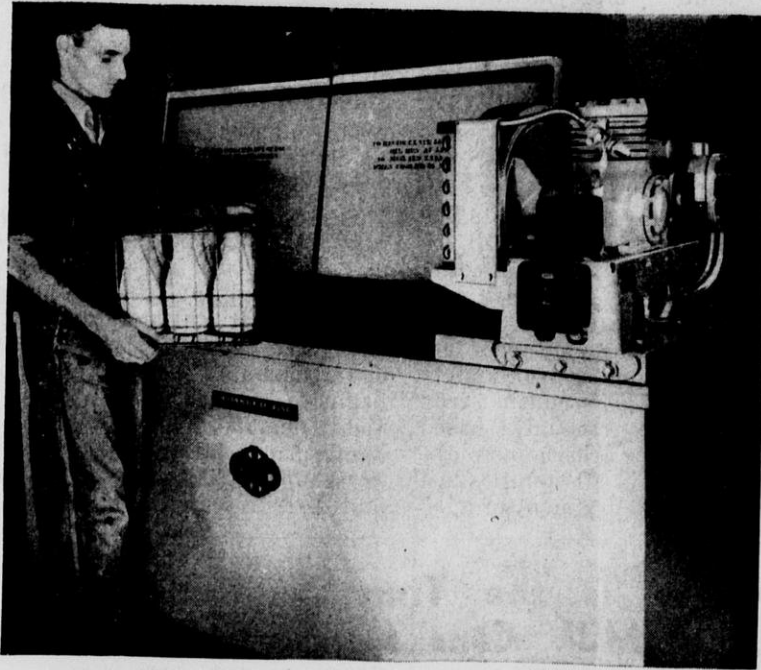
1. It must have a current breaker that will withstand constant strain.
2. A fence meter signal is necessary in keeping fence wire free from shorting.
3. A signal light to show controller is on, or shorted, at a distance, day or night.
4. A soil condition switch makes an effective shock available in rainy, normal, and very dry weather.
5. A fenceformer, to produce balanced voltage and amperage, and specially designed for electric fencing.
6. A current "cutoff" or safety cutout to prevent flow of current on fence.
7. Radio interference eliminator.
8. For battery controllers, a gauge to check battery condition.

These and many other features must be expertly combined into a working unit, to make possible the huge saving that you hear and read about when fencing electrically with one wire. Prime controllers are higher priced because they are "complete." Fencing problems and cost of equipment are soon forgotten when you buy a "PRIME."

See

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

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



Cooler Sizes for Every Farm

McCormick-Deering Milk Coolers save money for dairy farmers. The owner shown at the left reports operating costs of only \$3 a month for cooling milk. Before buying this unit, cooling costs ran about \$30 a month.

Solve Your Milk Cooling Problems with a McCormick-Deering Cooler

The economy and efficiency of McCormick-Deering Milk Coolers is evidenced in the testimonials of satisfied users everywhere. This user satisfaction is the result of many superior McCormick-Deering features. Among these are: exclusive patented pneumatic agitation, which means complete circulation of ice-cold water all around the milk cans, cooling milk to 50 degrees or below in an hour or less, twice every 24 hours; sturdy, fully-enclosed motor; unusually large air-cooled condenser; automatic splash-lubrication compressor; automatic temperature control bulb; and galvanized, all-steel, rust-resisting tank.

The cooler line includes regular-type units in 4, 6, 8, 10, and 12-can sizes; combination units with dry compartments in 2, 4, 6, 8, and 10-can sizes; and 4-can-in-line coolers. All are available for either electric or engine power.

Plan now to buy a new McCormick-Deering Milk Cooler. Remember, too, the complete line of McCormick-Deering Cream Separators and Milkers. We will be glad to be of service.



New: **McCORMICK - DEERING Portable Milker**

A handy, compact unit that gives you sanitary machine milking. Ask us for complete information. Or, call us for a demonstration.

Sold by:

GEO. SCHUBERT SONS CO., Thiensville
JOHN BECKER IMPLEMENT CO., Menomonee Falls
ERNEST C. HOLZ, Tess Corners

MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

JUNE, 1939

Number 3

Fluid Price Under State Order Remains at \$2.10 for June

COMPOSITE PRICE

The composite price is up a few cents over the month of April in part because the manufactured price is four cents per hundred better, due to a rise in butter prices, to a lesser extent because in a 31 day month there is more excess over-base and also due to some extent to a slight increase in sales.

May production was lower than for the same month last year, but in the last days of May and continuing up to the present writing production is running high, due presumably to nutritious pasture and favorable weather.

JUNE MILK MONTH

As most of our readers know through the daily papers and farm press June has been designated as National Milk Month. Practically everyone connected with the dairy business is doing something to promote the use of dairy products, the State Department of Agriculture and Markets leading the way in this state in its efforts to promote cheese and butter sales.

The month was formally opened Saturday, June 3, by Wm. Mass, secretary to Governor Heil in a radio address over WTMJ. On Saturday, June 10, your secretary will speak over the same station.

Store windows have been decorated with some wonderfully fine advertising material and a very serious effort to promote milk sales is being put on. May we appeal to our members to do everything they can to induce people who they know to help in this work. Perhaps our members could all use more milk in their homes for there are many ways of using milk in prepar-

ing meals and most certainly if the people in the city need a quart a day for their health's sake, the farmers need it just as much.

This week is Wisconsin Products Week in the city of Milwaukee and quite an effort is being put on by the Downtown Association in co-operation with the Department of Agriculture and Markets to make a special display of dairy products. Milk, ice cream, butter and cheese will be featured. Over 50 large store windows have been decorated. A dairy parade on Wednesday evening attracted a great deal of attention.

NEW BOARD IS STATE WIDE

Governor Heil has named commissioners under the new set-up of the Wisconsin State Department of Agriculture and Markets. It would seem that the governor has the state fairly well represented on this board geographically at least, and there is no question but that he has selected some good men.

Herman Ihde, president of the Wisconsin Council of Agriculture, is well known as a sound and capable leader, very practical and fairminded. Ira Inman has a very good record as a farmer and breeder and was well thought of by the people who had occasion to meet him while he was serving as assemblyman.

The names and addresses of the board follow with the term they have been appointed for: John Scott Earl, Prairie du Chien, six years; Herman Ihde, Neenah, six years; Ira Inman, Beloit, six years; Paul C. Schmoldt, Medford, four years; R. J. Douglas, Juda, four years; James W. Baird, Waukesha, two years; and Edw. Pfeifer, Ladysmith, two years.

STATE FAIR OFFERS MORE MONEY

Increasing the amount of prize money offered by more than \$18,000 over a year ago, the 1939 Wisconsin State Fair, August 19 to 27, offers exhibitors a total of nearly \$104,000 in premiums, Ralph E. Ammon, state fair manager and director of the state department of agriculture, announced this week.

The largest increase, he pointed out, is being made in the livestock departments. Every encouragement is given Wisconsin breeders, both large and small, to exhibit at their state fair. New rules this year establish special Wisconsin classes in all division of the livestock departments.

In the dairy cattle division emphasis is again placed on production by adding 25 percent to the premiums won by Wisconsin exhibitors if the animals on which prizes are awarded meet certain production requirements.

Extra prize money is awarded each Wisconsin animal placed by the judge and kept on the grounds until the close of the fair, in the following amounts: Horses, \$8 per head; cattle, \$7 per head; hogs, \$3 per head; sheep, \$2 per head. The judges will place not to exceed five Wisconsin animals in addition to the regular number of prizes allowed for each class in the premium list.

The largest single department of the fair in amount of premium money offered is the cattle department, of which Fred Klussendorf, Waukesha, is superintendent. More than \$25,296 are offered in prizes for beef and dairy cattle with competition open to cattle in every state.

(Continued on page 4)

MAY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	50.58	\$2.10	Fluid	49.57	\$2.10	Fluid	52.68	\$2.10	Fluid	52.48	\$2.10
Out. Relief.	3.00	1.87	Out. Relief.	3.94	1.87	Out. Relief.	3.62	1.87	Out. Relief.	.69	1.87
Cream	18.64	1.06	Cream	10.89	1.06	Cream	16.60	1.06	Gov't Sales.	2.12	1.06
Manuf'd	27.78	.81	Manuf'd	35.60	.81	Manuf'd	27.10	.81	Cream	19.96	1.06
Composite price	1.54		Composite price	1.52		Composite price	1.56		Manuf'd	24.75	.81
									Composite price	1.55	
BLOCHOWIAK DAIRY			TRAPPS DAIRY CO.			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	54.24	\$2.10	Fluid	50.36	\$2.10	Fluid	46.97	\$2.10	Fluid	66.22	\$2.10
Out. Relief.	5.71	1.87	Out. Relief.	1.51	1.87	Out. Relief.	2.13	1.87	Cream	14.42	1.06
Cream	14.94	1.06	Cream	18.78	1.06	Cream	16.69	1.06	Manuf'd	19.36	.81
Manuf'd	25.11	.81	Manuf'd	29.35	.81	Manuf'd	34.21	.81	Composite price	1.70	
Composite price	1.59		Composite price	1.50		Composite price	1.48				

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 12 JUNE, 1939 No. 3

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Subscription \$1.00 Per Year

COULD IT HAPPEN HERE?

A compact, close-in milk shed in which a fair degree of co-operation is maintained by all factors in the industry, help very much in keeping a stable market. The publications of various fluid milk market organizations indicate that conditions are not desirable by a long shot.

"Pure Milk" issued by the Pure Milk Association, Chicago, shows a map of the Chicago Milk Shed. From Barron, Wisconsin which is 390 miles from Chicago, down through Illinois over into Indiana and up into Michigan, are spread plants that ship Chicago Grade A inspected milk or cream to that market. Some 5,000,000 pounds per day is produced for the Chicago market against 1,000,000 pounds per day for Milwaukee, but Chicago gets milk from four states while most of Milwaukee's comes from five adjacent counties.

"Pure Milk" says: "We of the Chicago milk shed are indeed fortunate that our Grade A supplies of milk and cream come from such a limited area. Compare the size of the Chicago milk shed with that of New York and Philadelphia which requires supplies from at least twice as many states as the city of Chicago. We should be thankful for this situation and it ought to be an incentive for all producers, whether they be PMA members or others, to get together and co-operate and make it unnecessary for supplies to be brought from sources other than shown on the adjoining map. We are certain that there are enough dairymen within the confines of these four states to give Chicago the finest milk supply in the world and to make it unnecessary to extend the milk shed if they will but get together and work harmoniously."

Could it happen that milk would be brought from outside of the present milk shed and what would be the probable results if that would happen? What is your answer, thoughtful member? Why do buyers go way outside of a near-in milk shed for supply? Presumably because milk can be bought at a very slight premium over manufactured price. If so, the buyer has an advantage over his competitors and generally proceeds to use that advantage to get business by offering milk at a lower price. The other dealers must meet his price or lose business, the result is a cut to the producers to even things up and the producers pay the bill.

Within 25 miles of Milwaukee, it is reported that milk under Chicago Grade A inspection brought \$1.05 delivered at the plant for the month of May.

Why don't these farmers quit producing for such a low price market, someone may ask? Well, perhaps they would do so if they could find anything better such as this market was before the drop in price, and even since for that matter, if someone would take them in. Are we safe from that sort of competition? Again thoughtful member, what do you think?

The Dairymen's League News of May 23, speaking of the milk market says in part: Milk that costs the farmer real money to produce is actually being given away in many New York City stores.

The metropolitan market has become a dumping ground. Following the suspension of the state-federal marketing agreement and the refusal of some dealers to co-operate on a voluntary marketing program, stabilization came to an end.

Storekeepers play dealer against dealer to bring down their purchasing prices. They use the price advantage gained to increase business. This starts a price war with neighboring grocers. Signs in store windows read anywhere from seven to two cents for a quart of milk and in some cases free milk with a dollar's worth of other purchases.

A dealer can buy milk at \$1.20 a can delivered at his city plant. Maybe if he shopped, he could find it for \$1.10 or a \$1.00 or even 80 cents a can. In fact he can buy for anything above its value back in the country made into butter.

Recently the top price of much milk sold to stores by dealers, was six cents. At least one-half of the market is on a five and a five and one-half cents level. Without a surplus control marketing program, the burden of chiseling is always thrown back on the farmer.

MILK CONTROL BILL REHEARD

The State Milk Control Bill which had a hearing several weeks ago before the assembly committee on agriculture and was reported out by that committee for indefinite postponement, had a rehearing before the same committee on June 1.

Representatives from most of the fluid markets in the state appeared for the bill and argued for its passage on the grounds that stabilization was needed rather than price fixing.

Few cheesemakers talked against the bill and one milk dealer from Appleton also appeared against the measure. The cheesemakers' arguments were rather weak and the milk dealer did not seem to make a good impression on the committee. He argued that if he was not *remimental* he could sell more milk. When a committeeman asked him why he believed he could sell more he said he would find ways but he did not care to explain how he planned to do it.

At this writing the committee has not reported the bill out and it is possible it may not come up for a vote for some time.

STATE ORDER DEFIED

The daily papers state that a farmer at Kaukauna announced that he would advertise milk at his farm at five cents a quart and defied the Department of Agriculture and Markets to do anything about it. This farmer says that he will stand on his constitutional rights to sell milk at this price.

Perhaps he has the right to do so, but if by exercising this right he reduces the price to all farmers selling in that particular market he should consider that he is injuring others by his defied attitude and doing himself little good.

DATED CAP ORDER RESCINDED

Dr. John P. Koehler, commissioner of health, has rescinded the order which required the dairies to put the day of the week on the milk bottle caps. The industry has contended that it was an expensive proposition and was not justified.

Dr. Koehler, at the trial, agreed that since sales had not increased as a result, he would not ask the dairies to undergo this additional expense. The commissioner's fairmindedness is to be congratulated.

"I say," said the novice, who was being given a demonstration in a used car, "what makes it jerk so when you first put it into gear?"

"Ah," said the salesman, "that proves it to be a real car — it's anxious to start."

JUNE DAIRY COUNCIL SCHEDULE

The Milwaukee Dairy Council advertising, publicity and general promotion activity for June, designated as "Dairy Month," will be unusually extensive, far-reaching and effective.

First of all, a total of approximately 120,000 display signs, printed in attractive colors and emphasizing Milk and Dairy Month, will be displayed in restaurants, grocery, delicatessen and drug stores throughout the city and suburbs all during June.

There will be five Dairy Month newspaper advertisements published in the six daily newspapers featuring milk, a total of 30 advertisements in all, or one each day.

There will be a special Dairy Month milk series of 50-word radio announcements every day during the month over all three Milwaukee stations, WTMJ, WISN, WEMP... for a total of 150 announcements.

In addition, time without charge, has been procured on WTMJ for an opening address by the governor June 3 at 4 o'clock; two other fifteen-minute addresses on that station, June 10 and 17, and a series of four-minute milk talks each Saturday of the month furnished by the Medical Society of Milwaukee. Radio station WISN will contribute a series of eight five-minute milk talks during the month by a prominent speaker. This will make a grand total of 165 milk messages over the radio during the month by Milwaukee Dairy Council.

Arrangements also are being made to have news stories and pictures in all of the daily newspapers every week during the month... completing what can be accepted as a very comprehensive, vigorous and successful advertising, publicity and promotional campaign for milk during Dairy Month.

OTHER MARKETS

The Dairymen's League News announces an average net pool for April of \$1.05 per hundred for 3.5 percent milk at 201 to 210 milk zone.

Pure Milk Association, Chicago, paid \$1.53 net price for 3.5 percent grade A milk, 80 percent of base delivered at country stations and \$1.28 for 80 percent of base non-grade A milk for April. Since that time milk has been reduced one cent per quart delivered at the home and is selling out of stores for as low as 7c a quart. Over 50 percent of Chicago's milk is sold wholesale. The dealers who started

the price cut in Chicago are buying cheap milk mainly from plants located in Wisconsin.

Pure Milk Association says: Price cutting continues to be the source of our trouble. On the northwest side of Chicago, stores are selling milk two quarts for 16c. By selling milk at this price the stores are making sales at what appears to be the wholesale price. If this continues undoubtedly the stores will insist upon buying milk at a price which will give them a larger margin of profit, which in turn might create a situation unfavorable to the farmer.

Dealers claim that increase in sales through stores decreases the sale of by-products, such as butter, cottage cheese, and possibly cream and sour cream. Yet the high distribution cost of retail milk delivery is driving practically every dealer to dispose of his milk through those channels whether he likes it or not.

Reports are that practically 50 percent of the milk of many dealers is being sold wholesale with all of the increase in milk sales created through store outlets. This increase in wholesale business is directly reflected in fewer retail delivery routes being operated, which in turn lays off men and creates unemployment.

It is our belief that the retail distribution with a reasonable labor cost involved would sell more milk and also more dairy products than could possibly be sold through a direct store distribution. However, as long as paid distribution costs cannot be made a part of the picture perhaps those affected will realize their mistake and take a cut in salary which will again bring the business back to the retail wagon routes as before."

The Twin Cities Milk Producers, at St. Paul paid a net price of \$1.34 for April, the retail price being 11c per quart, except that if more than one quart was bought, the price for the additional quart was one cent lower.

A statement received from a Racine shipper, shipping through the Racine Pure Milk Association for the month of April, when the fluid price was still \$2.70 showed an average price delivered to the plant of \$1.45. The reason for this low average price is that less than 25 percent of the milk was sold as fluid milk, 75.7 being sold at manufactured price. It would seem that it is stretching things a little, to quote the Racine market, a fluid one, with less than 25 percent of receipts sold as fluid.

STRIKE THREATENED IN MINNEAPOLIS

The Minneapolis distributors and the milk drivers' union have failed to agree and the union has threatened to tie-up the city's milk supply. The dispute is principally about hours of work, the union holding that there should be a five day week and that with the men working six days, they should have a five weeks annual vacation with pay, retail route men to get a weekly wage of \$37 for the first 12 weeks and \$39 thereafter, wholesale drivers and relief men to get \$40.

GOING, GOING, GONE

With guns trained on a mark of 25,000 pounds of cheese for their two-day sale June 9 and 10, Monroe has high hopes of doubling the record established by Plymouth recently, according to information received by the state department of agriculture.

In their challenge to Plymouth, Monroe bet 100 pounds of aged Swiss cheese against 100 pounds of three-year-old aged daisies that they would sell more cheese per capita than Plymouth did in their sales drive.

Failing to receive a prompt acknowledgment from Plymouth, a committee of Monroe business men drove to Plymouth. Enroute the committee stopped at Madison and other strategic points distributing order blanks for Monroe cheese. Arriving at Plymouth the committee was given an enthusiastic reception and told that an acceptance telegram had already been sent to Monroe.

Plymouth's telegram said: "We accept your bet providing you conduct your sale with ten days of preparation and count only retail sales for the two-day period. **As a side bet we will put up five pounds of Italian cheese made in Plymouth that your sale of American cheese per capita will not equal the sales we made of Swiss cheese.**"

To which Monroe has now replied: "O. K., the fight is on under the terms of your telegram."

Arrangements are being completed by the state department of agriculture for the appearance of Miss Charlotte Muller, state dairy queen and a native of Green County, in Monroe on the final evening of the campaign, Saturday, June 10. Tentative plans have been made for Governor Heil to crown the Monroe cheese queen at that time.

Young man, if she seems like a dream girl to you, you'd better wake up before it's too late.

Mr. Fletcher Says: . . .

During times like the present when farmers' incomes are far below their cost of operation, when markets are glutted and purchasing power of the consumer is low, irresponsible statements are often made by people, either through selfish motives or plain stupidity, that may do more harm than appears on the surface.

One of the most vicious of these has been the statement that milk for fluid purposes has been and is being hauled from the Pet Milk Company at North Prairie to the Gridley Dairy Company. This milk from an uninspected source presumably was displacing the fluid milk of the farmers shipping to that company. We have carefully checked this story and find it to be entirely without foundation.

The Pet Milk Company has sent us the following statement which is self explanatory:

"We the Pet Milk Company hereby certify that at no time has any milk been hauled from our plant to any Milwaukee milk dealer to be used in fluid form, and, to the best of our knowledge and belief, no milk for any purpose has been hauled from our plant to any fluid milk distributor in the Milwaukee area.

PET MILK COMPANY,
E. J. Hoyer, Manager.

Milk for fluid purposes comes to this market only from farms under the inspection of the Milwaukee Health Department and any statement to the contrary is a direct reflection on the integrity of that department as well as on the honesty of purpose of your organization and the honesty of the milk company involved. If more constructive and less destructive statements were made about the milk business it is my belief more farmers would be the real gainers.

Much milk of a very low test is coming to the market at present—better get a herd test and feed the calves from the low testing cows (if you have any) . . . recent rains in the milk shed have pepped up the hay crop and corn and grain look very good . . . production came up to about 260 pounds daily per farm last month but at that the average price will be a trifle better . . . More fluid sales and a slight increase in butter values is the cause . . . I wonder why the Department of Agriculture and Markets allows the roadside stands to sell so much cheap milk, is the order for only

part of the market . . . The New York market price war is still on, you can get a quart of milk with a dozen of eggs or a grocery order there, producers price \$1.05.

Everybody seems to be raising chickens this year, here's hoping the egg market is better when they come into production.

The big strike at Allis-Chalmers is not doing the milk business any good . . . Men who walk the streets have no money to buy milk, I wonder if they know why they are striking.

June is National Dairy month—if every farm shipping to this market will use an extra pound of butter per week and an extra gallon of milk per day, it might cut surplus a great deal . . . Watch production methods closely, with hot weather coming on bacteria counts may be very high. However, most of you are making exceptionally good milk.

STATE FAIR OFFERS MORE MONEY

(Continued from page 1)

Three-fifths of this amount is for dairy cattle.

Amounts offered in other livestock departments for this year's fair are as follows: Draft horses, \$8,445; race horses, \$8,400; light harness and saddle horses, \$5,000; swine, \$6,906; sheep, \$5,414; dairy goats, \$754.

The Junior Fair is being allotted \$20,000 premium money as compared to \$17,500 a year ago.

WHAT SAY?

It doesn't pay to say too much, when
You are mad enough to choke,
The word that cuts the deepest
Is the word that's never spoke.
Let the other fellow wrangle 'til
The storm is blown away
Then he'll do a heap of thinking
'Bout the things you didn't say.

—James Whitcomb Riley.



FREE ADVERTISING

More than 700,000 traveling advertisements for Wisconsin dairy products will be on the highways in 1940 as the result of Gov. Heil's approval of the bill to include the designation "America's Dairyland" on automobile license plates.

This bill as originally introduced by Assemblyman Barnes at the request of the Wisconsin Council of Agriculture provided for placing the word "Dairyland" on license plates. It was amended at the suggestion of Lee I. Yorkson, of the Wisconsin Dairy Industries Association, to include the word "America's," making the slogan "America's Dairyland." The colors of the 1940 plates will be red numerals and letters on a white background.

Directors of the Wisconsin Coun-

cil of Agriculture who helped plan this promotional stunt are shown here with the governor after he signed the measure.

Behind the governor, left to right are: Assemblyman William H. Barnes, New Lisbon, author of the bill; Fred W. Huntzicker, president, Wisconsin Cheese Producers Co-operatives; Harry Jack, president, Wisconsin Co-

operative Milk Pool; Bryce S. Landt, secretary, Wisconsin Co-operative Creamery Association, District 2; Melvin Mason, president, Pure Milk Products Co-operative; Milo K. Swanton, secretary, Wisconsin Council of Agriculture; C. W. Fletcher, director, Milwaukee Co-operative Milk Producers; Lee I. Yorkson, Wisconsin Dairy Industries Association; Lewis F. Roherty, secretary, Wisconsin Farm Bureau Federation; Elmer Barlow, executive counsel to Governor Heil.

"THE DAIRY WORLD OF TOMORROW"

The Dairy World of Tomorrow at the New York World's Fair and participated in by each of the five major breed associations through the loan of 30 purebred registered cows

of each breed, has established itself in the early days of the fair as a mighty attractive and high ranking exhibit, even in competition with colossal displays assembled from the world of industry, science, education and governmental activity.

Tremendous throngs constantly jam every inch of available space provided in stadium-like form surrounding a magnificent rotolactor on which the cows are milked without interruption from early morning until 10:00 o'clock in the evening. Holsteins originating from three Canadian provinces and twelve states of the Union present a picture in black and white which will thrill every lover of good dairy cows.

The night lighting effect on the New York World's Fair grounds has perhaps never been equaled on such a gigantic scale in connection with any event. The lights, both over the rotolactor and in the glass-walled barns where the cows are housed, set off the black and white color scheme of the Holstein cow with pleasing effect. The night display attracts to the barns and the rotolactor even greater throngs than are found riveted to this great exhibition of modern milk production methods during daylight hours.

A well conceived system of curtly worded signs seem to convey to the multitude a comprehensive understanding of the story this "Dairy World of Tomorrow" pretends to set forth.

For all time to come the story of clean, beautiful and well managed cows, producing a sanitary food product, will linger in the minds of those privileged to study this mighty effort to improve consumer appreciation of milk and its products.

FERDINAND THE BULL GOT STUNG!! MORAL:

Beware of Home Made Fly Sprays

The story of Ferdinand the Bull is lacking in a number of details; among which is the real reason why it was Ferdie who got stung by the bee, and his admiring heifers sat around entirely free from insect pests.

While there are many versions of just why this happened, we had to refer to the archives of the ancient Library of Bull to learn the real facts.

It seems Ferdie's mother was very solicitous of his welfare. She insisted on personally supervising and taking care of his every want. She selected his grazing area each morning; supervised the testing of his drinking water by some of the lesser lights of bulldom; and saw to it that his coat was brushed fresh each

morning with a new brush of special fox tails.

So it was only natural that this matron of the heifers' great Amigo would be distrustful of such things as fly sprays. She refused offers from the largest commercial manufacturers of the finest animal sprays in the world; and set about mixing a spray with her own hoofs which would protect her Ferdie from pesky insects.

Too late did she learn that she had not the facilities to refine the oils needed, how to properly mix and blend them for a safe, satisfactory repellent.

And Ferdie Got Stung

Now we turn to 1939 when the story of Ferdinand is only a song, and thousands of cows patiently hope to be beneficiaries of the moral told in this story of home mixed livestock sprays.

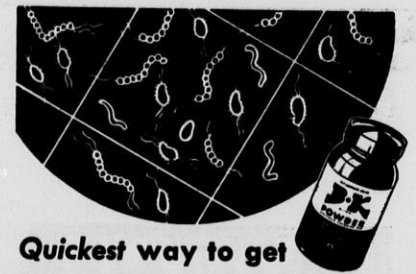
The facts are that home mixed sprays have little to justify themselves and much evidence against them.

Dr. R. C. Roark, who is in charge of the Division of Insecticide Investigations for the U. S. Bureau of Entomology and Plant Quarantine, recently reported an elaborate experiment on the method of making home mixed sprays.

He was investigating the economy of such a practice, and conducted several experiments. Boiled down and without the technical language, his report shows that the method generally recommended does not get all the desired material out of the ingredients; and the resultant spray is not what it is supposed to be. The inefficiency of the method available to dairymen without special equipment, defeats the savings hoped for by this method. He did not investigate the effectiveness of the home made spray upon insects, nor the possibility of injury to animals caused by improperly made sprays.

E. M. Searls and F. M. Snyder, at the University of Wisconsin, made a three-year study of animal sprays and reported some interesting facts about fly control.

Summarized, these facts include (1) sanitation is the best method of control; (2) sprays are apt to do more damage than good IF CARELESSLY APPLIED, or if INFERIOR SPRAYS ARE USED; (3) the manufacturers' guarantee usually means a great deal; (4) sprays should be tested with the sprays to be used for a good spray cannot do the work when used with a sprayer which is not properly adjusted to it; (5) HOME MADE FLY SPRAYS ARE NOT TO BE RECOMMENDED GENERALLY; (6) follow the man-



Quickest way to get Low Bacteria Count is to get this LOW-COST quick-acting chlorine killer!

● Thanks to B-K Powder you can today lower your bacteria count and swiftly boost your milk profits by sanitizing the B-K way. B-K aids in producing quality milk by quickly reducing bacteria present on pails, strainers, milk cans, etc., at a cost of less than 1¢ a day for an average herd — if used according to directions.

B-K Offers Dairymen These Advantages: Keeps count down to a minimum... puts equipment in best condition for handling quality milk... is convenient to use in water of any temperature... sanitizes faster, more cheaply, and more thoroughly than dry heat, boiling water, or steam as ordinarily used... contains 50% active, available, bacteria-killing chlorine... has for many years been accepted by Public Health Authorities... contains 3 to 15 times more chlorine than many dairy bactericides on the market!

"A little B-K goes a good long way"

GENERAL LABORATORIES

Division, Pennsylvania Salt Mfg. Co. 1045 Widener Bldg. Philadelphia, Pa.

ufacturers' directions for the use of the spray.

"The dairyman should choose a spray which will suit his purpose best. When a heavy oil-type spray is used to protect the animals in the pasture, special care should be used in selecting the spray mixture," warned these investigators.

Looking at livestock sprays from a sensible standpoint, it seems only logical that companies whose research departments have spent many thousands of dollars to perfect a spray, should be able to produce a better one than the layman who mixes a few ingredients together in a rather crude manner.

If the industry knows how to

Double Strength Double Acting

DAIRY

FLY-FOIL

Has Double the Killing and
Repelling Properties of
Ordinary Sprays.



Obtainable Through Milwaukee
Cooperative Milk Producers

DISTRIBUTED BY

PETERS OIL CO.
3600 W. Pierce St.
MILWAUKEE

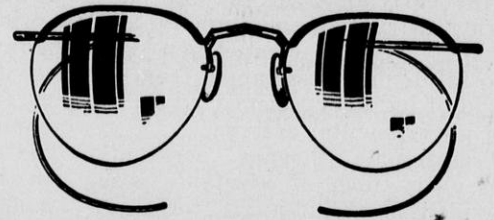
make a good spray, why ignore this knowledge and go back to the early stage where all this research began? Competition reculates getting your money's worth. Buy from a reliable manufacturer. — Popkess' Dairy-man's Journal.

FSCC IS AUTHORIZED TO BUY ADDITIONAL SURPLUS BUTTER

The Department of Agriculture announced that the Federal Surplus Commodities Corporation has been authorized to buy an additional 25,000,000 pounds of surplus butter during the current fiscal year ending June 30, 1939.

This additional 25,000,000 pounds increases to 115,000,000 pounds the quantity of butter which the corporation has been authorized to buy this fiscal year. The butter will be given to state welfare agencies for distribution to families on relief rolls.

Purchases of butter by the FSCC from July 1, 1938, through May 20 have totaled approximately 90,000,000 pounds. Of this quantity, the FSCC purchased about 26,000,000 pounds in the open market and 63,600,000 pounds from the Dairy Products Marketing Association. The DPMA was organized under government sponsorship and is composed of eight regional dairy mar-



KINDY GROUP SERVICE

extended to Milwaukee Co-operative Milk Producers and their families insures competent service at lower cost.

See the new styles in glasses — KINDY quality glasses at prices you can afford to pay.

*Glasses Cleaned and Straightened
Without Charge.*

USE YOUR
CO-OPERATIVE
MILK PRODUCERS
COURTESY CARD

KINDY OPTICAL COMPANY

615 N. 3rd Street

MILWAUKEE, WIS.

Tel. MARquette 7225

We wish to thank the many users of

RED CROSS FEEDS

Red Cross Chick Starter Mash	\$1.99 per cwt.
Red Cross Growing Mash	1.84 per cwt.
Red Cross Egg Mash 20%	1.83 per cwt.
Red Cross Egg Mash 16%	1.55 per cwt.
Red Cross Scratch	1.43 per cwt.
Red Cross Developer	1.57 per cwt.
Red Cross Chick Feed	1.64 per cwt.
Red Cross 36% Supplement	2.70 per cwt.
Binder Twine 500 ft.	3.48 per bale
Binder Twine 600 ft.	3.83 per bale

Our binder twine has extra strength and is very uniform. It runs smoothly and evenly through the binder.

SOLD BY:

STOP & SHOP MARKET
Waukesha, Wisconsin
A. MOGOLICH
West Allis, Wisconsin
WILBURTH FEED STORE
Milwaukee, Wisconsin
LEISTER & ERDMAN
Granville, Wisconsin
HEILEMAN BROTHERS
Hales Corners, Wisconsin
CUDAHY FLOUR & FEED
Cudahy, Wisconsin

PETER BAUER
Hubertus, Wisconsin
W. SUCHARSKI FEED STORE
South Milwaukee, Wisconsin
REICHL BROTHERS
Newburg, Wisconsin
BELLE CITY MILLING CO.
Racine, Wisconsin
FARMER'S EXCHANGE
Port Washington, Wisconsin
A. ANDREWSON
North Cape, Wisconsin
SCHWARTZ LUMBER CO.
Troy Center, Wisconsin

FARMER'S GENERAL STORE
Menomonee Falls, Wisconsin
IRV. THELEN
Caledonia, Wisconsin
MAKOWSKI BROTHERS
Milwaukee, Wisconsin
ROBBIN'S I.G.A. STORE
Oconomowoc, Wisconsin
A. W. BURNQUIST
Waubesa, Wisconsin
PRZYBYLA BROTHERS
Milwaukee, Wisconsin
A. J. KLEIN
Rockfield, Wisconsin

keting co-operatives. The DPMA purchased the butter under a loan arrangement with the Commodity Credit Corporation, and in the manner specified by the Department of Agriculture. The DPMA now holds under government loans about 50,000,000 pounds of butter.

Dairy production in the 1938-39 season was the largest on record with production of the principal manufactured dairy products as a group nearly 10 percent greater than the average for the preceding

five seasons. The 90,000,000 pounds of butter distributed in relief channels was equivalent to about two-thirds of the surplus production of the principal manufactured dairy products over the average production.

A wise man will make haste to forgive, because he knows the full value of time and will not suffer it to pass away in unnecessary pain.
—Rambler.

EAT EGGS ESSAY

Alyce Noonan, a school girl from Edgar, Marathon County, was declared winner among 710 contestants from all parts of Wisconsin in the recent egg essay contest, it was announced this week by Ralph E. Ammon, director of the state department of agriculture.

Her essay, "Why I Should Eat Eggs for Health," was written in conversational style. Her prize is a two-day, all-expense trip to the Wisconsin State Fair, August 19 to 27.

Valerian Blinkiewicz, Princeton, Green Lake County, was awarded second prize of \$20 cash for his essay "The Egg Industry in its Relationship to the Prosperity of Princeton."

Three \$10 prizes were awarded as follows: Dorothy Pernot, Basco; Earl Chadwick, Sextonville; Gerald Baumeister, Shawano.



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

STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated **EASY-GRIP** handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, smoothest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for **FREE** catalog of Stewart electric and hand power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5522 Roosevelt Road, Chicago, Illinois. 50 years making Quality products.

Judges for the contest were E. R. McIntyre, Wisconsin Farmer Company; J. B. Hayes, college of agriculture, and F. V. Winegar, Clinton, Wisconsin Poultry Improvement Association Co-operative.

Prizes of \$5 each were awarded to the following: Rose Fusso, Horace Mann High School, West Allis; Robert Heistad, Wittenberg; Alice Herwick, Luck; Jean Smith, Galesville; Robert Carter, Readstown.

Winners of \$1 prizes were: Rudolph Sirny, Sauk City; James Carleson, 1309 Main St., Eau Claire; Claire Milleren, Arkansas; Phyllis Hilton, Galesville; Bernice Duquaine, East High, Green Bay; Irene

Lyons, R. 4, Madison; Faith Helm, Wisconsin Dells; Eugene Bolen, Stratford; Raymond Brady, Troy Center; Wilma Lundeeberg, Deerfield.

Honorable mention — Jeanne Le Dusire, Rothschild; Vernetta Mades, Sparta; David Aasen, Eau Claire; Betty Thieme, Manitowish; Magdalene Anderson, Ellison Bay; Geraldine Rusch, Neenah; Frances Berglund, North Prairie; Evelyn Kirk, Luck; Edna Rae Drake, Shawano; Naja Roslak, Racine; Ruth Rotzenberg, Greenleaf; Bethel Lyon, Coloma; Rodney Slotten, Verona; Gloria Kiener, Superior; Rodney Smith, Superior.

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

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST

WACHO MFG. CO.
WACHOWAY
REBUILD
MILWAUKEE - WISCONSIN

ASK YOUR WACHO DEALER

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

Prime Electric Fences, approved by Wisconsin State Law

How Cheap CAN AN ELECTRIC FENCE BE BUILT?

1. It must have a current breaker that will withstand constant strain.
2. A fence meter signal is necessary in keeping fence wire free from shorting.
3. A signal light to show controller is on, or shorted, at a distance, day or night.
4. A soil condition switch makes an effective shock available in rainy, normal, and very dry weather.
5. A fenceformer, to produce balanced voltage and amperage, and specially designed for electric fencing.
6. A current "cutoff" or safety cutout to prevent flow of current on fence.
7. Radio interference eliminator.
8. For battery controllers, a gauge to check battery condition.

These and many other features must be expertly combined into a working unit, to make possible the huge saving that you hear and read about when fencing electrically with one wire. Prime controllers are higher priced because they are "complete." Fencing problems and cost of equipment are soon forgotten when you buy a "PRIME."

See

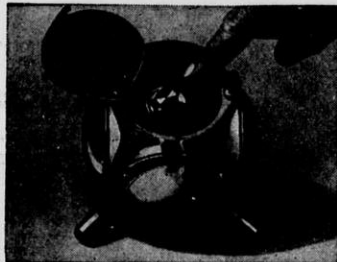
E. J. GENGLER, Phone Hilltop 1826, Station F, MILWAUKEE

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

Come in and See the **NEW** McCORMICK - DEERING Portable Milker



Placing the teat cups in place for milking takes only a minute.



The pulsator is simply designed, positive in action.



It's here . . . the new McCormick-Deering Portable Milker . . . a compact unit bringing you sanitary machine milking in an outfit that is almost as portable as the hired man!

Many of the features of the McCormick-Deering stationary milker have been incorporated in this new machine. It uses the same inflation-type teat cups. The milker action is smooth and natural. The milk goes into the pail entirely under vacuum. This approved sanitary method

should not be confused with other types of portable milkers, where the milk is discharged into pails or cans not under vacuum.

The milker unit is rubber mounted. Operation is quiet and smooth. An automatic thermostatic circuit breaker guards against overloading or overheating the motor. The unit is equipped with a 50-foot, rubber-covered extension cord which is carried overhead, out of the way.

Come in and see this practical new milker today.

**Dealers Handling McCORMICK-DEERING
Milkers · Cream Separators · Milk Coolers:**

GEO. SCHUBERT SONS CO., Thiensville

ERNEST C. HOLZ, Tess Corners

**STAINLESS STEEL
PAILS ARE NOW
AVAILABLE FOR
McCORMICK-
DEERING MILKERS**

●
1-piece design
No overlapping welds
No soldered seams
Easy to clean

**PRICES REDUCED
ON BOTH
McCORMICK-
DEERING CREAM
SEPARATORS
AND MILKERS**



McCORMICK-DEERING

Fluid Price Under State Order Remains at \$2.10 for July

COMPOSITE PRICE FOR JUNE

Contrary to the usual trend the composite price for June is not far below that of May, in some cases only one or two cents. The five-cent raise in manufactured price helped a little and sales, in spite of schools closing, held up rather well. Production held up remarkably well, in fact some companies had receipts as large on June 17 as on June 10.

Some dealers have shown very pleasing increases in per capita sales while others have shown little improvement.

OTHER MARKETS

An amended marketing agreement will be submitted to handlers of milk in the La Porte (Indiana) market for their signatures, and an order embodying the terms of the amended agreement will be submitted in a referendum to producers supplying the market, the Division of Marketing and Marketing Agreements of the Department of Agriculture announced recently. The referendum will be conducted by mail during the next few days.

This action follows tentative approval by the Secretary of Agriculture of the marketing agreement, as amended. The order, as amended, can be put into effect if at least two-thirds of the producers (by number or volume) who cast ballots in the referendum favor it.

The amended marketing agreement and order program would replace a federal milk order which has been in effect in the La Porte area since November 13, 1937, and which was last amended August 20, 1938.

ANNUAL PICNIC

It's back to Kerler's Grove again this year for the Annual Picnic.

The date is Wednesday, August 30. Somewhat later than usual, but several county fairs and State Fair take up a few weeks' time after the tenth of the month and earlier than that might find quite a number of the members busy threshing.

The committees in charge follow: Grounds, Messrs. Bartelt, Kerler and Hartung; Games and Contests, Messrs. Schmidt and Weber; Music and Entertainment, Kiekhaefer and Wedmeyer; Milk, Ice Cream and Confections, Messrs. Klussendorf and Hartung; Refreshments and Cigars, Messrs. Kerler and Hartung; General Affairs, Messrs. Dineen and Fletcher; Transportation, Mr. Miller.

Assemblyman Ora Rice, who is chairman of the Assembly Committee on Agriculture and who has a farm at Delavan, shipping milk to the Chicago market, has been invited to talk.

The complete program has not been worked out but there will be plenty of fun for everyone and prizes galore. Messrs. Schmidt and Weber hope to have several girls' teams put on some good soft ball games. Contact them if you know of some good girl players.

Watch the next issue for more complete details.

Patient (recovering from operation): "Why are all the blinds drawn, doctor?"

Doctor: "Well, there's a fire across the alley, and I didn't want you to wake up and think the operation was a failure."

NO CHANGE IN BASE PLAN

Following is the base plan. It is suggested that producers keep this plan in mind for stories have gone about that a change has been made for 1940:

Uniform Production Plan for 1940

The Board of Directors of the Milwaukee Co-operative Milk Producers at a meeting held May 26, 1939, decided on the following base plan:

For the year 1940, the producer has the choice of the base made during the base months of July, August, September and October and November, 1939, or the three-year average of the same months made in 1937, 1938 and 1939.

The base for 1939 will not apply during July, August, September, October and November, these are open months, but will apply during December, 1939.

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

BOARD OF DIRECTORS,
 Milwaukee Co-operative Milk Producers.

HERD BUILDERS DAY

The Wisconsin Dairymen's Association is putting on what it terms a herd builders day on July 12, at Ft. Atkinson.

Six generations of cattle will be shown. Breeding programs will be analyzed by men who have made a study of production. Many nationally known speakers will be present. Farmers are invited to come and bring their families. Basket lunches are in order but lunch can be had on the grounds.

JUNE PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	48.48	\$2.10	Fluid	47.25	\$2.10	Fluid	49.00	\$2.10	Fluid	51.86	\$2.10
Out. Relief	2.88	1.87	Out. Relief	3.69	1.87	Out. Relief	3.66	1.87	Out. Relief	.53	1.87
Cream	16.48	1.11	Cream	8.69	1.11	Cream	14.23	1.11	Gov't Sales	1.97	1.11
Manuf'd	32.16	.86	Manuf'd	40.37	.86	Manuf'd	33.11	.86	Cream	20.43	1.11
Composite price	1.53		Composite price	1.48		Composite price	1.53		Manuf'd	25.21	.86
									Composite price	1.56	
BLOCHOWIAK DAIRY			TRAPP'S DAIRY CO.			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	53.80	\$2.10	Fluid	51.46	\$2.10	Fluid	45.65	\$2.10	Fluid	62.73	\$2.10
Out. Relief	5.73	1.87	Out. Relief	01.66	1.87	Out. Relief	2.16	1.87	Cream	10.88	1.11
Cream	13.18	1.11	Cream	17.08	1.11	Cream	15.34	1.11	Manuf'd	26.39	.86
Manuf'd	27.79	.86	Manuf'd	29.80	.86	Manuf'd	36.85	.86	Composite price	1.66	
Composite price	1.60		Composite price	1.55		Composite price	1.49				

MILWAUKEE MILK PRODUCER

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POLITICAL PRICE FIXING

After holding two hearings on a milk control bill and getting it in such shape that practically all producers could back it, the lower house of the state legislature tacked on a number of silly amendments.

Representatives of producer groups feel sure that some of these amendments were made for political purposes only. For instance No. 5A reads as follows: "Whenever the department shall establish a retail price for fluid milk the producer shall receive a price equal to at least one-half of the retail price so established."

This clearly takes into account only that milk which is delivered to the homes. Milk sold to stores, hotels, lunchrooms, etc., being wholesale business. Why make a tight, inflexible rule on the retail price only and disregard all wholesale price, bid price for county and federal institutions, relief milk and manufactured milk? The author of the amendment was asked the question and is quoted as saying that he had no interest whatever in the measure but simply wanted to put the other members on the hot seat.

Sure it sounds fine, half of the retail price must go to the producer, but is the producer such a sucker that he will not ask what about the price for the balance of his shipment? Maybe he will see through the politicians' little sham game.

Amendment No. 6A reads as follows: "Any bona fide producer residing within or without the limit of any regulated area may sell his own milk and cream at his farm with no regulation as to price provided that no delivery is made there-of into or in a regulated milk market."

Another political gesture. If producers are allowed to sell at any

price they choose to on their own farms and thereby bring the price down for all producers, what good is a control law? Sure it's his own farm and his own product but he is injuring his neighbors. As well to say that because the farmer owns and operates his own farm he can grow what he chooses on that farm, Canadian thistles, for instance.

DENTAL CONVENTION PROMOTES DAIRYING

Twelve thousand dentists from all over the United States are expected in Milwaukee week of July 17 to 22 inclusive. This convention is important to milk producers for the reason that the dental profession recognizes the use for a plentiful supply of milk to build good teeth.

At this convention, an exhibit sponsored by the Wisconsin State Department of Agriculture and Markets, called "The Dairy Lane to Dental Health" will be featured. The dairy lane is started with a booth showing the soil, growth of plants and forage that the cow needs, followed by a booth containing a fine dairy cow. The next booth will contain a laboratory set up by your organization, demonstrating how fat tests are made and also microscopic examinations and plate counts to determine purity of milk. Other laboratory tests will also be shown.

There will be several other booths showing the art of making butter and cheese and pictures of modern fluid milk plants and the process through which milk goes in the milk plant.

Dietitians will also show why milk is so necessary for good teeth. The last group will show a diagram of the human head, enlarged many times and there will be a diagram showing just what milk does to build sound teeth.

The exhibit will be open each day and also on Tuesday evening, July 18, our members are cordially invited to see the exhibit.

The milk industry should be helped if people generally understand that milk is essential for sound teeth.

INSTITUTION OF CO-OPERATION TO CHICAGO

Another year, another Institute is the way Charles W. Holman, Secretary of the American Institute of Co-operation, heads the announcement that the annual Institute will be held at the University of Chicago this year.

"The Institute this year," writes Mr. Holman, "is being held at the University of Chicago, a central

point, which we trust will make its opportunities available to a great number who might not otherwise find it convenient to attend. The dates are from August 7 to 12. The theme of the program will focus discussion on many of the vital questions which face agriculture, and as usual, every topic that bears upon the well-being of co-operation will be studied in conference groups and round-table meetings."

NEW DEPARTMENT SET UP Department of Agriculture and Markets Streamlined

Six divisions for administration of the many functions of the new state department of agriculture were created Wednesday by the board of agriculture. The old department had 15 divisions. The new divisions, their activities and chiefs are:

Administrative division: Statistics, legal, publicity, fairs, weights and measures, and radio. This division will be under Ralph E. Ammon, director of the department, because most of its functions serve other divisions.

Plant industry division: Insect and plant disease control, feeds and fertilizers, seed and weed. E. L. Chambers, former state entomologist, has been named acting chief of this division.

Markets division: Co-operative marketing, accounting services, poultry and egg marketing, honey marketing, and farm products inspection. W. L. Witte, former chief of markets, has been renamed chief of the division.

Dairy division: Milk plant inspection, cheese grading, food inspection, dairy laboratory. L. G. Kuenning has been reappointed chief of the division.

Livestock sanitation division: Bang's disease, bovine tuberculosis, and other livestock disease control, and diagnostic laboratory. Dr. V. S. Larson is retained as acting chief of the division.

Milk control, a tentative sixth division, is in the process of being organized. The chief has not yet been named.

The six division chiefs will be called for consultation, Ammon explains, and employees of the present department will be examined and recommendations made for transfers into the new department.

Whey, once discarded as a waste product of cheesemaking, is a good source of calcium, phosphorus, protein and milk sugar, and scientists today are working on ways to use it in soups, candies, and fruit drinks.



YOUTH BUILDERS DIRECT BIG PROGRAM

Wisconsin's greatest program for youth will be held at the State Fair August 19 to 27. Planning and directing the 1939 Junior State Fair is the group of youth organization leaders pictured here, the Junior Fair Board.

Thousands of young people living on farms and in villages, towns, and cities throughout the state look forward to the Junior State Fair as the highlight of the year where new

ideas and new ideals make an important contribution to rural and urban life. "Badger Youth on Parade" is the slogan adopted for the Junior Fair. Prize exhibits, contests, demonstrations, and other youth activities increase the knowledge and enjoyment of both participants and spectators.

Recently the Junior Fair Board and the department superintendents met in Madison to complete plans for the 1939 Junior State Fair. During the same week several hundred

OTHER MARKETS

The largest fluid milk market in the world, New York, is to have a Class I price of \$2.00 per hundred for July as a result of a Supreme Court ruling that the federal marketing agreement is legal.

The Class I price for the last half of June was \$1.60 by agreement with large dealers in the Metropolitan area. The retail price of Class B milk was 12 cents per quart and Grade A 15 cents for the last 15 days of June. Signs advertising cheap milk disappeared from store windows.

PRICE FIXING UPHELD IN CALIFORNIA

The Market Stabilization Act, in force in California for some time, was upheld recently by the State Supreme Court. The decision of the court declared that all the price fixing features of the law were constitutional.

The opinion reversed the lower court ruling which had temporarily suspended the state's program of retail price fixing. Under the decision

of the higher court the State Department of Agriculture is authorized to fix prices which distributors will pay milk producers and prices which distributors will charge retailers. The department will also be authorized to fix the price which the retailer will charge to the consumer and the "doorstep" delivery price which distributors will charge consumers.

MICHIGAN HAS MILK BOARD

Organized June 20, Michigan's new milk marketing board ordered the preliminary work of preparing license applications and other forms to be carried on by F. M. Skiver, director of the Bureau of Dairying for the state department of agriculture as its acting secretary.

The Board, created by an act of the 1939 legislature, has supervisory control over the sale of milk with power to fix prices during a price war.

The Board will meet again to establish rules and regulations to bring the state's dairying industry under a system of licensing.

agriculture instructors and home economics teachers from high schools in all parts of the state focussed the spotlight on Junior State Fair "doings."

Six youth organizations are represented on the Junior Fair Board: 4-H Clubs, Future Farmers, Future Homemakers, Boy Scouts, Girl Scouts, and the Farmers Equity Union Juniors.

From left to right the board members on the picture are: Seated, Geneva Amundson, Madison, assistant state club leader; Wakelin McNeel, Madison, assistant state club leader, chairman of the board; Martha Bubeck, Madison, vocational home economics (Future Homemakers), secretary of the board; Florence Otto, Madison, Girl Scouts. Standing, L. R. Larson, Beaver Dam, vocational agricultural instructor; A. N. Ekstrand, Madison, Boy Scouts; C. J. McAleavy, Wausau, county club agent (representative of extension agents); Jean McFarlane, Milwaukee, home demonstration agent; Joe Anderson, Elroy, Farmers Equity Union Juniors; L. M. Samsan, Madison, state supervisor vocational agriculture (Future Farmers of America); Russell E. Frost, Madison, Junior State Fair director. Board members absent on picture, N. O. Eckley, Fort Atkinson, vocational agriculture instructor, vice chairman of the board; W. W. Clark, Madison, director of extension, College of Agriculture.

C. A. Colbert, auditor for the Indiana milk marketing board, told the Michigan board of problems his agency faced in setting up a similar system.

ILLINOIS MILK CONTROL BILL PROBABLY DEAD

A bill designed to control milk prices in cities in the state of Illinois was probably killed when it was sent to the committee on appropriations. Backers of this bill think that it cannot be acted on before the Illinois legislature adjourns.

The hearings on the federal agreement for the Chicago market drew opposition from producer groups in Wisconsin and also from all of the chiseling operators as well as from a special breed group which wants exemption.

It seems the question should be decided on its merits. If it is wise to have a federal order in Chicago, all milk sold in that market ought to be included and no favors shown. If Chicago should not have a federal order, that's a cow of another color.

Mr. Fletcher Says: . . .

Recently one of our members called me to his home to find out if possible why fluid prices were not on the advance at the present time. He felt, justly, as if producers needs for increased income warranted an increase in price, but he was willing to concede that producers' competition must be on a very fair basis before advanced prices could be maintained for any length of time.

I quoted him only three cases of what we call "chiseling" out of the many around this market, to illustrate how difficult it is to maintain fair competitive conditions, when outside milk values are low. These are the cases:

Two roadside stands located on Highway 41 near Capitol Drive have been selling what is supposed to be pasteurized milk for 25 cents per gallon for some time. To the best of our knowledge this milk comes from up near Kewaskum and the producers there are reported to be receiving \$1.05 per hundred for their product. This competes with your fluid milk at \$2.10. Why these stands are allowed to buy this milk far below the ordered price is a question we must have answered soon.

In the Cudahy area a farm was barred from shipping milk to the Milwaukee market by the Health Department. He immediately put up a stand just outside of the city limits of Cudahy and started selling milk at a cut price. This was not on his own farm but was his own product. Should this farm be permitted to undersell his neighbor with milk not acceptable in the market according to health standards?

In the last case a dairy in this city has been finding themselves in financial difficulties. It is believed that most of these troubles are created by improper management but whatever the cause the farmer is not getting his money. In some cases they are reported to be nearly three months behind in payments. Now they propose to organize a co-operative, the farmers taking stock at the rate of \$50 per cow, this money to be deducted from the milk check at 20 cents per hundred from the average price. If the company is virtually bankrupt what possible value could this stock have? Does not it mean that the farmer merely undersells the milk market so that the company may survive?

Can these kind of things be permitted in controlled markets?

These are just some of the problems that hold back increased fluid

prices and that would vanish into thin air if manufactured values were on livable levels.

During the past month there has been considerable trouble with bad odor milk. In some cases where conditions seemed to be very good as regards utensils, feeding methods, and cooling, we are inclined to believe that improperly ventilated milk houses may have been the cause.

Some milk houses located very close to other buildings with small ventilators and windows will have a stale musty odor during times when the air is "sticky" from too much humidity. We suggest that as much window space as possible be provided. Be sure also to keep the ventilator as clean as possible; milk cannot be kept in buildings where odors may accumulate without being tainted by such odors.

The Health Department has recently issued a ruling barring all use of strainer cloths in this market. The reason for this ruling is that a great deal of high count and sour odor milk has been directly traced to the use of strainer cloths.

While it is possible to use strainer cloths and keep them perfectly sterile, yet most shippers will produce better milk without them. Also think of all the work your wife will be saved by not having to wash those cloths.

MILK AND CREAM MAY GO TO PENNSYLVANIA

It is probable that milk and cream inspected by the Wisconsin State Department of Agriculture will soon be accepted on the Pennsylvania market, Ralph E. Ammon, director of the department, disclosed today.

Heretofore Pennsylvania has accepted shipments only when the inspections were made in Wisconsin by Pennsylvania inspectors. Dr. Walter White, of the Pennsylvania Board of Health, on a recent visit to Ammon's office here indicated that Pennsylvania "will accept Wisconsin inspection for cream and milk provided the inspection is performed in accordance with Pennsylvania regulations."

To which Ammon replied: "We assure you that the Wisconsin Department of Agriculture will be pleased to provide inspectors for plants shipping cream to your state, and that we will be pleased to make the inspections to meet the requirements of your state."

An enemy will give in, but a friend will argue.—Russian Proverb.

DEPT. SUES CHISELERS

Court action was commenced by the state in summonses and complaints served today upon two Outagamie County milk dealers charged with selling milk below the minimum price prescribed in the Appleton regulated market "in defiance of the acts of the legislature."

Listing numerous other violations of the statutes, the complaints were issued by the state department of agriculture against William Rohan, route 3, Kaukauna, and Walter Klitzke, route 1, Appleton.

Rohan resides on the outskirts of Kaukauna and Klitzke near the Appleton city limits. Both are within the Appleton regulated area and are selling to residents of the respective cities who come to their farms.

In addition to the milk price violation, both men were charged with selling insanitary raw milk and with doing business without a license. Their acts were alleged by the state to be a threat to the maintenance of prices to numerous producers in the Appleton market and as "an imminent danger to the public health."

The complaint against Rohan asserts that he is selling "insanitary raw milk from insanitary farm premises, and that it is handled in insanitary containers and in an insanitary manner."

The same complaint was issued against Klitzke except that he is further charged with selling insanitary raw milk from a Bang's reacting and quarantined herd without a retest.

Rohan was further charged with denying access to his farm for sanitary inspection.

Both complaints were signed by Ralph E. Ammon, director of the department of agriculture. The cases were brought in the municipal court at Appleton, and ask injunctions against continuance of the violations of law.

The defendants have 20 days to answer the complaints.

FARM LEADERS CONFERENCE

July 18-20 inclusive are the dates for the Annual Get-to-Gether of farm leaders at Black River Falls. Producer consumer relations, co-operative affairs, farmer labor problems, juvenile delinquency and various other subjects will be discussed.

In the background, politics will probably come in for some discussion.

Every man's life lies within the present; for the past is spent and done with, and the future is uncertain.—Marcus Antonius.

NEW BUTTER STABILIZATION LOANS FOR 1939-40 APPROVED

New loans amounting to \$6,000,000 for buying up to 25 million pounds of butter during the 1939-40 season and extension of the balance of the old loans from the 1938-39 season have been approved for the Dairy Products Marketing Association, producers' co-operative organization, the Commodity Credit Corporation announced today.

The loans, which were recommended by Secretary Wallace and approved by the president will make possible continuation of the butter stabilization program operated with Federal funds to help maintain butter prices. The program provides that the quantities purchased and the prices paid by the Dairy Products Marketing Association during the 1939-40 season will be more flexible than in the 1938-39 season. The quantities and maximum prices at which butter will be purchased by the Dairy Products Marketing Association during the 1939-40 season are subject to determination periodically by the secretary of agriculture.

While the new program has been approved, it was pointed out, it will not be put into actual operation until the secretary has determined the basic prices at which the purchases will be started.

Prices will not exceed 75 percent of parity, as under last season's program. The loan rates will be equal to the purchase price, plus subsequent advances for storage, handling and operating costs. The Dairy Products Marketing Association during the 1938-39 season bought butter in markets mostly on the basis of 25.5 cents per pound for 92-score butter, Chicago, with the usual price differentials for other grades and markets. Loans are secured by warehouse receipts.

Butter bought by the Dairy Products Marketing Association under the new loans will be available for resale to buyers in butter markets and to the Federal Surplus Commodities Corporation at prices not less than the purchase price plus storage handling charges.

BREEDERS PLAN DAIRY PRODUCTS SALES PROMOTION

Operating all departments for the first time since 1885 under one roof. The Holstein-Friesian Association of America at Brattleboro, Vermont, will be headed by H. W. Norton, Jr., who was elected, following the Annual Convention in New York City on June 7, to be secretary-treasurer and ranking officer in the conduct of the association's business.

Mr. Norton has for many years been superintendent of Advanced Registry production testing and prior to that was a director, representing Michigan. He was raised on one of the outstanding Holstein breeding farms in the Middle West near Howell, Michigan, which community attained national recognition for the quality of Holstein herds developed during a time when the breed was expanding rapidly throughout the Middle West. Prior to assuming his duties with The Holstein-Friesian Association of America, Mr. Norton was director of the Bureau of Animal Industry, Michigan Department of Agriculture, and in that capacity supervised the breeding operations in Michigan State Institutional herds made up of approximately 2,000 head of purebred Holstein animals welded together as a breeding unit in a well conceived plan of production testing, aimed at eliminating from the breeding program inefficient animals and the concentration of inheritance of families showing uniformly profitable production.

Glen M. Householder will continue to direct the association's breed promotion activities through the Extension Service, represented in various parts of the United States by fieldmen and secretaries of state breed associations.

The Annual Convention, with the District of Columbia and all states in the Union except Kentucky and West Virginia represented, met in New York City on June 7. Outstanding among the actions taken by the delegates was the pledging of the association's support to the national plan for promoting a well organized and efficiently financed three-year plan for advertising dairy products as the most economical and efficient human food, it being recognized that nothing short of a united front of all interests connected with the dairy industry can be effective in dairy sales promotion.

Markets in Neighboring States

As reported by Bureau of Agricultural Economics, Department of Agriculture, Washington, D. C.

	Buying price for raw milk 3.5% fat basis, F.O.B. City)	Delivered to homes, bottled per quart
Illinois:		
Champaign	1.84	.11
Chicago	Not determined	.11
Quincy	1.81	.10
Rockfield		.10
Indiana:		
Elkhart	2.15	.11
Evansville	1.82	.11
Gary		.10



What's a cheap, effective bacteria-killer?

B-K POWDER

because...



One large bottle of B-K Powder makes more chlorine-rinsing solution than many bactericides sold today... because B-K contains 50% active bacteria-killing chlorine... because B-K costs less than 1¢ a day for an average herd!

B-K offers Dairymen these other advantages: Keeps count down to a minimum; puts equipment in excellent condition for handling quality milk; is convenient to use in water of any temperature; sanitizes faster, more cheaply, and more thoroughly than dry heat, scalding water, or steam as ordinarily used; has for many years been accepted by Public Health Authorities.



"A little B-K goes a good long way"

GENERAL LABORATORIES
DIVISION OF
PENNSYLVANIA SALT MFG. CO.
Chemicals
1048 WIDENER BUILDING, PHILADELPHIA

Indianapolis	2.03	.11
South Bend	1.99	.11
Iowa:		
Burlington	1.90	.10
Cedar Rapids	1.51	.09
Davenport	2.10	.11
Des Moines	Butter market basis	.11
Fort Dodge	2.25	.11
Iowa City	1.75	.10
Mason City	2.20	.11
Ottumwa	1.85	.10
Sioux City	1.85	.10
Ohio:		
Canton	1.90	.10
Cincinnati	2.15	.11
Cleveland	1.83	.10
Dayton	1.51	.10
Toledo	2.35	.12

described as good to excellent with corn making good to excellent progress. Butter production is reported to have passed its peak, but is being maintained at a fairly high level. Receipts of butter at the four markets through Thursday were 12,261,075 (gross pounds) compared with 13,031,579 pounds corresponding period previous week and 12,558,061 pounds corresponding period last year. The American Butter Institute for the week ending June 24 reported 0.86 percent increase over previous week but a 3.81 percent decrease as compared with last year. The Bureau of Agricultural Economics Pacific Slope report for the same period indicated a decrease of 1.21 percent from previous week and a one percent decrease from corresponding period last year.

TESTING HYBRID CORN

Because many hybrid corns are very hard, some producers have expressed concern over whether they would prove palatable to live stock. The fear has also been expressed that possibly much of such hard corn would be undigested.

This Spring Loeffel at the Nebraska Agricultural Experiment Station decided to compare the feeding value of several Nebraska-grown hybrids with that of some of the state's open-pollinated corn. Using Fall pigs averaging 100 pounds in weight at the beginning of an 80-day feeding period, Loeffel compared the results of feeding Nebraska Hybrid No. 110, Iowa Hybrid No. 939, and a very hard commercial hybrid corn with open-pollinated Reid's Yellow Dent. All lots were self-fed.

A protein mixture composed of two parts tankage, one part cottonseed meal and one part alfalfa meal and a mineral mixture of two parts steamed bone meal, two parts ground limestone, and one part salt were also constantly available to the pigs.

The pigs on the hybrid corns used in this test made somewhat more rapid gains on a somewhat lower feed requirement per 100 pounds gain, than did the lot receiving the open-pollinated corn. They also ate the hybrid corns readily. Loeffel warns that this is the first test of the feeding value of hybrid corns the Nebraska station has made and that too sweeping conclusions should not be drawn from the results. They do at least indicate, however, that fears over the feeding value of hybrid corns because of their hardness may eventually be proven largely groundless.

—Nat. Live Stock Producer.

"COW-OPERATION"

Louise F. Taylor

If I could raise a breed o' cows
To hold its milk on Sundays
When hired help's gone till early
dawns
Or even later, Mondays;
If I could say, "We're makin' hay,"
To Bess and Floss and Dolly,
And they'd oblige and give no milk
Until it rained: By golly,
My dairy troubles would be few.
I'd milk just when convenient.
The cows would turn it off and on
To orders mighty lenient.

And when the flow of milk increased
In March and April weather,
Me and the cows out in the barn
Would have a talk together.
I'd say, "I know you've just had
calves,

But so have lots of others.
You'll have to slow it up this month;
Go easy, now, you mothers."

By Jo—each month WE'D name the
price—

No laws, no strikes, no trouble,
If when we didn't want the milk,
The cows gave not a bubble.
With on and off control arranged
We'd let the buyer wonder;
And if he balked at fairer rates,
There'd be no milk, by thunder.
—The Cowbell.

A reputation for good judgment,
fair dealing, truth and rectitude, is
itself a fortune.—H. W. Beecher.

GRASSHOPPER PLAGUE DIMINISHES IN STATE

Because of frequent rains and plenty of parasites, crop losses from grasshoppers in northern Wisconsin will not be nearly so serious as anticipated, according to E. L. Chambers, acting chief of the plant industry division, state department of agriculture.

While it is necessary to continue control activities in many of the counties located in lighter soil areas, it now appears that no widespread damage will occur before the small grains are harvested. Chambers points out that if July and August are hot, dry months, it will result in serious grasshopper losses to second crop hay, corn, tobacco, clover and alfalfa seed crops as well as to cranberry bogs and truck gardens.

Farmers are urged to apply the poison bait to hay and small grain fields as soon as these crops have been cut, where the "hoppers" are present in large numbers, to eliminate risk of later losses. A few pounds of poison bait applied now in the limited areas found infested will be effective.

The larger the "hoppers," the more poison bait it takes to kill them, Chambers advises. Three additional cars of sodium arsenite, sufficient to prepare more than 1,200 tons of the poison bait have just been delivered by the federal government in Washburn, Burnett and Marathon Counties.

JUNE MILK PRICE REDUCED

A consumer price war and the supply of outside milk which is threatening to come into our market because of low prices paid producers for milk in the butter, cheese and condensery areas has forced the Board of Directors to reduce the price of base milk from a premium of 53 cents per hundred pounds over condensed to a premium of 35 cents per hundred pounds over condensed effective June 1, 1939.

The price has been raised 10 cents per hundred pounds on surplus deliveries, bringing the price of excess milk to the condensery price.

These price changes apply to the Chicago sales area only.

We estimate at this time that this change will reduce the blended producer price about 12 cents per hundred pounds when compared to the May, 1939, price, providing condensery prices remain the same.

Conditions which made this price change necessary have been developing in the market for the past sixty days. In an attempt to avoid a price reduction many conferences have been held with the Chicago Milk Producers' Council, an organ-

ization which includes many of the non-member co-operatives. When it appeared that this price reduction could no longer be avoided several conferences were held with non-member co-operatives with the idea of working out some plan of holding our price.

Pure Milk Association leaned over backwards and offered for the sake of harmony with non-members to abolish the base-surplus plan for the present. In fact, this association was ready to agree to almost any reasonable plan that would avert a reduction in price and bring some measure of stability to producer prices. This non-member group however was not ready to co-operate on a market wide program.

The trend of prices in the future will depend on the activities of the groups of producers who by their apparent willingness to undersell the association's market have directly caused this price reduction.

Organized producers in this area cannot continue forever to maintain a market for other producers who refuse to bear their fair burden of the surplus milk.—Pure Milk.

MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

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Number 5

FLUID MILK PRICES UP

Following a hearing held by the State Department of Agriculture and Markets at the State Fair Park on July 26, a decision for price changes was made by the department.

The Sunday papers, July 30, announced the changes as of August 1. However, the formal amendments to the order did not come through until August 3 and time was given to allow the dealers to have the price changes printed for distribution to the consumers. The effective date of the change was set by the department as August 7.

The amendments follows:

"Amend General Order 34L and 44L for the Milwaukee and Waukesha regulated milk markets, respectively, as follows:

1. Amend subsection (1) of section 4 to read:
 - (1) For milk sold as fluid milk (except relief) two dollars forty cents (\$2.40) per hundred pounds.
2. Add to section 4 the following:
 - (6) No producer shall be required, directly or indirectly, to deliver his overbase milk as a condition of the receipt of his milk within base by the dealer, but each producer shall be left free to market his overbase milk in any manner that does not bring it into the Milwaukee or Waukesha fluid milk market, and no dealer shall do anything that tends to hinder or impede such free marketing by a producer of his overbase milk.
3. Substitute for the prices of Regular Market Milk, Certified Milk and Flavored Drink, the following:

Regular Market Milk (s.b.)	Butterfat Content	Retail	Wholesale
Quarts	3.8 or under	.11	.09 1/2
Pints	3.8 or under	.07	.06
Half Pints	3.8 or under03
Half Pints (Schools)	3.8 or under02 1/2
Per gallon (Bulk)	3.8 or under35
Gallons, 40 gallon or over per delivery	3.8 or under32
Quarts	Over 3.8	.13	.11 1/2
Pints	Over 3.8	.08	.07
Half Pints	Over 3.803 1/2
Half Pints (Schools)	Over 3.803
Per Gallon (Bulk)	Over 3.843

Certified Milk (Including Natural Soft Curd)		
Quarts	.14	.14
Pints	.09	.09
Half Pints05
Flavored Drink (s. b.)		
Quarts	.12	.10 1/2
Pints	.07	.06
Half Pints03 1/2
Half Pints (Schools)02 1/2

This general order shall be effective August 7, 1939. Madison, Wisconsin, August 7, 1939. BY THE DEPARTMENT: Ralph E. Ammon, Director.

It will be noticed that the price of pints and half pints have not been changed. All cream prices remain unchanged.

\$50,000 Entertainment Program... WISCONSIN STATE FAIR

	DAY	AFTERNOON	NIGHT
Aug. 19, Saturday	Citizenship, Dedication and Thrill Day	Giant Air Show, Thrill Show, The Death Dodgers and Circus Acts	WLS National Barn Dance Broadcast, Fireworks & "Swing & Sway" Music of Sammy Kaye
Aug. 20, Sunday	Wisconsin Day	AAA Auto Races and Circus Acts	"Flying Colors" Fireworks, and Sammy Kaye
Aug. 21, Monday	Children's Day	Harness Races, Circus Acts and Dinner Bell	"Flying Colors" Fireworks, and Sammy Kaye
Aug. 22, Tuesday	American Legion and Pioneer Day	Harness Races, Circus Acts and Dinner Bell	"Flying Colors" and Fireworks
Aug. 23, Wednesday	Governor's and Fraternal Day	Harness Races Dinner Bell Program and Circus Acts	"Flying Colors" and Fireworks
Aug. 24, Thursday	Milwaukee, Industrial, Poultry and Egg Day	AAA Auto Races, Dinner Bell and Circus Acts	"Flying Colors" Fireworks, and Sammy Kaye
Aug. 25, Friday	Dairy and Farm Implement Day	Circus Acts and Dinner Bell	"Flying Colors" Fireworks, and Sammy Kaye
Aug. 26, Saturday	Youth Day	Motorcycle Races, Dinner Bell and Circus Acts	"Flying Colors" Fireworks, and Sammy Kaye
Aug. 27, Sunday	Racine Day	AAA Auto Races Circus Acts	"Flying Colors" Fireworks, and Sammy Kaye

WLS
ENTIRE NATIONAL BARN DANCE COMPLETE BROADCAST WITH ALL STARS

100 RIDES GAMES AND SHOWS

50 ACRES OF EXHIBITS UNDER COVER

ALL WISCONSIN HORSE SHOW

THRILL SHOW
JIMMIE LYNN'S "DEATH DODGERS"

\$1,100,000 DAIRY AND AGRICULTURE SHOW

"WORLD AT WAR" DAIRY DISPLAY OF FIREWORKS EVERY NIGHT BEFORE GRANDSTAND

4 DAYS HARNES RACING
AMERICA'S FASTEST TROTTERS AND PACERS

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 12 AUGUST, 1939 No. 5

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THE PRICE CHANGE

The raise in price from \$2.10 to \$2.40 for fluid milk effective August 7 will mean an increase of some 15 cents per hundred in the composite price, depending, of course, on the amount of milk that comes in and the trend of sales.

If many farmers buy cows in order to have more milk at the higher price the percentage of manufactured will be higher, thus bringing down the composite price. Lower sales of fluid milk will have the same effect.

The manufactured price for August is expected to be higher than July for skim milk products are in better demand and butter should strengthen. The thing for all of us to do is try to persuade our city friends to buy more milk, for if they don't our raise in price will do us little good.

THE WRECKERS' CREW AT WORK

On Saturday, August 5, we were informed James W. Baird, a member of the State Department of Agriculture and Markets, released a statement to a Waukesha paper in which he said your secretary prevented the farmers from getting condensery price for manufactured milk. A paragraph from a letter from Ralph Ammon, Director of the Department of Agriculture, was quoted to prove the point.

The fact of the matter is that your Secretary DID NOT do anything to prevent the department from ordering condensery price, he could not if he wished to for that power belongs with the department. Your Secretary did tell Mr. Ammon why this present plan for figuring manufactured milk was put into affect in 1922, the reason being that

the organization had failed to take care of manufactured or surplus milk over the fluid needs of the city and in lieu of some such plan as we now have, the dealer would shut off producers in flush times or force some of them to keep milk home for days at a time in order to relieve the pressure.

Your Secretary DID NOT ask that the present system be left unchanged and it was entirely in the department's hands to make a change if it believed that it was the thing to do. He did point out that the dealers said if the condensery price was ordered for manufactured milk a large number of shippers would be dropped so that the amount of surplus would be very small. Mr. Ammon, no doubt, understands that with power goes responsibility and that if he set a price at which dealers would not buy surplus milk, it would be the department's responsibility to see that the shippers who were dropped from the market would find an equally good market elsewhere without disturbing markets for some other farmers.

The Department of Agriculture and Markets has been informed that it can set any price it chooses for any classification of milk in the market, if it takes responsibility for results which may follow.

THE MANUFACTURED PRICE

The State Department of Agriculture and Markets had under consideration the substitution of the present system of figuring the manufactured price by ordering the condensery code price.

The substitution would be fine if the stability of the market could be maintained. It goes without saying that it costs more to manufacture or process milk in a metropolis than in a small town or at a cross road. Taxes, union labor, health department requirements, etc., making a big difference. When this organization was started one of its big problems was how best to handle the milk that the dealers could not use to advantage at times of the year.

Plants and equipment were acquired for handling surplus and skilled operators employed. These plants were taxed to capacity at times and at other periods of the year very little milk came in. A great deal of money was lost, in fact the organization was bankrupt and the directors were on a guarantee at the bank for a great amount of money and the stock subscribed and paid for by the members was worthless. It was then decided to enter into an agreement with the dealers that they would care for all the milk

of good quality coming from regular shippers at all times and that the quantity above fluid needs would be paid for according to a formula based on the price of Chicago 92-score butter with a making and selling cost deducted and also on the price of manufactured skim milk products. That formula with modifications favorable to the producers is still used and no producers have ever been forced to keep any part of their milk at home if the quality was good, with the exception that one small dealer did ask some producers to keep some milk back during a flush period several years ago. That dealer has since lined up and is keeping the agreement.

No buyer of any product will long continue to handle anything at a loss. When the newspapers said that the condensery code price might be ordered as the price for manufactured milk, we were informed by the dealers that in that case only enough milk to supply fluid needs would be accepted. Several dealers listed the names of producers that we would have to find another market for. From three to four hundred producers would be out of the market and if production increased more would be out.

Very fine for those who would be kept but very tough for the outs. In most markets the producers think it unwise to put a premium on surplus milk and they also think it unwise to tempt the condensery shipper to try to get into the fluid market. It is tempting to have a condensery price for surplus and a class one price for the balance.

For the benefit of those who are not familiar with the method of figuring the condensery code, it is as follows:

Six times the price of 92-score butter at Chicago, plus 2.4 times the price of cheese (twins) at Plymouth, Wis., divided by 7 and multiplied by 3.5, then add 30 percent.

JULY COMPOSITE PRICE

The July composite price was down with some companies due to much milk coming in at the composite price that had been overbase in June and in some cases diverted to other outlets.

The manufactured price is exactly the same, butter being a trifle lower and skim products somewhat higher. Sales were good for July—the first of the real vacation months. Last year, with no change in either the fluid or manufactured prices, the August composite price was about six cents above July.

Production per farm was very high through July, in fact for the

first week in July the receipts of some companies averaged higher than the last week in June.

YOUR PICNIC

Don't forget the place—Kerler's Grove and the date — Wednesday, August 30—for the Tenth Annual Picnic.

Threshing ought to be all cleaned up by that time. The State Fair will be over and if some are started silo filling, a day off from that heavy work will do every one a great deal of good.

Bring your lunch basket—coffee and other beverages can be purchased on the grounds. Free milk will be served from 12 M. to 1:30 P. M. No flavored milk drink will be given free, but may be purchased at the stands. Baseball games between girls' teams from Hartland and Menomonee Falls will be played. Messrs Weber and Schmidt say that the girls are good players.

Prizes are coming in every day and more and better ones will be given away than at any previous picnic. The music committee promises real music and the entertainment committee have a new game that is said to be super-super-something-or-other.

Listed below are a few of the early attendance prizes which have arrived and will be given away at our Annual Picnic, on Wednesday, August 30, at Kerler's Grove:

An Andis Clipper donated by the Andis Clipper Co., Racine; 1—22 qt. Cream City Strainer and 300 filter discs by the W. M. Sprinkman Corp., Milwaukee; 2 boxes ladies and 2 boxes mens stationery by the Olsen Publishing Co., Milwaukee; 6 six pound bags of "Dutox" by the E. I. DuPont DeNemours & Co., Milwaukee;

Six 2 lb. packages Beer Kaese, by the Milwaukee Cheese Company, Milwaukee; 1 Ash Tray, H. H. West Co., Milwaukee; 6 bottles Acmoline

antiseptic by the Acme Chemical Co., Milwaukee; Set of 2 tanks, one single section 16 gauge steel heat and wash tank and 1 single section 16 gauge steel rinse tank, by the Schlueter Dairy Supply Co., Janesville;

One-half ton Red Cross 20% Egg Mash and one-half ton Red Cross 16 percent Egg Mash, Mayrs Seed & Feed Co., Milwaukee; 3 eight or ten gallon cans retinned, by the Wacho Mfg. Co., and also 2 eight or ten gallon cans retinned by the Wacho Mfg. Co., Milwaukee; 1 Bag Big Joe Flour, Wm. Steinmeyer Co., Milwaukee; 1 Bug-a-Boo Spray, 1 Mobil Spot Brush, 1 Tavern Window Cleaner, 1 Mobil Lustre Cloth, 1 box Wiping Cloths, 2 Boxes Tavern Candles, 1 box Wax Finish (Automobile), 1 box Floor Wax, 1 can Bug-a-Boo, 1 can Non-Rub Floor Wax, 1 can Window Cleaner, 1 can Paint Cleaner, 1 Mobile Uppelube, 1 can Garden Spray, 1 can Mobile Gloss, 1 pkge. Bug-a-Boo Moth Crystal Meter and 1 lb. moth Crystals, 1 can Electric Motor Oil, 1 can Mobile Oil, donated by the Wadhams Oil Co., Milwaukee; 1 Fence Unit, E. J. Gengler Co., Milwaukee.

WISCONSIN DAIRY QUEEN TO BE SELECTED

The 1939 queen of "America's Dairyland" will be selected at the Wisconsin State Fair on Dairy Day, Friday, August 25.

More than 2,000 of Wisconsin's most charming dairy girls are now competing in 66 counties for the honor of participating in the State Dairy Queen contest. Winners of the county contests, picked for their personality, poise, health, and general attractiveness, will be awarded a trip to the State Fair. The new State Dairy Queen will be chosen during the afternoon by a party of carefully selected judges.

A dinner will be held at a downtown hotel honoring the queen and

her court of honor. At 7:30 P. M. Governor Julius P. Heil will crown the 1939 State Dairy Queen before the thousands of people in the grandstand.

The 1939 queen will reign until the next State Fair in 1940. She will travel in many states and will extend greetings from Wisconsin's dairy industry to numerous dignitaries throughout the nation.

MAY BUY BUTTER

On July 26, Henry A. Wallace, Secretary of Agriculture ordered the Dairy Products Marketing Association to buy butter in the large markets.

Six million dollars are available to the D. P. M. A. which at present prices would buy over 25,000,000 pounds of butter. It is understood that purchases will be made when it seems necessary for the stability of the market. Stability of markets rather than price fixing or price pegging is probably what governmental bodies, national and state, will aim at in the future.

WISCONSIN STATE FAIR

Never in the 89 year history of the Wisconsin State Fair has the management succeeded in bringing an entertainment program of such caliber as will be presented during nine big days and nights at the Wisconsin State Fair, Aug. 19-27.

Outstanding in this \$50,000 entertainment program will be the gigantic stage revue, "Flying Colors" truly America's greatest outdoor show.

"Flying Colors" will be staged from a scene composed of luxurious landscape garden effect, built around the colorful "Tower of Jewels." The effect of this arrangement will be so elaborate and so dazzling that it is beyond the human imagination unless actually witnessed.

"Flying Colors" is presented in
(Continued on page 4)

JULY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	45.13	\$2.10	Fluid	47.05	\$2.10	Fluid	41.53	\$2.10	Fluid	51.06	\$2.10
Out. Relief.	2.70	1.87	Out. Relief.	3.87	1.87	Out. Relief.	3.11	1.87	Out. Relief.	.48	1.87
Cream	14.43	1.11	Cream	7.87	1.11	Cream	12.15	1.11	Cream	18.79	1.11
Manuf'd	37.74	.86	Manuf'd	41.41	.86	Manuf'd	43.21	.86	Manuf'd	29.67	.86
Composite price	1.48		Composite price	1.49		Composite price	1.43		Composite price	1.55	
BLOCHOWIAK DAIRY			TRAPP'S GOLDEN RULE DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	51.67	\$2.10	Fluid	55.51	\$2.10	Fluid	42.02	\$2.10	Fluid	58.89	\$2.10
Out. Relief.	5.07	1.87	Out. Relief.	1.90	1.87	Out. Relief.	1.82	1.87	Out. Relief.	9.42	1.11
Cream	9.39	1.11	Cream	16.90	1.11	Cream	12.62	1.11	Cream	31.69	.86
Manuf'd	33.87	.86	Manuf'd	25.69	.86	Manuf'd	43.54	.86	Manuf'd	31.69	.86
Composite price	1.56		Composite price	1.60		Composite price	1.43		Composite price	1.61	

Mr. Fletcher Says: . . .

The seventh annual convention of State and County Rural Educational leaders held at Fall Hall, Glen, near Black River Falls from July 18 to the 20th was attended by a very representative group.

This convention sponsored by the Rural Sociology Department of the College of Agriculture, brings together representatives of most of the farm organizations of the state and here our different viewpoints and problems are presented and discussed.

The delinquency and crime problem in rural areas was ably presented by John Burke, warden of the state prison at Waupun.

Mrs. Alfred Meyer of Hales Corners gave a very interesting talk on the crime problem as it affects rural areas that border on the urban territory.

A question that brought out much discussion was how the relationship between industry, labor and farmer affected the consumer. Herman Ihde, master of the State Grange did a masterful job as chairman of this meeting, his greatest problem being to hold the labor leaders to a discussion of the issues involved rather than the presentation of vague theories.

Your field representative discussed the need of greater co-operation between farm organizations for their common good.

Conventions of this character do give farm organizations a chance to present their difficulties to their fellow farmers and probably assist in creating a better understanding of mutual problems.

At the present time the general supply of milk for this market is running very high in quality. In spite of the fact that we have had excessively hot weather, you members seem to be giving the milk that extra care that is needed so badly at this time of year.

However, in some cases we still have milk of rather high bacteria count.

This is caused by one of three things: Poor cooling, unclean utensils or cows with infected udders.

The first two causes can be corrected by a greater attention to production methods. If you do this and your trouble continues it becomes necessary to check the milk direct from the udder to determine, if any infection is present. Most of the dairy fieldmen will be willing to come to your farm to do this work, but if you prefer to have your organization assist you send in word

to us by your hauler or by card and we will be glad to be of service to you at any time.

There has been a change, we hope for the better, in the price structure in our market.

Ever since last April when a drastic lowering of the price for fluid milk became necessary to keep the market from going into a demoralizing price war, it has been the hope of everyone that the time would soon arrive when an upward revision could be made.

That revision has been made, and it now becomes the duty of everyone to put their shoulder to the wheel, to see whether the gains obtained cannot be held.

Let us analyze what each faction may do to try and hold those gains.

First, the department of agriculture, who issued this order, must by law see to it that this order is obeyed by all the market. We have never had enforcement of any previous order, and if this means that the "chiselers" can get by, they will be the real ones to gain by it.

Second, labor who has gained the most in the price change should, in fairness, not only maintain the volume of sales now in the market, but also put forth every effort to increase them still farther.

Third, the distributors must use sane, intelligence to devise more ways to create wider distribution of our products. To build for greater efficiency in this business and to be fair from a competitive standpoint.

Fourth, the producer must continue to produce quality products to an even greater degree than in the past. To produce his milk to the reasonable capacity of his farm, but not to now build production far beyond the needs of the market. To do so may not only wreck this gain, but completely ruin the market.

With the factors of enforcement, labor, distributor and producer working together properly much gain may come from the change. Without it possible chaos may result.

WISCONSIN STATE FAIR

(Continued from page 3)

five episodes, with the newest costume creations for each. The cast is a large one, comprising many famous personalities from stage, screen, radio, and circus arena.

"World at War," a gigantic fireworks display which climaxes with a dramatic appeal for peace, will immediately follow the grandstand show nightly.

Every day will be different in this huge entertainment program filled with new thrills, new fun and new enjoyment for fair visitors during the big nine days.

Double Strength Double Acting DAIRY

FLYFOIL

Has Double the Killing and
Repelling Properties of
Ordinary Sprays.



Obtainable Through Milwaukee
Cooperative Milk Producers

DISTRIBUTED BY

PETERS OIL CO.

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MILWAUKEE

The opening day feature will feature a thrill show in the afternoon, starring Jimmy Lynch and his original Death Dodgers. Dick Granere, the world famous precision flyer and aviation comedian will be on hand Saturday only to thrill the crowds with his spectacular flying stunts. The most stupendous circus acts ever presented will be featured every afternoon. Featured in this program will be the internationally famous Powers' Elephants, so popular with fairgoers last year that they are playing a return engagement.

The first Saturday of the fair, August 19, the complete four hour show and broadcast of the WLS National Barn Dance will be presented from the grandstand stage. The WLS dinner bell program will be presented daily from the fairgrounds Monday through Saturday, August 21-26.

There will be four big days of harness racing at the fair this year. Monday, Tuesday, Wednesday and Friday are the days in which the fastest trotters and pacers in the middle west will take over the mile oval at the Wisconsin State Fair Park.

Saturday, August 26, will be a field day for the motorcycle racers when more than 70 riders will furnish thrills and excitement.

SAVE



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at the Kilbourne
Parking Station
across the street
with a purchase
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Glasses Cleaned
and Straightened
Without Charge.

Use your Co-op-
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You can save money on glasses for yourself and your family by taking advantage of the Kindy Group Service Plan. What's more, you can trust Kindy to give you good glasses — at a price you can afford to pay.

615 N. 3rd St. **Kindy Optical Co.** MARq. 7225
MILWAUKEE, WIS.

STOP Feeding Your Profits to BACTERIA!



Every piece of equipment with which your milk comes in contact... every pail, strainer, and can... is an enemy to low-count milk! Each costs you money unless properly and regularly treated with a bactericide.

You can get lower bacteria-count milk by sanitizing equipment with low-cost, quick-acting chlorine rinse made from B-K Powder. Cost? Less than 1c a day for an average herd, if the bacteria-killing solution is made according to directions.

B-K Offers Dairymen These Advantages: (1) Cuts down bacteria count to a minimum; (2) Puts equipment in best condition for handling quality milk; (3) Is convenient to use in water of any temperature; (4) Sanitizes faster, more cheaply, and more thoroughly than dry heat, boiling water, or steam as ordinarily used; (5) contains 50% active bacteria-killing chlorine; (6) Makes more chlorine-rinsing solution than most bactericides; (7) Has for many years been accepted by Public Health Authorities.



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DIVISION OF
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We Buy Malting Barley. Wait For Our Buyer.

MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST. - MILWAUKEE, WIS.

STATE FAIR FEATURES DAIRYING

Centered around huge dairy exhibits and with an additional \$18,000 being added in premiums, the 1939 Wisconsin State Fair promises to surpass anything ever conceived before in displaying Wisconsin's Number One industry to the hundreds of thousands of people who will pass through the gates during this great nine-day exposition, August 19-27.

This year's fair calls for increased expenditures in every department which is made possible by the record attendance of 624,411 persons last year. New buildings and improvements to the grounds now being completed at a cost of \$331,496; cash premiums to exhibitors now total

\$103,955 and \$2,000 more is being spent for entertainment. In addition more than \$50,000 has been expended to beautify and modernize amusement devices, and a double row of canopied benches the full length of the midway has been added. The completely new water works system has been installed throughout the park.

Five new lannon stone barns similar to the cattle barns built last year, are now being rapidly completed. Three of the new barns will be under one roof 411 feet long and 70 feet wide. This single unit will provide 250 single stalls and 40 box stalls for draft horses. Show horses will be kept in the fourth barn, which is 70 by 136 feet, and contains 46 box stalls.

The fifth barn, 70 by 236 feet, will be used for the poultry show the first seven days and for the dog show the last two days.

Friday, August 25, will be Dairy and Farm Machinery Day. A historical comparison of machinery available to the modern dairy farmer will be featured in a huge display, "The Parade of Progress."

The ever popular dairy barn will again be featured in the industrial building. Dairy demonstrations will be held throughout the week in the Dairy Building and the special dairy bakery will again be in operation. Milk bottle coupons will entitle children to free rides on the completely new and redecorated midway on Dairy Day.

An elaborate dinner will be held for the 65 Dairy Queens representing their counties in the State Dairy Queen Contest. At 7:30 P. M. Governor Heil will crown the State Dairy Queen in front of the grandstand.

With the fair only one week away livestock showmen, large and small, are preparing their animals for what is to be the best livestock exhibition of all time at the Wisconsin State Fair. Premiums have been increased \$18,000 over last year in the livestock department.

With \$8,185 being offered for premiums in the horse department the judging program is as follows: Monday, August 21—Clydesdales; Tuesday, August 22—Percherons; Wednesday, August 23—Belgians; and Saturday, August 26—Grades, Draft Teams, and pulling contest. Professor A. B. Caine, Ames, Iowa, will judge Percherons, Belgians and

Clydesdales, and Mr. Fred Southcott, Oconomowoc, Wis., will judge grades and draft horses.

In the cattle department the judging program will be as follows: Monday, August 21—Brown Swiss, I. W. Rupel, Madison, Wis.; Tuesday, August 22—Jerseys, T. F. Fansher, Kansas City, Mo.; Herefords, Ralph Reynolds, Lodi, Wis.; Milking Shorthorns, Frank Holland, Milton, Iowa; Wednesday, August 23—Holsteins, Axel Hanson, Minneapolis, Minn., Shorthorns, A. E. Darlow, Madison, Wis.; Thursday, August 24, Guernseys, W. K. Hepburn, Hopewell Junction, N. Y. and Ed. Gannon, Lafayette, Ind.; Angus, Ralph Reynolds, Lodi, and Friday, August 25, Junior State Fair cattle judged by

E. E. Heizer and George Werner of the Wisconsin College of Agriculture.

Thus your Wisconsin State Fair—after many months of careful planning, with every effort bent towards giving to the citizens of Wisconsin the greatest fair in the middle west—is ready for your inspection. Yes, it will be a great fair but what makes it greater is the fact that you can attend this million dollar exposition for only 25c.

WANTED

Dairy Farm Hand. Apply to E. J. Gengler, Brown Deer Road Sta. F., Milwaukee. Hilltop 1826



STEWART CLIPMASTER

Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, smoothest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. Stays sharp longer. A \$25 value for \$17.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand power Clipping and Shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 60 years making Quality products.

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

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

PRODUCE BETTER MILK

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GUARANTEED CANS AT A LOWER COST



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ELECTRIC FENCING

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Your Fencing Problems and Cost of Controller are soon forgotten when you use the best. Prime Units are complete — built to do a fencing job under all conditions.

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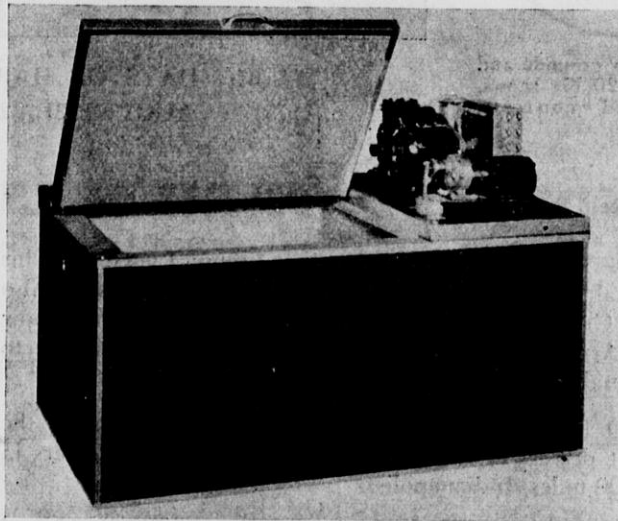
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- *Holds Bacteria Count Down*
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After spending your time and money to produce good milk, be sure you cool it properly. Modern cooling demands absolute sanitation.

The Sanitary Way will pay for itself in the labor it saves you. It requires no washing, no sterilizing, no attention. Nothing goes inside of the milk can. It stirs the milk as well as the water in the cooling tank.

ASK YOUR
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OR
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SAVE THE
VALUABLE
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THE NEW SANITARY MILK CONDITIONER

For Unsurpassed Cooling . . . From 90° to 50° in 20 Minutes

These amazing results are obtained with this new method of cooling because only the SANITARY way does the two things that are necessary for proper, quick cooling, thorough stirring of the milk and circulation of the cooling water.

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towards the purchase of a SANITARY MILK CONDITIONER. This offer good until November 1, 1939. Please send me information.

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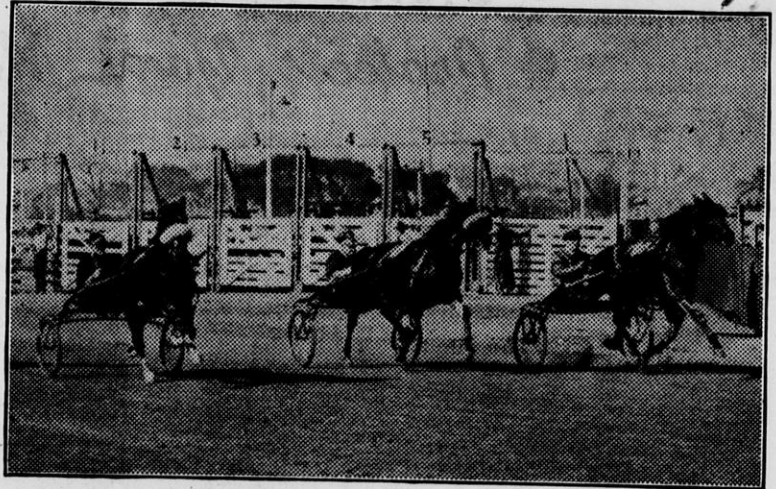
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9 BIG DAYS

Aug. 19-27

25c

Admits you to grounds and lets you into 20 big shows, exhibits and contests.



4 BIG DAYS OF HARNESS RACING
AUGUST 21, 22, 23 AND 25

GRANDSTAND THRILLERS

THRILL DAY — August 19 featuring Jimmy Lynch and his original death dodgers direct from the World's Fair. Also Dick Granere, breath-taking stunt flyer. Giant air show with Army and Navy planes making spectacular tribute to National Aviation Day.

AAA AUTO RACES — August 20, 24 and 27. Featuring the fastest drivers in America, most of whom were starters in the 500 miles, Indianapolis.

4 BIG DAYS OF HARNESS RACING — August 21, 22, 23 and 25, with nation's fastest trotters and pacers on America's fastest 1-mile dirt track.

"FLYING COLORS" — Beautiful girls, stunning costumes, gorgeous settings! Stars of radio, stage, and screen. To be presented nightly.

11 — CIRCUS ACTS — 11 — Acrobats, trapeze artists, clowns, etc. Trained elephants.

AMA MOTORCYCLE RACES — August 26. The most thrilling spectacle of the fair, with 70 riders driving at a mad rate of speed, making every invitation to death.

GIANT FIREWORKS — Every night. **WORLD AT WAR**, newest in booming, screaming fireworks. Skies bursting with every color in a dramatic appeal for peace.

\$104,000
IN PREMIUMS

JUNIOR FAIR
Badger Youth on Parade

DAIRY and FARM
IMPLEMENT DAY
Friday, August 25

THRILL DAY
AUGUST 19
Jimmy Lynch — Giant
Air Show — Dick Granere

\$1,500,000
BLUEBLOOD
LIVESTOCK

W L S
BARN DANCE
DINNER BELL

WORLD AT WAR
Gigantic Fireworks

148 ACRES
OF
FUN AND
EXCITEMENT

THRILLING!
DARING!
A.M.A.
MOTORCYCLE
RACES

W L S
ENTIRE NATIONAL
BARN DANCE
COMPLETE
BROADCAST
WITH ALL STARS

100
RIDES
GAMES
AND
SHOWS

50
ACRES OF
EXHIBITS
UNDER
COVER

ALL
WISCONSIN
HORSE
SHOW

"FLYING
COLORS"
AMERICA'S GREATEST
OUTDOOR MUSICAL
EXTRAVAGANZA

AAA
AUTO RACES
INDIANAPOLIS
DRIVERS
SPEEDINGS
IN MOTOR RACES

THRILL
SHOW
JIMMIE LYNCH'S
"DEATH
DODGERS"

\$1,100,000
DAIRY
AND
AGRICULTURE
SHOW

"WORLD
AT WAR"
GIANT DISPLAY OF
FIREWORKS
EVERY NIGHT
BEFORE GRANDSTAND

4 DAYS
HARNESS
RACING
AMERICA'S FASTEST
TROTTERS AND
PACERS

... A Million Dollar Exposition

MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

COLLEGE OF AGRICULTURE

SEPTEMBER, 1939

Number 6

UNIVERSITY OF WISCONSIN

SEPTEMBER FLUID PRICES \$2.40

August composite price up from six to twelve cents.

No change having been made since the State Order was issued on August 6, fluid milk price will be \$2.40 per hundred pounds for this month.

Dairy markets generally have shown improvement. Skim milk products have advanced to a point that makes their manufacture profitable. Butter which was below 24 cents since June 16, was quoted at 24 cents on the last day of August.

High production plus draggy retail sales kept the composite price down in spite of very good sales at the State Fair. The increase of seven cents in the manufactured price over July accounted for close to a four cents advance in the composite price.

BABY CONTEST WINNERS

Following are the winners of the Baby Contest held in conjunction with your tenth annual picnic.

In the six months to one and one-half year class, Eileen Fitzgerald, daughter of Mr. and Mrs. D. V. Fitzgerald, Wauwatosa, won first, a \$5.00 certificate of the Hales Corners State Bank, Hales Corners; Elizabeth Schlicher, daughter of Mr. and Mrs. Walter Schlicher, Hartland, won second, a \$3.00 certificate of

(Continued on page 5)

PICNIC PRIZES!

IS YOUR NAME HERE?

100 pounds Red Cross Egg Mash (20%), Mayr's Seed and Feed Co., Milwaukee—each: Ray Jungbluth, Waukesha; Kenneth Egan, Waukesha; Judy Kavenmeier, West Allis; Al. Clarey, Sussex, and C. L. Wand-snider, Wauwatosa. 1 Brace and Bit, Neis-Brecht Co., West Allis—Ralph Heaton, West Allis, Route 4. One Grease Job, Black Eagle Oil Co., West Allis—Ruth Box, Mukwonago. 25 pounds Roundy Flour, Pahles Market, West Allis—Mrs. H. Omann, Merton.

\$1.00 in Trade, Staples & Noe, 8200 W. National Ave., West Allis—Mrs. Al. Hauser, Hales Corners. 2 gal. Super-Lub. Oil, Trackage Service Sta., 8334 W. National Ave., West Allis—Stanley Dorobkowski, Mukwonago. 1/2 Ton Coal, Cities Fuel & Supply Co., West Allis—Alfred Knesee, Hales Corners. \$5.00 Merchandise Coupon, Wilbur Lumber Co., West Allis—H. Duffahl, Sta. R., Milwaukee. 1 Back Rest Cushion, Holz Motor Co., Hales Corners—Edwin Hause, Waukesha, R. 4.

1 Box Bath Powder, A. J. Getz, Hales Corners—Lenore Marron, Grafton. 100 pounds Vitality Egg Mash, Schmidt Bros., Hales Corners—Herbert Schultz, Saukville. 1 sausage, Meier's Meat Market, Hales

Corners—Frieda Barnett, West Allis, R. 4. 5 qts. Oil, Motor Service Co., Hales Corners—Mrs. Henry Kenter, So. Milwaukee. 3 cans Ultra Penn Motor Oil, Meyers Shell Service, Hales Corners—Mary Mulder, West Allis, R. 4. 1 Casserole, J. F. Herda, St. Martins—John Zarling, Cedarburg.

1 five tined fork, Jake Hagemann, Caledonia—Lester Hochlitt, Hales Corners. 1 Milk stool, Mitchell Mfg. Co., West Allis—each: Otto Meissner, Hales Corners; Ralph Lingelbach, Pewaukee. 1 quality milk kit, B. K. Laboratories, New York—each: Isabel Meyers, Hales Corners; Mrs. W. Hinz, Sussex; Rose Keske, Hales Corners; Patricia Perry, Nashotah; Arnold Krempel, Waukesha; Elmer Schmidt, Hales Corners. Kohler Swing Kitchen Faucet, Thomas Welch & Sons, Hales Corners—Roger Papp, So. Milwaukee, R. 1.

4 bags Charcoal Briquettes, Hales Corners Lumber & Fuel Co.—Gladys Mierow, Waukesha, R. 5. 1 exhaust deflator, Bosch Garage, Durham Hill—Elmer Martin, Hales Corners. 1 Barn Broom, "Kibbees" Market, Wind Lake—H. Duffahl, Sta. J, Milwaukee. 2 lbs. Hills Bros. Coffee, Hogensen's Store, Wind Lake—Louis Kerler, West Allis, R. 4. 1 lb. Royal Blue Coffee, Bryant's Store, Waterford—Grace Holtz, R. 2, Hales

(Continued on page 3)

AUGUST PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
Aug. 1-6, 1939			Aug. 1-6, 1939			Aug. 1-6, 1939			Aug. 1-6, 1939		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	8.60	\$2.10	Fluid	8.65	\$2.10	Fluid	8.68	\$2.10	Fluid	9.93	\$2.10
Out. Relief.	.54	1.87	Out. Relief.	.73	1.87	Out. Relief.	.67	1.87	Out. Relief.	.11	1.87
Aug. 7-31, 1939			Aug. 7-31, 1939			Aug. 7-31, 1939			Aug. 7-31, 1939		
Fluid	35.41	\$2.40	Fluid	36.05	\$2.40	Fluid	35.57	\$2.40	Fluid	41.35	\$2.40
Out. Relief.	2.27	2.17	Out. Relief.	3.06	2.17	Out. Relief.	2.73	2.17	Out. Relief.	.47	2.17
Aug. 1-31, 1939			Aug. 1-31, 1939			Aug. 1-31, 1939			Aug. 1-31, 1939		
Cream	13.93	\$1.18	Cream	7.06	\$1.18	Cream	12.93	\$1.18	Cream	16.80	\$1.18
Manuf'd	39.25	.93	Manuf'd	44.45	.93	Manuf'd	39.42	.93	Manuf'd	31.34	.93
Composite price	1.61		Composite price	1.61		Composite price	1.62		Composite price	1.70	
BLOCHOWIAK DAIRY			TRAPP'S DAIRY CO.			SUNSHINE DAIRY CO.			EMMER BROS.		
Aug. 1-6, 1939			Aug. 1-6, 1939			Aug. 1-6, 1939			Aug. 1-6, 1939		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	10.12	\$2.10	Fluid	11.98	\$2.10	Fluid	7.84	\$2.10	Fluid	11.25	\$2.10
Out. Relief.	1.07	1.87	Out. Relief.	.83	1.87	Out. Relief.	.78	1.87	Out. Relief.		
Aug. 7-31, 1939			Aug. 7-31, 1939			Aug. 7-31, 1939			Aug. 7-31, 1939		
Fluid	41.25	\$2.40	Fluid	49.76	\$2.40	Fluid	34.19	\$2.40	Fluid	45.36	\$2.40
Out. Relief.	4.66	2.17	Out. Relief.	1.22	2.17	Out. Relief.	1.28	2.17	Out. Relief.		
Aug. 1-31, 1939			Aug. 1-31, 1939			Aug. 1-31, 1939			Aug. 1-31, 1939		
Cream	6.50	\$1.18	Cream	17.19	\$1.18	Cream	12.21	\$1.18	Cream	7.84	\$1.18
Manuf'd	36.40	.93	Manuf'd	19.02	.93	Manuf'd	43.70	.93	Manuf'd	35.55	.93
Composite price	1.73		Composite price	1.85		Composite price	1.58		Composite price	1.75	

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VOL. 12 SEPTEMBER, 1939 No. 6

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AUGUST COMPOSITE PRICE

The composite price for August might be expected to exceed the July composite price to a greater degree with a seven-cent gain in manufactured price and a 30-cent raise in fluid milk for the last 25 days. Seven-cent raise in manufactured skim milk products hiked the composite price nearly four cents. The rest of the increase which averaged about 14 cents, being due to the fluid price increase.

Heavy production of milk and some loss in sales which threw more into the manufactured class helped keep the composite price down. Production seems to average about 35 pounds per day per farm higher than August, 1938, and, of course, sales were not too good.

A SPLENDID PICNIC

Good people, good weather, a real rural picnic grounds with good music and interesting games and contests made your Tenth Annual Picnic an outstanding success. A happy crowd bent on enjoying a nice day filled Kerler's Grove and stayed until the three hundred prizes were distributed.

Elsewhere is listed the names of the lucky winners, also the names of your good friends who donated the prizes.

Speaking of the latter, it is suggested that if at all possible you patronize the people who donate such fine prizes for your annual picnic.

OUR SEASONAL SUGGESTION

Contact the white washer if you hire one, to do your barn job. Later on he may be very busy and you may have trouble getting the job done in good season.

GOOD STATE FAIR

The State Fair excelled previous ones in most every department. Livestock taxed the capacity of the buildings. The whole show reflected good management and good teamwork on the part of the entire State Fair personnel.

Perhaps a better location could be found in the Industrial building for the state dairy bar. Placed back along the west wall it is rather hard to find. Milk ought to be on sale in the coliseum and also in the Grandstand, preferably by the state or some other non-profit organization.

DEPARTMENT OF AGRICULTURE PLEASED WITH ITS DAIRY BUFFET

The popularity of Wisconsin dairy products was demonstrated through record sales made at the dairy bakery, dairy store, and dairy buffet of the 1939 Wisconsin State Fair, the state department of agriculture announced August 30.

Crowded beyond capacity, the dairy buffet served an average of more than 2,500 customers each day of the nine-day fair, according to L. G. Kuenning, superintendent of the dairy building. On each of three consecutive days more than 3,000 customers were served, establishing an all-time record.

In the manufacture of bakery goods, the dairy bakery used almost \$1,000 worth of dairy products. To meet the demand of state fair visitors for baked goods featuring dairy products the bakery used a total of 700 pounds of butter, 470 gallons of cream, 2,100 dozen eggs, 300 gallons of milk and 215 pounds of cottage cheese. Approximately 420 pounds of Wisconsin cherries also were used.

An estimated 6,100 pounds of cheese were sold at the cheese store. The largest sales were in Swiss and aged American cheese.

The dairy buffet and cheese store were operated by the state department of agriculture while the dairy bakery was operated by the department and the Wisconsin Bakers' Association, Inc.

IT'S A POOR JOKE

When some woman blushes with embarrassment.

When some heart carries away an ache.

When something sacred is made to appear common.

When a little child is brought to tears.

When everyone can't join in the laughter.

PICNIC CONTEST PRIZE WINNERS

Foot races for girls—Mary Kraemer, Audrey Schultz, Mildred Marie Seegers, Irene Florians, Mary Heinz, Alice Kowalskis, Grace Zimmer, Dolores Phillips, Geraldine Sweitzer, Betty Schmitz and Walburga Pinschinger.

Foot races for boys—Bobby Rieger, Blayne Fryda, Carl Rothe, David Lesterbecky, Andrew Casper, Tommy Moschetz, Junior Box, Jim Weber, Edward Des Jardin, LeRoy Lingelbach, Harvey Kasten, Martin Weber.

Balloon blowing contest for girls—Mary Alice Schneider, June Spredeemann, Joyce Miller.

Balloon blowing contest for boys—James Maxwell, Fred Miller, Roman Florians.

Wheelbarrow race for boys—George Maas and Roger Krempel; Jim Weber and Bob Weber.

Shoe scramble for girls—Betty Jane Roeber, Colleen Strehlow, Mildred Schultz, Helen Seegers.

Three-legged race for boys—Bob Goff, Ralph Logan, Arthur Albers, Lloyd Logan.

Ball throwing—Anna Dorobkowski, Marian Struck, Geraldine Schmidt, Betty Jane Maxwell.

Ball throwing—Luke Loomis, Jos. Snyder.

Race for stout ladies—Mrs. J. Maxwell, Mrs. A. Albers, Mrs. H. Breuer.

Race for stout men—Harry Baerwald, G. Bohmann.

Girls' Ball Game

In a very exciting softball game, the Hartland girls defeated the Menomonee Falls girls' team 7 to 6.

A very interesting contest conducted at your picnic this year was a "HAM N' EGG" contest conducted by Mr. Fletcher. The object of this contest was to have the contestants repeat a sentence given them by Mr. Fletcher in any way they pleased, just so it was different.

The following won this contest: First, Merlin and Viola Kirchofer, Fredonia; second, Mr. and Mrs. Ruben Fiedler, Union Grove; third, Mr. and Mrs. Louis Phillips, Cedarburg; and fourth, Mr. and Mrs. John Lenartz, Cedarburg. The prizes were as follows: \$5.00 Thiensville State Bank; \$3.00 Pewaukee State Bank; \$2.50 Waterford Bank; and \$2.00 Franksville Sta

PICNIC PRIZES! IS YOUR NAME HERE?

(Continued from page 1)

Corners. Body Polish and Wax. Hansen's Garage, Waterford—Mrs. F. Borchardt, Sta. F., R. 3, Milwaukee. 5 qts. Lubrite, Graf's Garage, Waterford—W. Pischinger, Waukesha.

50 lbs. Pillsbury's Best Flour, Waterford Mills, Waterford—Raymond Miller, So. Milwaukee, R. 1. 1 can Monarch Coffee, Kortendick's Market, Waterford—Chris Pichardt, Wauwatosa. 1 Barn Broom, A. Engel Implements, Waterford—Mrs. Ralph Raddenbach, Pewaukee; 1 can Sherman Williams Paint, Wilbur Lumber Co., Waterford—Donald Mierow, Waukesha. 5 lbs. Grease, Edwards Service Sta., Rochester—Mrs. Otto Stefan, Sr., Sussex. 1 can Kwik-Kil Fly Spray, Martin & Rindt, Prospect—each: Aurelia Lennartz, Cedarburg; Walter Hargrave, Waukesha, Route 2.

100 lbs. Red Cross Egg Mash (20%)—each: Walter Schrubbe, Pewaukee; Grace Ludwig, Hales Corners; Mrs. Lester Krahn, Germantown; Mrs. Frieda Keske, Hales Corners; Wm. Kasten, Cedarburg. 2 gal. Wadham's Oil, Paul Rindt's Service Station, Prospect—Ed. Helm, Germantown. 2 gal. Road Bross Oil, J. E. Elger General Store, Prospect—Walter Hennrich, Hales Corners. 1 Trouble Lamp and Cord, Wm. Puetzer, Hardware, New Berlin—Jim Fletcher, Waukesha, R. 3.

5 cans Natural Malted Milk, The Borden Co., Waukesha—each: Dorothy Fletcher, Waukesha, R. 3; Edw. Schablow, Waukesha, R. 4; Wm. Schmitt, Rockfield. 6 cans Valeo Oil, Valley View Oil Co., Waukesha—each: Wm. Liesener, Rockfield; Wm. Hardt, Jackson; Mrs. H. J. Schmitt, Sta. D., R. 2, Milwaukee, and Herman Mueller, Sta. F., R. 3, Milwaukee. New-Way Noodle Maker, McCoy's Dept. Store, Waukesha—H. Bahmann, West Allis. 1 qt. car wax, "Stuempfigs" Paint and Varnish, Waukesha—Floyd Endlich, Rockfield.

25 lbs. Roundy's Flour, Adashek & Parks, Waukesha—John Ernst, Thiensville. 1 mdse. Coupon, Enterprise Dept. Store, Waukesha—Mathilde Bosch, Hales Corners. 25 lbs. Herd Tonic, Dr. David D. Roberts, Waukesha—Foye Superneau, Waukesha, R. 3. 1 can Hello Neighbor Oil—Dorothy Schilz. 2 boxes Ray Nip, Guthrie Feed Store, Waukesha—Harry Dorobkowski, R. 2, Muskego, R. 2. 1 Can Topp Fly Spray, W. A. Connell, Implement Co., Waukesha—Fred Martin, Sta. D., R. 2, Milwaukee. 5 qts. Diamond Oil, Emerson Oil Co., Waukesha—Donald Dohman, Pewaukee, R. 2.

25 lb. Bag Silk Finish Flour, J. L. Davies & Sons, Waukesha—each: G. B. Bahmann, West Allis; Elmer Schweitzer, Hales Corners. 1 rose trellis, Parmentier & Abell Lbr. Co., Waukesha—each: Mrs. John Roskopf, Rockfield; Mrs. John Kratz, Germantown.

5 gallon roof coating, Wilbur Lumber Co., Waukesha—Nick Acker, Hales Corners. 1 case beer, Weber Brewery, Waukesha—George Urban, Cedarburg. 25 lbs. Big Jo Flour, H. E. Beckmann, Merton—Emil Meyer, Hales Corners. 1 pail and dipper, Theo. H. Bies, Hardware, Merton—Mrs. Theodore Wilde, Thiensville. 1 summer sausage, Beckman & Ebert, Merton—Gilmore Albrecht, Mukwonago. One 5 lb. Pail Grease, C. Sprung and Sons, Merton—John Roskopf, Rockfield. 1 case Baby Beets, Merton Canning Co.—Clarence Herda, Hales Corners.

1 yrs. Subscription, Hartland News, Hartland—Aileen Page, Sullivan. 6 lbs. Dutox, Grasselli Chemical Co., Milwaukee—each: J. Doody, Hales Corners; Alice Hauser; Mrs. Walter Ruehle, Waukesha; Billie Stemwell, Muskego; Mrs. Hy. Kroening, West Allis; Mrs. Otto Burhardt, Hales Corners. 1 strainer and discs, W. M. Sprinkman Co., Milwaukee—Milton Aulenbacher, Hubertus. Sanitary Milk Pail, Creamery Package Co., Chicago—Mrs. Oliver Wollmann, Hales Corners. 1 ash tray, H. H. West Co., Milwaukee. 1 Halter, Walsh Harness Co., Milwaukee—Gloria Meinel, Jefferson.

100 lbs. Red Cross Egg Mash (16%), Mayr's Seed and Feed Co., Milwaukee—each: Eva Lindemann, Caledonia, R. 2; Mrs. Wm. Boldt, Jr., Hales Corners; Mrs. Chas. Endlich, Rockfield; Kenneth Thode, Hales Corners; George Schleuter, Hales Corners. 1 ring mold, Gueder, Paeschke & Frey Co., Milwaukee—Nels Christopherson, North Lake. 3 bottles Acemoline, Acme Chemical Co., Milwaukee—each: Esther Hintz, West Allis; Mary J. Quentlin, So. Milwaukee; Paul Barthling, Thiensville. 1 box stationery, Olsen Publishing Co., Milwaukee—each: Wm. Reesman, Burlington; Mrs. G. Luebke, Hales Corners; Alb. Schmuell, Hartland; Selma Wilke, Milwaukee, Sta. D. 3 bottles Acemoline, Acme Chemical Co., Milwaukee—Walter Simon, R. 4. 1 bag Big Jo Flour, Wm. Steinmeyer Co., Milwaukee—Harold Schmidt, So. Milwaukee.

100 lbs. Red Cross Egg Mash (16%), Mayr's Seed and Feed Co., Milwaukee—each: Mrs. John Fisher, Jackson; Albert Kurth, Jackson; Mrs. John Heinz, West Allis; Barbara Dorn, Hartland; Mary Acker, West Allis. 2 lb. Beer Kaese, Milwaukee Cheese Co., Milwaukee—Ed.

Trapp, Pewaukee; Mrs. Geo. Leonhardt, Germantown; Michma Paepke, Hales Corners. 50 lbs. Binder Twine, J. J. Becker Implement Co., Menomonee Falls—Sandra Miller, So. Milwaukee. 1 gal. Shell Anti Freeze, Basts One Stop Station, Menomonee Falls—each: Wilbur Kannenberg, Jackson; Mrs. H. Thode, Hales Corners.

1 Extension Trouble Lamp, A. A. Schmidt, Menomonee Falls—Herbert Klug, Thiensville. 1 yr.'s Subscription, Menomonee Falls News, Menomonee Falls—Ray Papp, Caledonia. 5 lb. Boneless Picnic Ham, Brazy's Market, Menomonee Falls—Eleanor Roberts, Waukesha. Wahl Pen and Pencil Set, R. Hille & Son, Menomonee Falls—Mrs. Elmer Lindeman, Hales Corners. Bug-A-Boo Sprayer, Mobil Spot Brush, Mobil Wiping Cloth, Tavern Floor Wax, Tavern Paint Cleaner, Tavern Window Cleaner, Bug-A-Boo Garden Spray, Mobilwax, Tavern Floor Wax, Mobil Upperlube, Window Sprayer Complete, Tavern Motor Oil, Mobil Gloss, 5 qts. Gargoyle Mobiloil—Wadhams Oil Co., Milwaukee—each: Bertha Fletcher, Mukwonago; Mrs. Ed. Mathias, Union Grove; Lucille Casper, Waukesha, R. 4; Hilda Haas, Waukesha, R. 3; Mrs. H. Underberg, Mukwonago; Mrs. Roland Linck, Hales Corners; Elmer Scheets, Waukesha, R. 4; Mrs. Jacob Leonhardt, Germantown; Fred Borchardt, Milwaukee; Amanda Dexheimer, Nashotah; Ruth Kroening, West Allis; Frances Kau, West Allis. \$2.00 Merchandise Coupon, J. H. Gessert, Menomonee Falls—Philip Martin, Germantown. 1 Bug-A-Boo Moth Crystals and Meter, Wadhams Oil Co., Milwaukee—J. Rees, Brookfield. 1 box Tavern candles, Wadhams Oil Co., Milwaukee—each: Mrs. Ray Miller, So. Milwaukee; Waldemar Luft, Fredonia. Liquid Furniture Polish, Jacobson Lumber and Fuel Co., Menomonee Falls—Ben Kirchofer, Fredonia. 1 bag Calf Meal, W. G. Slugg Feed Co., Menomonee Falls—Orville Schauer, Hartford.

1/2 case peas, Mammoth Spring Canning Co., Sussex; 1/2 case corn Mammoth Springs Canning Co., Sussex—Carl Buhrandt, Hales Corners. 1/2 ton Bricquettes, Big Bend Lumber Co., Big Bend—George Hennes, Hubertus. 25 lb. bag King Midas Flour, Tess Corners Food Market, Tess Corners—Ray Guidinger, Sta. F., Milwaukee. 100 lbs. Square Deal Laying Mash, Feed Supplies, Inc., Milwaukee—each: Fred Mulder, West Allis; Wm. Becker, Sussex. 100 lbs. Square Deal Scratch Feed, Feed Supplies, Inc., Milwaukee—each: Mrs. A. Stephan, Richfield; Henry Underberg, Mukwonago. 50 lbs. Square Deal Calf Meal, Feed

(Continued on next page)

Mr. Fletcher Says: . . .

Oftentimes in writing or talking about the marketing situation, we speak of some types of dealers as chiselers. This term, so often used in business today, generally is taken to mean that class of business man who through some subterfuge is able to either under-buy or under-sell his competitors creating demoralization in an industry.

In our fluid milk market, the real purpose of your organization is to obtain the greatest degree of stability possible, so that all producers on the market may share equally in the fluid sales. Naturally, if a distributor uses an unfair buying or selling plan so he may undersell his competitor, it is our purpose to bring him into line, if possible, for if he cannot be controlled, the market must crash to his level.

In our market, chiselers may be placed in four general classifications. The dealer who underpays his farmers, the one who undersells, the large producer distributor and the producer who sells at his own farm. They are named in the order of their importance.

The first type of chiseler is the most vicious of all, for if he underpays his farmers or does not pay at all, he not only demoralizes the market, but he is fundamentally dishonest. He takes the hardest-earned money a farmer has, and uses it, not only to crush those farmers, but to make any future market they may have weaker. Under milk control, technically, they do not exist, but as a matter of fact they have thrived under it.

The second type is a hard group to handle. They may pay their producers the ordered price, but may have been treating their labor the same as the first dealers treated their farmers. Whatever their methods may be, unless it be efficiency, sales lost to them create demoralization.

The third group have a peculiar view of the market. They buy no milk of any kind on the market, they are not controlled by any labor regulations, and are primarily interested in high retail prices. These high prices are mainly for their competitors, so they may go in and undersell them. They talk a great deal about farmers' needs, but they have no real farmer interests. To them, milk control of the present time is an absolute necessity.

The fourth group of farmers who produce their own milk and sell it at their own farms is of no great importance. They would be more fair to their fellow farmers if they would charge fair prices for their goods,

but their total in the aggregate is negligible.

Chiselers create a great many of your problems. They do not like to be exposed for it cramps their style, and because your organization has never been afraid to put the light of publicity on them they thoroughly dislike us—thank heavens.

STATE FAIR MILK HOUSE

There was a great deal of interest manifested by our members in the new milk house at the State Fair this year. This building was constructed to take care of the milk produced by the herds exhibiting on the grounds and was constructed with the idea in mind of having it practicable from any producer's viewpoint.

To many, this building seemed large, as it would be on an ordinary farm, but it was taxed to capacity to care for the amount of milk produced by the herds that were showing.

On peak days as much as 4,000 pounds of milk were taken in here, cooled, and then sent to the condensery at Waukesha.

Not only did this give the exhibitors a market for their milk, but it eliminated most of the selling of this class of milk at cut prices, and probably under unsanitary conditions.

Your organization was glad to cooperate with the State Fair management in this venture, and are very proud of the fact that it proved such a success during the first year of operation.

COOLING TANKS

All through this milk shed many farmers are facing the necessity of remodeling milk houses and rebuilding milk tanks. About the only reason a great deal of this work has not already been done has been lack of finances.

I was very much interested in a milk tank built this summer by one of our members, Olaf Dukleth, of Waterford.

This tank is built of a new type of material called waylight. It is made from the waste slag of blast furnaces mixed with cement. The block is shaped and sized the same as a cement block, except that those used in milk tank construction are only four inches thick. Because of its porous nature, it makes for ideal insulation at an extremely low cost.

Mr. Dukleth's tank is 68 inches long by 31 inches wide, inside measurement, plastered inside and out, and he informs me the total material cost was five dollars. When

we compare that against the cost of cork insulated tanks we believe it well to investigate the possibilities of this product.

To any of those who are interested your producer office will be glad to furnish more detailed information.

Two of our members, John Rademan of Hartland and Adolph Kaun of Wind Lake, had the misfortune recently of having their barns burn with a total loss of building and contents. These men have both rebuilt with modern new structures that are not only a credit to their community, but to the entire milk shed.

PICNIC PRIZES! IS YOUR NAME HERE?

(Continued from page 3)

Supplies, Inc., Milwaukee—Chas. Lutz, Sta. F., R. 1, Milwaukee; Ray Becker, Oconomowoc, R. 1.

1 can Shell Cup Grease, 1 can Shell Fly Spray, S. J. Salentine Garage, Tess Corners—Gladys Keske, Hales Corners. 1 Sanitary Milk Pail, Geo. Bosch, Hardware & Implement Co., Durham Hill — Robert Whitehaus, Waukesha. One 50 lb. bag Golden Sheaf Flour, Horn Bros., Muskego—each: Mrs. Edw. Endlich, Rockfield and Mrs. C. Vocke, Grafton. 3 lbs. cup Grease, "Rays" Garage, Tess Corners—Earl Hughlett, Waukesha, R. 4. 25 lb. Pressure Gun Grease, Farmers Oil and Supply Co., Hales Corners—Harry Baerenwald, Sta. F., Milwaukee.

2 Theater Tickets, Park Theatre, Waukesha—each: Clem Hanrahan, Hartland; Mrs. C. W. Miller, Hales Corners; George Anschuetz, Cedarburg. 10 lbs. Wyandotte Cleaner and Cleanser, J. B. Ford Co., Milwaukee—each: Mrs. Wm. Nitz, Hales Corners; Mrs. Ben Minton, Menomonee Falls; Mr. Chas. Rothe, So. Milwaukee; Harry Baerenwald, Sta. F., Milwaukee; Mrs. Mary Maas, Cedarburg; Mrs. Wm. Schefkska, Waukesha, R. 3; Marvin Harent, Hales Corners; Theodore Normann, Grafton; Mrs. Herman Engler, Waukesha; Mary Heinz, Hales Corners.

50 lbs. Windgold Flour, Holz and Swan, Mukwonago—Homer Leicht, Germantown. 1 case assorted canned goods, Krier Preserving Co., Belgium—Mrs. Mary Oswald, Richfield. 1 case assorted canned goods, Krier Preserving Co.—Mrs. Ben Asch, Sta. D., R. 2, Milwaukee. 10 lbs. Wyandotte Cleaner and Cleanser, J. B. Ford Co., Milwaukee—Herman Moeller, Sta. F., Milwaukee; Mrs. Geo. Kolbow, Sta. D., R. 2, Milwaukee. 5 gal. roof coating, Belgium Coal and Lumber Co., Belgium—Margaret

Wallace, Route 5, Waukesha. 1 box cigars, Alfred Antoine, (Sunshine Agent) Belgium—George Roebel, Hubertus. 1 gal. Bovinol, J. E. Swatek, Pt. Washington—John Sucharski, Hales Corners.

25 lbs. Pillsbury Best Flour, Frank Schumacher, Grain and Feed Co., Pt. Washington—Gladys Eckstein, Sta. D., Milwaukee. 2 gal. Stand-by Motor Oil, Clausing & Liebau, Grafton—Elsie Bernt, West Allis. 50 lbs. Sunkist Flour, Cedarburg Supply Co.—each: Marily Roeber, Germantown; Ruth Buse, Hales Corners, and Charlotte Lex, West Allis.

\$5.00 Savings Account, Waukesha National Bank—each: Malinda Kasten, Cedarburg; Harold A. Tess, Hales Corners. 1 Prime Fence Unit, E. J. Gengler, Brown Deer—Chris. Pierner, Waukesha, R. 2. One Rocker Cooler, Cooler Products Co., Milwaukee—Herman Wagner, Wauwatosa. 1 Wash Tank, Schlueter Dairy Supply, Janesville—Mary Mahas, Cedarburg. 1 Wash Tank, Schlueter Dairy Supply, Janesville—Peter Baden, Hales Corners.

50 lbs. Sunkist Flour, Cedarburg Supply Co., Cedarburg—each: Mr. Frederick Mahr, Caledonia; Mr. August Kerler, West Allis. 1 gal. Milkstone Remover, Oakite Products Co., New York—each: Mr. Martin Kurg, Big Bend; Mr. Marvin Pierner, Thiensville; Mr. Donald Klusendorf, R. 5, Waukesha. 5 bxs. Oakite Cleaner, Oakite Products Co., New York—each: Loraine Lueneburg, R. 2, Milwaukee; Ollie Shields, R. 3, Waukesha; Mrs. Ed. Dineen, Cedarburg; Mrs. John Klug, Cedarburg; Jack Fletcher, Mukwonago; Roy Nicholas, R. 4, Waukesha. Delores Willms, R. 1, So. Milwaukee; Jane Willms, Sta. D., R. 2, Milwaukee; Mary Naveling, Hartford; F. A. Swoboda, East Troy, Arthur F. Ott, George Hauser, Rockfield.

50 lbs. King Midas Flour, Zeunert Fuel & Supply Co., Cedarburg—Gladys Brandenmuehl, Mukwonago. 3 gal. Wadhams Oil, "Billy's" Service Station, Cedarburg—A. Draskovich, R. 3, Waukesha. 300 Strainer Pads, Wirths Dept. Store, Cedarburg—George Snyder, R. 3, Waukesha. 3 Can Retinning Job, Wacho Mfg. Co., Milwaukee—Jack Kowatski, R. 3, Waukesha. 2 Can Retinning Job, Wacho Mfg. Co., Milwaukee—Gladys Eckstein, Sta. D., R. 2, Milwaukee. 3 gal. Wadhams Oil, Kuphal Service Station, Granville—Mrs. Norbert Bruss, R. 1, Hales Corners.

2 gal. Protex Oil, Laubenheimer Garage, Richfield—Mrs. Paul Leisener, Jackson. 25 lbs. Silk Finish Flour, Wm. D. Wolf, Richfield—Bill Fletcher, R. 3, Waukesha. Animal Clipper, Andis Clipper Co., Racine—

Hazel Willing, R. 4, Waukesha. One-half ton Pocohontas Nut Coal, Schneider Fuel and Supply Co., Layton Park—Mrs. Ed. Schmitt, Wauwatosa. 1 Mobil Lustre Cloth, Wadhams Oil Co., Milwaukee—Harry Rademan, Pewaukee. 100 lbs. Purina Family Chick-Chow, A. Held, Jackson—Muriel Baden, Hales Corners.

\$5.00 Cash, Farmers & Merchants Bank, Menomonee Falls—J. Doody. 50 lbs. Sunnyfield Flour, A. & P. Store, Cedarburg—Wm. Thiesenhuisen, R. 3, Waukesha. 50 lbs. Omar Flour, Weber Bros. Milling Co., Cedarburg—Clarence Sontag, Milwaukee. 7 lbs. Mineral Dr. Hess' Mineral Supplement—Gerritts Rexall Store, Cedarburg—Bertha Ruege, Pewaukee. 1 Neck Yoke, Wm. Krueger Blacksmith, Cedarburg—Irene Burkwald, Menomonee Falls.

\$10 Merchandise Certificate, Heil Mfg. Co., Milwaukee—Rueben Schmidt, Richfield. 1 Halter Rope, Otto Hadler Harness, Thiensville—Mrs. Anna Wittelsteadt, Wauwatosa, R. 8. 1 gal. Red Barn Paint, Thiensville Lumber Co.—Mrs. Wm. Martin, Waukesha, R. 3. 1 Barn Scraper, A. C. Kiekhaefer, Director, Thiensville—Erwin J. Riemer, Cedarburg, R. 2. 24 1/3 lbs. Gold Medal Flour, Gierachs Grocer, Thiensville—Ed. Timm, Sussex. Assorted Canned Goods, 1 lb. Coffee, Anderson's Grocery, North Cape—June Fiedler, Union Grove. One cookie jar, Waterford Mercantile Co., Waterford—Elaine June Kressin, Rockfield.

1 Tray and Salt & Pepper Set, Steinle Hardware Co., Waterford—Francis Byrne, West Allis. 1 cake plate and berry set—Mrs. Henry Dorn, Hartland. 2 flashlights, A. G. Scheele, Waterford—Frank Jungbluth, West Allis. 1 yr.'s Subscription, Waterford Post, Waterford—Lawrence Bethke. 2 gal. oil, Jack Piskula, Franksville, or Thompsonville—Wm. F. Lyman, Hales Corners.

100 lbs. Purina Calf Starter, Martin Klema—Mrs. Ralph Heaton, West Allis. 1 Smoking Stand, Harry Mealy, Waterford—Robert Tess, West Allis. 2 gal. Fly Spray, Rowe Bros., Implement, Oconomowoc—Doris Steffen, Sussex. 1 Electric Table Lamp, "rahmels" store, Richfield—Mrs. C. Parmentier, Mukwonago. 1 gal. White House Paint, Fuller Goodman Lumber Co., Richfield—Carol Merlin, Sta. D., Milwaukee. 5 gal. Motor Oil, Hardiman Oil Co., Sussex—Theda Kau, West Allis. 2 1/2 lbs. Pillsbury Best Flour, Nettesheim & Otto, Sussex—Philip Paul, Route 7, Wauwatosa. 2 lbs. Hill Bros. Coffee, Oscar Bublitz—JoEllen Hargrave, Waukesha. 2 cans Elder Grove Spray, L. Pickau, So. Milwaukee. 1 can Varnish, E.

Mequon Co-operative Supply Co.—J. Doody, Hales Corners.

2 Tickets of Admission, Rivoli Theatre, Cedarburg—each: Mrs. J. Klas, Belgium; Mrs. Jacob Hauerwad, Sta. D., Milwaukee; Milton Riemer, Cedarburg. \$2.50 Mdse. Certificate, Cedarburg Box Co., Cedarburg—Rita Pole, Richfield. 2 gal. can Wadhams Bonded Oil, Walter Radtke Garage, Brown Deer—Carol Hargrave, R. 2, Waukesha. 1 Toaster, Boston Store, Milwaukee—Mrs. E. Whitehouse, R. 3, Waukesha. 1 gal. Elder Grove Spray, J. Zingsheim, West Allis—John Pfister, R. 5, Waukesha. One shovel, Geo. Schubert & Son, Thiensville—Edwin Becker, Oconomowoc, R. 1. 5 lbs. Lard, Hoffman Market, Cedarburg—Warren Jacobi, R. 2, Mukwonago. 1 Side Bacon, Ozaukee Frozen Food Co., Cedarburg—M. Giese.

1 Poultry Feeder, Sears Roebuck & Co., Milwaukee—each: Marcella Riemer, Cedarburg; Mrs. Anton Frenz, Germantown. 1 Poultry Fountain, Sears Roebuck & Co., Milwaukee—each: Sylvia Riemer, Cedarburg; Mr. Henry Rother, Brookfield. 1 yr.'s Subscription, Cedarburg News, Cedarburg—Oscar Rutz, R. 2, Sta. D., Milwaukee. \$1.00 Cleaning Job, Band Box Cleaners, Mukwonago—Mrs. Mary Dittmar, R. 1, So. Milwaukee. \$2.00 Cash, Jackson Bank, Jackson—Charles Aldrich, Mukwonago. 100 lbs. Chowmix Growing Mash, A. Held, Jackson—Otto Melcher, R. 1, Hales Corners. 50 lbs. Fireplace Flour, Hoge & Gumm, Jackson—Evelyn Duve, R. 5, West Allis. 1 pail Axle Grease, Jack Kienholtz, Jackson—Mrs. Geo. Roebel, Hubertus. 1 Wrench, Cooper & Ulter Lumber Co., Merton—Arthur Giese, Hales Corners.

6 Ton Lime (Agricultural), Halquist Lannon Stone Co., Sussex—C. J. Tempereau, Pewaukee. 100 lbs. Hartland Laying Mash, Hartland Lumber & Fuel Co., Hartland—Ed. Trapp, R. 2, Pewaukee.

BABY CONTEST WINNERS

(Continued from page 1)

the Port Washington State Bank, Belgium office.

In the one and one-half year to three year class, Aug. Kohn, son of Mr. and Mrs. Carl Kohn, Hartland, won a coaster, donated by E. C. Holz, Tess Corners, as first prize. Joyce Majeskie, Waukesha, received \$3.00 cash donated by the Nolls Bank, Waterford.

Mrs. Wm. A. Weber, Merton, who acted as judge, said she found it very difficult to judge the babies, as all the entrants looked like prize winners. Candy, donated by Clarence Gumm, Jackson, was given to the entrants.

FORT WAYNE HAS AN AMENDED FEDERAL MILK ORDER

Preliminary returns of a referendum among producers, subject to final official check, show that out of a total of 428 votes cast, 423 were recorded in favor of and five against the amended order. A total of 756 producers were eligible to vote in the referendum.

The amended federal order was issued with presidential approval. Under the Agricultural Marketing Agreement Act, the secretary may with presidential approval issue and amend orders regulating the handling of milk when at least two-thirds of the producers voting in a referendum favor the order, even though handlers representing at least 50 percent of the market milk by volume do not sign an agreement.

Under the amended order, class 1 (fluid milk) is priced the same as under the existing order, \$2.15 per 100 pounds; class 2 (fluid cream) is priced at \$1.85 per 100 pounds; and class 3 is priced by formula and is in line with prices paid at manufacturing plants in the area for milk converted into milk products. (Class 3 milk includes milk used for milk products other than cream, and plant shrinkage up to three percent of the total receipts of milk.)

CHICAGO MILK PROGRAM EFFECTIVE SEPT. 1

The Department of Agriculture recently announced that a federal order regulating the handling of milk in the Chicago, Ill., marketing area has been approved by Secretary Wallace effective September 1. About 15,700 dairy farmers in Illinois, Wisconsin, Indiana and Michigan supply a daily average of 5,000,000 pounds of milk to the Chicago marketing area, which includes in addition to Chicago the Illinois cities of Evanston, Glencoe, Kenilworth, Wilmette and Winnetka.

"The Chicago milk marketing program considers the consumer as well as the dealer and farmer," Milo Perkins, associate administrator of A.A.A. in charge of marketing and marketing agreements, said. "The program aims to help producers get a reasonable and uniform price for milk, to provide milk at the same cost to dealers and protect them against unfair competition, and to safeguard the interests of consumers by establishing orderly marketing conditions.



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MILWAUKEE, WIS.

"The program cannot control production of milk and cannot regulate dairymen as producers. The marketing program makes legal machinery available to producers and handlers who by co-operating can make the machinery operate in the best interests of producers, handlers and consumers."

Under the order the class 1 (fluid milk) and class 2 prices are based on the evaporated milk price plus differentials varying with the time of the year. The class 3 price is based primarily on the price of butter, although it is the evaporated milk price if class 3 milk is used for evaporated or condensed milk.

Dairy section officials are work-

ing with the Chicago Relief Administration and handlers on a tentative plan for distributing milk to families receiving public assistance. Representatives of labor in the Chicago milk distribution industry are co-operating. For class 1 milk disposed of under any program which may be approved by the secretary for the sale or disposition of milk to low-income consumers, including persons on relief, the producer price is \$1.395 per hundredweight, which is three cents a quart.

If the Chicago order had been in effect during July, 1939, the price for class 1 milk would have been \$1.79 per hundredweight, \$1.41 for class 2, and 98 cents for class 3.

(The price received by producers is the average or "blended" price for all classes.)

Prices paid by handlers to producers in the Chicago market have varied greatly during recent months, testimony at a public hearing indicated. Producers' representatives in requesting a hearing on a proposed marketing agreement program said disorderly marketing conditions had prevailed for several months in the Chicago area and had become extremely chaotic during the "flush" or high production period.

Commenting on the Chicago order, D. E. Montgomery of the A.A.A. Consumers' Counsel, said: "The order does not fix prices charged consumers. Furthermore, there is nothing in the order that would jus-

tify any increases in the present reported retail delivered price of 11 cents per quart. The producers' prices contained in the order are based on existing supply and demand conditions in the Chicago market and do not differ materially from those now claimed to be effective in Chicago."

Market information available for the period March, 1934, to February, 1935, indicates that about 40 percent of the milk sold in the Chicago market is shipped from outside Illinois, 23 percent coming from Wisconsin, 16 percent from Indiana, and one percent from Michigan.

Some of the milk is transported from receiving plants over 300 miles away.

A provision of the order permits the market administrator to select a representative committee of the industry for purposes of conference, counsel and advice and for recommendation of amendments. Federal marketing orders are issued and amended by the same procedure under the act.

Many men who have made good in the city had their training in politeness in opening the gate for the cow.

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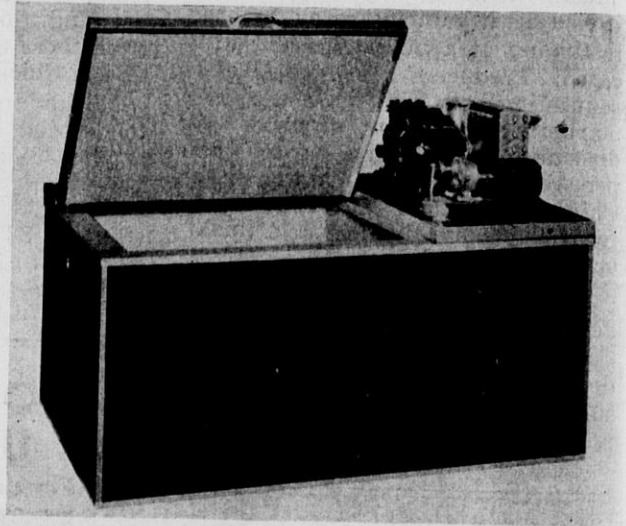
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"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

OCTOBER, 1939

Number 7

OCTOBER PRICE REMAINS \$2.40

WISCONSIN COUNCIL OF AGRICULTURE PLANS FARMERS' ANNUAL GET-TOGETHER CONFERENCE AND EXPOSITION

On November 2, 3, and 4, in Madison, at the Loraine Hotel, will be held the Farmers' Annual Get-Together Conference of the Wisconsin Council of Agriculture. This annual state-wide farm convention which brings together from all corners of the state farm men and women interested in the production and marketing of every farm crop produced in Wisconsin, is co-operatively arranged by 37 farm organizations. It is, in short, the annual fall round up of organized agriculture in Wisconsin.

"Problems of Agriculture Beyond the Farm" is the theme around which the program of this year's conference will be built. It will deal with the effect of war upon farming. It will include the live question of neutrality. There will be a dairy session concerning the problems of advertising, packaging, and selling dairy products. The importance of the poultry industry and the propaganda against meat products will be discussed. A discussion of values in American country life—a part of this year's program—is of timely interest to all Wisconsin farm people attending this conference.

In addition to providing an opportunity to hear outstanding agricultural leaders in the state and nation, this convention will bring recognized leaders of America to present the tragic problems of international relations.

For the duration of the convention, there will be an exhibit of farm

equipment, new methods, and modern conveniences that lead to the building of better rural living. This exposition, free to the public, will be located on the Mezzanine floor of the Loraine Hotel, near the convention hall.

The Thursday evening banquet as well as the three day program will include music and entertainment for all. With the exception of the banquet, all sessions, programs, and the exposition will be entirely free. All farm men and women, whether connected with any farm organization or not, are invited to attend this state wide farm convention.

INTERESTING FACTS ISSUED BY THE STATE DEPARTMENT OF AGRICULTURE

If you are the owner of an automobile it may be well to be ready with an unhesitating reply to the question, Why is Wisconsin called "America's Dairyland"?

Many a person observing the slogan on your 1940 Wisconsin license plates will be prompted to ask the question. The query naturally will come most often from out-of-state residents but a few home folks out of touch with Wisconsin's agricultural development will express—already are expressing—their curiosity, too.

To cope with situations of this kind and at the same time do a good sales job for the Wisconsin dairy industry, the state department of agriculture suggests the following facts as talking points:

1. Wisconsin produces:

Fifty percent of all the cheese made in the United States.

(Continued on page 3)

EVALUATION OF PEDIGREES

The lack of proper evaluation of livestock pedigrees is a common source of grief to breeders. Frequently a breeder purchases an animal on the information contained in an apparently strong pedigree. Upon closer examination of this animal's pedigree, however, he finds little or nothing of actual value in it. Either the information deals only with distant relatives, or it is phrased in such terms as to conceal its own lack of real content.

Sometimes pedigrees are presented which show only the names of the animal's ancestors, and give no information of any kind about their performance as producers or reproducers. Too often pedigrees—and especially sale pedigrees—are cluttered with extraneous and misleading information, all of which contributes nothing to the real purpose of the pedigree. If not carefully weeded out, this misinformation may serve as bait to lure the prospective owner to bid on an inferior or mediocre animal. Frequently a pedigree's apparent strength is based upon one good individual which is too distant an ancestor to contribute greatly to the inheritance of the animal in question.

In evaluating pedigrees the first job is to read the pedigree carefully. Second, weed out all material which does not pertain directly to the animal in the pedigree. Third, try to estimate the worth of what is left. In making this estimation it is well to remember that the contribution of any ancestor in the pedigree is successively decreased by half for every generation it is removed. For

(Continued on page 3)

SEPTEMBER PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	43.61	\$2.40	Fluid	42.53	\$2.40	Fluid	45.32	\$2.40	Fluid	49.32	\$2.40
Out. Relief.	2.88	2.17	Out. Relief.	3.80	2.17	Out. Relief.	3.67	2.17	Out. Relief.	.59	2.17
Cream	13.78	1.40	Cream	6.86	1.40	Cream	12.99	1.40	Cream	15.47	1.40
Manuf'd	39.73	1.15	Manuf'd	46.81	1.15	Manuf'd	38.02	1.15	Manuf'd	34.62	1.15
Composite Price		..\$1.75	Composite Price		..\$1.73	Composite Price		..\$1.78	Composite Price		..\$1.81

BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS.		
	Perct.	Price		Perct.	Price		Perct.	Price
Fluid	52.10	\$2.40	Fluid	41.78	\$2.40	Fluid	61.03	\$2.40
Out. Relief.	6.20	2.17	Out. Relief.	2.19	2.17	Cream	6.92	1.40
Cream	6.91	1.40	Cream	12.02	1.40	Manuf'd	32.05	1.15
Manuf'd	34.79	1.15	Manuf'd	44.01	1.15	Composite Price		..\$1.95
Composite Price		..\$1.87	Composite Price		..\$1.72			

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Subscription\$1.00 Per Year

COMPOSITE PRICE UP

The composite price runs about 15 cents per hundred higher for September over August. This increase is due in large measure to manufactured milk price being up 22 cents and as a result cream milk is \$1.40 instead of \$1.18. The opening of schools brought many people into town that were not here in August and employment has increased moderately.

All these factors should have stepped up consumption very materially but sales are not good. The roadside stands and canned milk are taking the business away. Production ran high for September, about 27 pounds per farm per day over that amount last year.

Let's hope that with greater buying power people will buy safe bottled milk more freely.

CONSUMERS SEEK CHEAP MILK

With the return of many families from Summer vacations the trend of buying milk from roadside stands has very definitely strengthened.

Twenty-three cents per gallon or a little less than six cents per quart seems to lure more buyers countrywards.

Consumers who hear about this cheap milk but can't go out to get it are peeved and reduce purchases. Stands owned by operators who buy milk from creameries seem to get the bulk of the trade rather than farmers selling their own product at the farm. Claiming to have pasteurized milk, the stands probably draw people who are afraid of raw milk. Of course there is no assurance that such milk is properly pasteurized for no one checks the creameries regularly in this regard. Meanwhile day by day the regular

producers for this market sell less milk in the higher classification.

Milk drivers are worried about it for their commissions are going down. If the union drivers had the foresight to take a cut in wages last Spring so that milk could be sold at 10 cents without so drastic a cut to the farmers everyone in the industry would be better off today.

NATIONAL CO-OP GROUP TO MEET IN CHICAGO

The twenty-third annual convention of the National Co-operative Milk Producers' Federation will be held in Chicago, Hotel Congress, November 15, 16 and 17, according to an announcement made by Charles W. Holman, secretary.

"Many problems affecting the welfare of dairy farmers under the present conditions of turmoil and uncertainty will undoubtedly be discussed by the delegates who will be in attendance," said Mr. Holman. "This year more attention will be paid to the internal problems of member associations than ever before and attendance at most of the sessions of the convention will be limited to the delegate body."

CAN YOU IMAGINE THIS?

"The Peoria Milk Producer" features the following article:

Can You Help?

Due to the extreme heat and dry weather the volume of milk has fallen off very rapidly.

To protect this market and the members we now have shipping, we are asking that all producers shipping milk please send in all they have or can spare. Some of our members are separating half of their milk and shipping the rest, and if each shipper would increase his volume a little it would help a lot on the entire market.

The price at the present time is quite a little higher than the August price, and we feel sure the price will stay up for some time.

We do not want to go out and get new shippers, thus having a surplus a little later on, so we are asking that each producer help a little right now as our dealer buyers must be supplied at all times with the milk they require for their uses.

BUTTER ADVANCE HEALTHY

Outbreak of the European war had but a moderate effect upon butter prices this month, the market advancing only half a cent per pound in the first day of trading after hostilities commenced.

While butter thus failed to share in the more spectacular price ad-

MANUFACTURED PRODUCTS STRONG

With butter holding at 28¾ cents and skim milk products going higher, some of the pressure may disappear from this market. Condensery price will be higher for this month if present prices hold and creameries can pay better — for powdered skim is higher than at any time since March, 1937.

If the price of canned milk goes up, people may not be tempted to change from bottled milk to that product.

DON'T BANK TOO MUCH ON WAR PRICES

Producers and consumers alike are wondering just what the war in Europe will do to prices.

Producers have felt the effects of the war scare both on the things they sell and buy.

Those of us who remember what happened during and following the World War will not run wild in an effort to produce very heavily. Neither will we obligate ourselves to an extent that might tie us up in a knot if the obligations are not met when the war boom business is over and prices fall materially.

Speculation drove all prices up beginning early in September but many products eased off to a considerable extent in a short time. Let's be careful.

vances of some other farm commodities, it also escaped the price reactions that followed the first price flurry. The butter market, in other words, appeared to be advancing on a sound basis in line with market conditions.

Even before the start of the war butter had started to advance slowly. There had been a cent increase since August 31, and the price on September 6 was the highest for the year. In fact, for the first time in 1939, quotations have been higher than a year ago.

Butter Stocks Less

That this advance is consistent with market conditions—and not unduly the result of speculative influence—is indicated by the figures. These show that storage stocks of butter on September 1 amounted to 173,093,000 pounds. This was about 28 million more pounds than the five-year average—but it was about 28 million pounds less than the amount in storage a year ago.

With consumption of butter materially higher than in the past few years, the present stocks of butter are not burdensome. Considering

(Continued on page 4)

**DEALERS' BUYING AND SELLING PRICE FOR SEPTEMBER
MILK AS REPORTED BY THE UNITED STATES
DEPARTMENT OF AGRICULTURE**

State	Buying Price for Raw Milk, Delivered		At stores retail
	flat price or 3.5% fat Basis f.o.b. city	to homes retail per qt.	
ILLINOIS:			
Chicago	not determined	.11	.08-.09
Quincy	1.81	.10	.10
Rockford10	.10
INDIANA:			
Elkhart	2.01	.11	.11
Evansville	1.82	.11	.11
Gary10	.10
Indianapolis	2.03	.11	.10
South Bend	1.99	.11	.11
IOWA:			
Burlington	2.10	.10	.10
Cedar Rapids	1.51	.09	.07-.09
Des Moines	2.00	.11	.10
Fort Dodge	2.20	.11	.11
Iowa City	1.75	.10	.08
Mason City	2.20	.11	.11
Ottumwa	2.00	.10	.10
Sioux City	1.85	.10	.09-.10
KANSAS:			
Kansas City	2.03	.12	.12
Topeka	1.75	.10	.10
Wichita	1.80	.10	.10
MICHIGAN:			
Detroit	2.08	.10	.08-.09
Grand Rapids	1.75	.10	.09
Kalamazoo	2.45	.12	.12
Lansing	1.60	.08	.08
MINNESOTA:			
Duluth	not determined	.10	.00
Minneapolis	not determined	.11	.10
St. Paul	not determined	.11	.00
Winona	2.12	.10	.10
MISSOURI:			
Kansas City	2.31	.13	.12
St. Louis	2.20	.12	.10-.12
OHIO:			
Akron	1.94	.10	.08-.10
Canton	2.20	.11	.11
Cincinnati	2.15	.11	.10
Cleveland	2.20	.11	.10
Columbus	1.73	.10	.09-.10
Dayton	1.86	.11	.10-.11
Toledo	2.35	.12	.11

contribute most to an animal's inheritance.—Excerpt from report issued by Dairy Records Office, College of Agriculture, Madison, Wis.

INTERESTING FACTS ISSUED

(Continued from page 1)

Approximately 50 percent of the nation's American cheese.

Ninety-one percent of the national output of Brick and Munster cheese.

Nearly 67 percent of the nation's Swiss cheese.

Sixty-five and one-half percent of the national output of Limburger cheese.

Forty-three percent of the nation's Italian cheese.

Twenty-one percent of the cream cheese manufactured in the United States.

Approximately 11 percent of the nation's creamery butter.

More than 11½ billion pounds of milk annually.

Twenty-eight percent of all the condensery products made in the United States.

Nearly 33 percent of the nation's unsweetened condensed and evaporated milk.

Nearly 13 percent of the national output of sweetened condensed whole milk.

Twenty-four and one-half percent of the nation's powdered skim and whole milk.

Eighty-six percent of the nation's malted milk.

Three and one-third percent of the nation's ice cream.

2. The annual cheese production in Wisconsin totals around 324½ million pounds. Of this quantity, about 243 million pounds are American cheese, nearly 32½ million pounds Brick and Munster, about 27.7 million pounds Swiss, over nine million pounds cream cheese, 5½ million pounds Limburger, and almost six million pounds Italian cheese.

Wisconsin creamery butter production totals approximately 175,659,000 pounds annually.

More than 865 million pounds of condensery products are manufactured annually in this state.

3. More than one billion pounds of dairy products valued at nearly 173 million dollars are manufactured in Wisconsin each year.

4. With a total of 2,157,000 head of milk cows and heifers, Wisconsin leads all other states in the number of milk cows.

5. Milk accounts for about 50 percent of the Wisconsin gross farm income.

6. Wisconsin has almost 2,000 cheese factories, about 500 creameries, 75 evaporated milk plants, 450 ice cream establishments, and 120 powdered milk plants.

EVALUATION OF PEDIGREES

(Continued from page 1)

example, each parent contributes 50 percent of an animal's inheritance, whereas each grandparent contributes only 25 percent.

If a bull is proved, the records and individuality of this offspring are worth more in estimating his worth as a sire than anything in his pedigree. Most breeders, however, must depend upon unproved sires, since good, healthy proved sires are usually not available. It is here, in the purchasing of unproved animals, that pedigrees evaluation becomes all-important.

The performance of an animal's parents and of his full brothers and

sisters is more important than anything farther away in the pedigree. Ancestors farther removed than the grandparents are likely to contribute little of importance to an animal's inheritance, unless they appear repeatedly in the pedigree. Even then it is the connecting links (the animals between) which must carry the inheritance to the animal of the present generation. Unless these links are good, our chances of obtaining a good animal from them are remote.

Briefly, the whole business of pedigree evaluation can be summed up thus: Breed, weed, evaluate what is left, remembering that it is the ancestors close up in the pedigree that

Mr. Fletcher Says: . . .

MILK STANDS

In the stabilization program in this market under state milk control, one of the biggest problems is milk brought into the suburban area from farmers not under health inspection and sold at cut prices. These are not farmers selling their own milk, but dealers buying milk at starvation prices to undersell the market.

For outside dealers selling from stands they do a large business, and have a serious effect on dealers within the market who operate in their area.

Recently a check was made on two of these stands to determine the amount sold, and the class of people who were patronizing these places. During a 25-minute period at each location a total of 76 cars were checked, the average car taking two gallons of milk.

On Sunday afternoon when a check of cars and licenses was not made, the jam was so great that it was evident a traffic officer should have been present.

The price paid was 23 cents per gallon. The people who bought this milk came from all classes. There were large expensive cars checked to east side people, some were from classes to whom the saving was undoubtedly an important thing in their budget, and many were union men with their union buttons prominently displayed on their caps. One was a member of the teamsters union whom I knew personally. Was his face red.

A bacteria count of a sample of supposedly pure pasteurized milk from one of these stands showed a bacteria count of a million. Yet none of these people seemed to be interested in whether this milk was safe or not. Price was the only consideration.

Such a condition as this, created by unscrupulous milk dealers and unchecked by state officials, has a great deal to do with keeping markets unstabilized.

TESTS ARE HIGHER

One of the things that is very puzzling in the milk industry, is the rapid changes up and down in the average tests in the market.

In our market, during the Summer months, tests were abnormally low. Herds that had been holding normal most of the time, took a sudden downward dip in tests that in some cases brought checks by the health department. However, in the last two weeks the change seems to be as great the other way. Some

herds have jumped seven to ten tenths, and the general average is up about three-tenths. Some of the dairies are having some trouble right now keeping the average test in the bottle below ordered requirements without segregation.

Why this is true is very hard to answer. Whether changes in feeding conditions make it or not is doubtful. Our guess is that over a year's time a cow shows a certain average test, and when, for some unknown reason, her test drops far below normal, the reaction to a high average may come as rapidly as it went down. Whatever the cause, just at present tests are up.

CLEANING MILKING MACHINES

In our milk shed, we have many farmers using milking machines. That is only natural, for we have many farmers producing a large volume of milk with a limited amount of help who find that the use of a milking machine is a great labor saver.

But milking machines, like all other dairy equipment, unless properly cared for, may cause some trouble. The usual procedure in using a machine is to rinse thoroughly before milking with cold water containing a moderate amount of chlorine and then after milking rinse with clear cold water followed by a very hot water rinse. When washing the machine use a good washing compound and lukewarm water, brushing the inflations and tubes thoroughly and sterilizing with hot water. However, we find one more thing very necessary to produce quality milk. The inflations, because of their shape, are very difficult to keep perfectly clean. Milkstone will accumulate, particularly at the small end where it is so difficult to make the brush do an efficient job. For that reason at reasonable intervals the inflations should be turned inside out, and thoroughly scrubbed with a metal sponge or a stiff brush. While you may find trouble in turning them, with a little practice it can be easily done. You will find that, many times when you feel as if you must buy new inflations to get your bacteria count down, the same results may be obtained by this method.

TAMPERING WITH MILK

There is one activity of the Milwaukee Health Department that the shippers to this market should understand more clearly, and that is the different tests made by them on your milk.

Generally, when the Health Department has any suspicion that

milk has been tampered with, either by skimming or by an addition of water, they not only run tests to determine the butterfat content of the milk, but they also test to determine whether the solids not fat are in proper relationship to the fat content. When this is found to be out of balance an inspector is usually sent to the farm to take a composite sample of the milk, as he finds it from the herd. Another sample is then taken at the plant the following morning, and if these two samples, the one at the farm and the next one at the plant, show normal milk, then the shipper is apt to find himself facing charges of having tampered with his product.

There has been several of such cases recently, and, while in all probability the shipper may be innocent of any intentional wrongdoing, yet he faces a severe fine if found guilty.

With that in mind, it is well for all shippers to see to it that the milk house may not be entered by any strangers at night, or any other time, for you are held responsible for the product you sell, no matter how innocent you actually are.

BUTTER ADVANCE HEALTHY

(Continued from page 2)

the war situation, and the increased consumption, the future outlook appears encouraging.

September 1 cheese stocks this year are more than 24 million pounds less than last year.

This healthy condition of the dairy situation is indeed gratifying. Prices have been too low, and while it is hoped that they will not advance to a point which will decrease consumption, there certainly was need for improvement.

Famous Andis Electric Animal Clipper
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Here is the biggest electric ANIMAL CLIPPER bargain ever offered. Now you can get a genuine Andis — the original single unit clipper — at the lowest price in history. The Andis is easier to operate — its weight rests on the animal as you guide it with the form fitting handle. Has a more powerful, fan cooled and dust sealed motor — no blades or stands. Blades run on hardened steel roller bearings — are quickly interchangeable for clipping cattle, horses, sheep, dogs, etc. The Andis is the choice of leading Dairymen, Army Posts, Hunt Clubs, and Breeders everywhere.

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OTHER MARKETS

Strike Trouble

Indianapolis, Ind.

Considerable disorder has been caused in Indianapolis because of striking Union Drivers were against one of the companies. The Union has gone to the extent of using the secondary strike methods against restaurants which handle the milk of the affected company.

Cincinnati, Ohio

Milk Union Drivers are demanding a five day week with the same wages as is now paid for six days in Cincinnati. The producers are also asking for a higher price for milk and there is talk of raising the price to the consumers in order to meet the demands of labor and the farmers.

NEW ORLEANS MILK PROGRAM TO BE EFFECTIVE OCTOBER 1

A federal order regulating the handling of milk in the New Orleans marketing area has been issued by the Secretary of Agriculture effective October 1, 1939, the Division of Marketing and Marketing Agreements of the Department of Agriculture announced today. A complementary Louisiana State Order, applying the same regulations to milk in intrastate commerce that the Federal order applies to milk in interstate commerce, has been approved by the Louisiana Milk Commission, also to be effective October 1, 1939.

"The New Orleans program aims to safeguard the interests of consumers by establishing orderly marketing conditions, to help farmers get a reasonable and uniform price for milk, and to provide milk at the same cost to dealers and protect them against unfair competition," O. M. Reed, Acting Chief of the Dairy Section of the Division of Marketing and Marketing Agreements said.

DROUTH IN OKLAHOMA

Dry weather has made it hard to produce milk in Oklahoma with the result that the supply is short, according to Jas. C. Scott, head of the Oklahoma State Board of Agriculture.

UNION BUCKS INDIANA MILK CONTROL

In its recent annual meeting, the Indiana State Federation of Labor adopted resolutions in favor of repeal of the State Milk Control Law.

SUPREME EXCELLENCE

In character, in manners, in style—in all things—the supreme excellence is simplicity.—Longfellow.

STEADY TONE TO CHEESE MARKET AS DEMAND TAPERS OFF — PRICES UNCHANGED

There was no special feature to the cheese marketing situation in Wisconsin during the past week as ruling values remained unchanged and warehousing activities showed little change from the previous week. Total arrivals at Wisconsin points from factories amounted to 5,624,982 pounds, an increase of 22,958 pounds or .41 percent over the previous week. Collections were well over a year ago, showing an increase of 1,139,356 pounds or 25.40 percent. While demand was not as good the past week as has been noted during the past several weeks, assemblers were inclined to hold supplies and as a result the total net change in stock during the week showed a reduction of only 111,254 pounds in contrast to the usual rather large seasonal movement. The apparent trade output totaled 5,736,236 pounds as compared with 7,342,183 pounds the previous week and 6,334,395 pounds last year.—September report, United States Department of Agriculture Marketing Service.

FLAT PRICE ISSUE IRONED OUT AGAIN

Every so often, in various parts of the country, someone proposes that dealers should pay for milk at a "flat price" rather than at a price based on use-classification, as is now being done in Denver and most of the other large markets of the nation.

The "flat price" plan was involved in the recent milk market disturbances on the New York milk shed—but now that the fuss is ironed out, it is the more sensible use-classification plan which is still in effect.

The danger to the dairy farmer of a flat price has been pointed out and proven again and again. Perhaps nowhere has this danger been summed up better than by The Chango Union of Norwich, N. Y.

"The demand for fluid milk," this newspaper points out, "does not account for more than a major fraction of the milk produced in the milk shed even at the high point of fluid demand. No dealer, compelled to pay the fluid price for all the milk he buys, will buy more than he can sell on the fluid market. That means that some dairymen are left without a market except the much lower butter and cheese and other process markets, while many others must market part of their milk in the lower brackets. It is a situation which causes widespread dissatis-

faction and results in a cut-throat market ruinous to the dairy industry.

"The blended price plan, in which every producer shares in the higher and lower brackets, with each receiving the same base price for his milk, is the sound and logical solution. But maintenance of a blended price plan requires united action on the part of producers. A return to the old plan means only disintegration and eventual ruin of the dairy industry in the New York milk shed. And there are those who believe and say that many of the disturbances in the industry have been inspired by those who seek such disintegration and ruin."

* * *

Prior to the recent stabilization of the New York market by the new federal-state control program, New York producers went through a dreary period of flat prices that were very low. Millions of dollars of revenue was lost to them.

It was not because most of the dealers were unwilling to pay better prices. In fact most of the dealers were said to be in favor of paying better prices—but they couldn't afford to as long as the chiseling minority of distributors were ready to take their business away from them with cut-price milk purchased at a flat price.

A stabilized and regulated market cannot be operated on a flat price basis. A flat price basis means very flat prices to the dairy farmers.—Denver Milk Market Review.

ENGLISH MARKETING LAW COVERS ALL DAIRY PRODUCTS

The Parliament of Great Britain has approved what is called the Milk Products Marketing Scheme which is really very much like a marketing order in this country.

For several years now such a plan has been in operation in England for fluid milk. The present scheme would extend the same kind of a marketing plan to butter, cheese, condensed milk, condensed skim milk, dry milk, dry skim milk, cream and sterilized cream.

Producers have to vote on the plan before it can be put into operation. Farmers producing the various dairy products will vote according to the product groups; that is, all farmers who produce butter for the market will vote whether or not they want such a plan on butter. Farmers who produce cheese will vote by themselves as to whether or not they want the plan applied to cheese, etc. Unless a two-thirds majority of the producers voting on any particular product

favor the scheme, it will not apply to that product. Those who wish to vote have to register before a certain date.

The principal object of the plan is the same as with marketing orders in the United States and that is to maintain stability in the market. There would be regulations regarding prices and the grading and packing of products. The plan would cover the whole area of Great Britain.—Dairyman's League News.

ROCK ROYAL MUST PAY \$800

The Rock Royal Co-operative Association, Inc., one of the co-operatives which opposed the federal-state milk marketing order for New York City, has been ordered to pay \$800 into the milk equalization fund by Federal Judge Frank Cooper.

Trustees have been operating the co-operative since it went into re-organization under the bankruptcy act. The payment is part of a debt of several thousand dollars withheld from the equalization fund during the first few months of the operation of the marketing order. The case was carried to the United States Supreme Court and resulted in a 100 percent decision in support of the order last June. In handing down its decision, the supreme court ordered the company to make payment of the monies withheld into the equalization fund. — Dairyman's League News.

CONDENSERY PRICES AS REPORTED BY THE U. S. DEPARTMENT OF AGRICULTURE

The output of evaporated milk, case goods, during August is estimated by the Agricultural Marketing Service to be 194,162,000 pounds.

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis. — required by the Act of August 24, 1912.

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

President—Edward Hartung.

Vice President—Arno C. Kieckhaefer.

Secretary—Chas. F. Dineen.

Treasurer—Wm. Kerler.

Known bondholders, mortgage and other security holders, holding 1 per cent or more of total amount of bonds, mortgages, or other securities—None.

Signed, Chas. F. Dineen, Secy.

Sworn to and subscribed before me this 21st day of September, 1939.

J. A. Walt, Notary Public,
Milwaukee, Wis.

(My commission expires June 13, 1943.)



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MILWAUKEE, WIS.

This is an increase of 3 percent over the production of August last year, and 17 per cent over the 5-year (1933-37) average August production. For the first month since March current production has exceeded that of the corresponding month last year.

Production of evaporated milk, case goods, for the first eight months of 1939 is estimated at 1,597,000,000 lbs. This is about 3,000,000 pounds smaller than the production of the corresponding months of last year, but is an increase of 230,000,000 pounds, or 17 percent, over the 1933-37 average.

Prices paid producers for milk delivered at condenseries during August average \$1.18 per cwt, adjusted

to 3.5 percent butterfat basis compared with \$1.15 per cwt, a year earlier and \$1.52 per cwt two years earlier. August is the fourth consecutive month for which the average price paid of milk delivered condenseries was higher than that of the preceding month. But it is the first month since December 1937 that the prices paid have averaged higher than that of the corresponding month in the preceding year.

The average wholesale selling price of evaporated milk, case goods, in August was \$2.68 per case of 48 14½ oz. cans. This is unchanged from the average of July, but it is 3 cents per case less than August, 1938. It is also 10 cents per case less than the 1933-37 August average.

WISCONSIN OPPOSES NEW STANDARDS FOR CHEESE

Declaring that higher moisture content would impair the quality of cheese and decrease its food value, representatives of the Wisconsin cheese industry, testifying at the Department of Agriculture hearing, stated that the industry is unalterably opposed to the proposed new federal standards which would establish maximum moisture and minimum fat content standards for Cheddar, Colby and Washed Curd cheese.

A. T. Bruhn, senior dairy inspector of the Wisconsin Department of Agriculture and Markets, asserted that Wisconsin produced twice as much cheese as the rest of the states combined, and that cheese producers in his state felt that in order to get the good will of the public, the quality of the cheese must be maintained. He expressed the opinion

that cheese of soft curd texture, such as Colby and Washed Curd, could be obtained without higher moisture content if a good grade of milk is used in manufacture.

Mr. Bruhn recommended a maximum standard of 39 percent for all three types of cheese. The federal proposal provides for a maximum moisture content of 39 percent for Cheddar, 40 percent for Colby and 42 percent for Washed Curd cheese.

CAN'T DO EVERYTHING

Pointing out that the state Milk Control Board must consider not only the producer and the processor but also the consumer, state Commissioner of Agriculture Elmer A. Beamer warned dairymen recently that they must not consider the new

Dairy Control Board as a cure-all for all marketing problems. He stated that, as chairman of the Control Board, he would insist that all of its decisions should be based upon facts, after giving due consideration to the problems of the producers, processors and consumers.

My family shall have plenty of fresh milk, the best food.

I will not grumble about milk prices until I have used an abundance of dairy products on my own table.

I will not use substitutes in place of butter.

I will co-operate with my fellow dairymen to promote increased use of dairy products.



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MILK DRINKING CONTEST

Their appetites whetted by the prospect of an all-expense trip to the Wisconsin-Iowa football game Oct. 28, hundreds of boys and girls in Sheboygan schools Friday will enter an 18-day milk drinking competition calculated to assist in forming permanent milk-drinking habits.

An educational program with "Be a Milk Champ" as its keynote, the plan—first of its kind attempted in Wisconsin—will be inaugurated here by the state department of agriculture with the co-operation of the state department of public instruction, the state board of health, University of Wisconsin, and the Sheboygan schools.

Open to boys and girls enrolled in grades beginning with the fifth and continuing through high school, the competition simply means that every entrant must drink a quart of milk daily. He must fill in a chart showing how many glasses of milk he has drunk each day for breakfast, lunch, after school, and at the evening meal.

Then he is to send the chart to the state department of agriculture together with any kind of scrap book he wishes to make under the title, "Why I Like to Drink Milk." Having done this he may be among 60 winners who will be given a free trip, under responsible adult leadership, to the Wisconsin-Iowa football game.

The 60 milk champs will be greeted personally by Badger Coach Harry A. Stuhldreher and will sit in reserved seats. During their stay in Madison they will be treated to a special dairy lunch furnished by the state department of agriculture.

Coach Stuhldreher has agreed to co-operate in this program by presenting a review of each week's football activities, a preview of activities for the following week, and by relating the part that milk plays in building champions. His message will be heard through transcribed programs over the Sheboygan radio station.

HOLMAN OPPOSES TRADE PACT

Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation, sees in the European war an additional argument why the proposed tariff concessions on casein and cheese contained in the Argentina trade pact should not be granted.

Holman declared last week that with the European war eliminating European markets, Argentine casein would flow from Argentina to the United States and cut American prices if any tariff reduction were granted.

"American dairy farmers annually produce 53 billion pounds of skim milk, enough to yield about 1½ billion pounds of casein—more than 20 times the amount of casein annually used in United States," Mr. Holman pointed out.

"Much of the skim milk not used in creameries and milk plants is run into the sewer because the plants cannot get a price sufficient to cover manufacturing costs. Yet it is proposed that we make it easier for foreign casein to enter the country and further depress prices," Mr. Holman said.

"To lower the tariff duty and permit producers to share the market for a product for which there is almost an unlimited supply of the basic raw material produced in this country, would certainly be a most indefensible public policy," he declared.

Mr. Holman also insisted that reducing the tariff on Argentine casein would have the effect of lowering the price levels for all skim milk because of the interchangeability of skim milk used in casein and in dry skim production.

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MILWAUKEE MILK PRODUCER

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COUNCIL OF AGRICULTURE

The Wisconsin Council of Agriculture held its annual meeting at the Loraine Hotel, Madison, November 2, 3 and 4. This statewide federation of 37 farm organizations has done much constructive work and the problems taken up and discussed at the conference held last week upheld the history and tradition of the council.

Resolutions adopted at the delegates' meeting instructed the board of directors to make a study of taxation with views of not only lowering taxes if possible, but making taxes more equitable. A study of industrial conditions relating particularly to the cost of farm machinery had been carried on the past year. The executive committee was instructed to continue the study as much concern is shown among the farmers at the high price of farm machinery, particularly both corn and grain binders, mowers, grain grills and planters.

Officers were re-elected as follows: Herman Ihde, Neenah, president; William Hutter, Spring Green, vice-president; Fred Huntzicker, Greenwood, treasurer, and Milo K. Swanton, Madison, executive secretary.

OUR CHEESE WEEK

Cheese week seems to be very popular just now and we are suggesting the week of November 11 to 18 as this Co-operative's Cheese Week. We have on hand almost every variety of cheese and if we haven't what you want, we can get it on very short notice. If in the city call at the office or ask your hauler to stop here. Cheese is good food and is sold here at a very reasonable price.

OZAUKEE HAD A GOOD APPLE SHOW

The Ozaukee County Fruit Growers' Association put on its annual apple show on October 28 and 29 at the Mequon Town Hall.

It was estimated that between five and six thousand people visited this free show. Visitors from Milwaukee marveled at the quality and quantity of the fruit shown by Ozaukee County farmers.

The list of exhibitors read like the roll call of our members from that section of the shipping territory, if the names of a few orchardists who go in for apples exclusively were omitted.

TWIN CITY VISITORS

This office was favored with visitors from the Minneapolis-St. Paul market last month. Mr. W. S. Moscript, president of the Twin City Milk Producers' Association, Harry Leonard, general manager, and one of the directors came here to study market conditions, state control and base-surplus plans.

The Twin City organization does not have a base plan and as a result production is very uneven. Their big surplus plants are taxed to capacity for a few months of the year and at other times milk from the outside must be brought in to provide customers with manufactured products when their own members fail to ship enough milk.

Exchange of experience and views are often very valuable and we were happy to entertain the Twin City men.

NATIONAL FEDERATION TO CHICAGO

Advantages and disadvantages of public control of dairy prices, interference with co-operative organizations by radical groups and the possible benefits of a national dairy advertising program will be the chief topics discussed at the public sessions of the National Co-operative Milk Producers Federation when it holds its twenty-third annual convention at Chicago in the Hotel Congress, November 15, 16 and 17. Your organization is a charter member of the federation and has had a director on the board since its organization.

On the morning of the 15th the convention will organize and hear the annual address of President N. P. Hull and the annual report of the secretary. At the afternoon session John Brandt of Minneapolis, Minnesota, vice-president of the federation and President of Land O' Lakes Creameries, Inc., will discuss the progress of the proposed national dairy advertising program. Follow-

ing Mr. Brandt will be a demonstration of the type of entertainment most adaptable for local membership meetings. Then will follow a discussion of interference with co-operative organizations by radical elements in which B. F. Beach of Detroit, Michigan, secretary-manager of the Michigan Milk Producers Association and Fred H. Sexauer of Auburn, New York, president of Dairymen's League Co-operative Association, Inc., will describe recent efforts made by radical groups to interfere with the orderly conduct of the business of the co-operatives, including efforts to deliver milk to market.

The evening session on the 15th will be devoted to a banquet at which an address will be given by Dr. Arthur E. Holt, Chicago, Illinois, professor of social ethics at Chicago Theological Seminary.

On Thursday morning, November 16, the delegates will hear a report on new developments in the uses of manufactured dairy products by O. E. Reed, of Washington, D. C., chief of the Bureau of the Dairy Industry, U. S. Department of Agriculture. Then will ensue a panel discussion of the advantages and disadvantages of public control of dairy prices and incidental programs connected with such controls. Those participating in the panel will be W. P. Davis of Boston, Massachusetts, manager of New England Milk Producers Association; R. S. Waltz of Seattle, Washington, general manager of United Dairymen's Association; C. R. George of Marion, Indiana, manager of Producers' Creamery and A. H. Lauterbach of Chicago, Illinois, manager of The Pure Milk Association.

Following a general discussion which will close the morning session, the delegates will go into executive session to discuss policies of the federation. These executive sessions will continue through the afternoon of the 16th and all of the 17th until the convention adjourns.

The federation is the oldest and largest federation of farm co-operatives in the United States. Its 59 member associations market the milk products of nearly 350,000 farm families residing in 41 states of the Union.

PLEASE NOTE

That November is the last of the five base making months. For the month of December, all producers are back on the same base as in the first six months of the year. Beginning January 1 each producer will have the average base made in 1937, 1938 and 1939 if that is higher than the one made in 1939.

NEW PUBLICATION

(Continued from page 1)

milk to handlers under the Chicago Order. They are distributed over an area that extends more than 300 miles to the northwest of Chicago, about 100 miles to the west, about 200 miles to the south and about 100 miles to the east and northeast. Such distribution cannot be expected to make for low unit costs per producer. However, it is our desire as well as our responsibility to do the job as efficiently as we know how to do it.

"I am sure that producers will be interested in our estimate that more than 98 percent of the milk which comes under the Chicago Order was reported to this office for the first month's pool computation. The reports of handlers on milk utilization for September show the amount of milk in Class III to be unusually low—less than four percent. This condition resulted in a very favorable blended price to producers. **However, I hope producers and prospective producers will be very cautious in any plans they have in mind concerning expansion of the milk supply for the Chicago marketing area. Judgments should not be made on the basis of the September price but on the basis of a longer period of time.**

"The blended price will not always be as favorable when compared with evaporated or creamery prices. In December the Class I price differential will change from 70 to 55 cents and the Class II price change from 32 to 28 cents over the evaporated code. Fall pasture conditions were very poor; hot weather made for high Autumn consumption, but with cows freshening, Winter feeding and lower consumption of ice cream in cold weather, along with a change in both Class I and II price differentials, it seems logical to expect a distinct narrowing between the blended price and the evaporated and creamery prices.

"Finally, I want to say what I have said privately and publicly upon other occasions; I want to be fair in the administration of the Chicago Order; I offer my co-operation to all who are affected or interested in this order. The support and co-operation you give me will be sincerely appreciated."

Later

The Federal Marketing Administrator claims a sweeping victory in the Federal Court over the Lemont Dairy Company mentioned above. The company was ordered by the court to make all reports required by the administrative and otherwise comply with the order. The Lemont

OTHER MARKETS

Chicago, now under a Federal Order, had a blended price of \$1.79 for September for milk testing 3.5 percent fat, according to "Pure Milk." Four cents per hundred is deducted for the Pure Milk Association from its member's milk check for administration expenses, etc. The base and surplus plan is no longer in operation. Suburban markets are not under the federal.

Milk now sells at 13 cents per quart delivered at homes and eleven cents out of stores. Production was low in the Chicago area in August, but came up sharply in September, says "Pure Milk."

About 16,000 farmers send milk to Chicago of which 11,000 are members of co-operatives and 5,000 are not members of a co-operative. A marketing service will be rendered the non-co-operators according to N. J. Cladakis, Federal market administrator. The charge for this service we understand is three cents per hundred pounds of milk. What is known as the Central Grade A Co-operative, an organization recently set-up in Wisconsin, will attempt to represent the farmers shipping to Chicago, who are not supporting Pure Milk Association. Most of these people have been "free riders" in the Chicago market.

A history of the Richmond Co-operative Milk Producers' Association, Richmond, Va., has recently been issued. Richmond is a city of 200,000 and the association furnishes 80 percent of the pasteurized milk going to that market. An interesting and surprising statement to our members is that 180 farmers scattered over 23 counties in Virginia delivered 38,000,000 pounds of milk in 1938. It seems that only large herd owners ship milk into Richmond (the average number of cows being 60 per farm), and to get such large producers much territory must be covered.

Dairymen's League Co-operative Association, New York, has issued a booklet entitled "The Fifty Year Battle for a Living Price for Milk," a history of the dairymen's league.

Among the subheads noted is "First Investigation of the Milk

Dairy Company case has been recognized in the industry as a test so far as compliance with the order is concerned, as states Mr. Cladakis.

The company has decided to comply with the order and thereby save itself from being placed in contempt which would probably mean removal from the market.

Business in 1848." As most of our members may have noted these investigations are never ending and seldom benefit anyone except the paid investigators.

The first milk strike occurred in 1883, lasted eight days and was settled when the farmers were promised better prices. The result was higher prices to consumers but not to producers.

A Board of Health Code was set up in 1896. Prior to that time little attention was paid to sanitation. Producers' organizations under various names came and went and strikes were numerous and disastrous for the farmers.

In 1916 the Dairymen's League had become a strong factor and due to the World War milk was in great demand for manufacturing and export, but the dealers did not want to pay a fair price. An 11-day strike was staged and won, the first that benefitted the farmers. The law of supply and demand was working in the producers' favor and they took advantage of it.

Another strike of 18 days was won by the farmers in 1919, at a terrific cost, borne by 90,000 farmers. The officers were indicted for raising the price of milk. Laws were amended and the indictments dismissed. (Does history repeat itself? Pure milk, Chicago, is now under indictment.)

"In 1920 the Classified Price Plan, a Farmer Made Plan," was put in operation over the protests of dealers. "Flat Price Gives Farmer no Guarantee" is another declaration of the league. "Dealers Cannot Guarantee Market Beyond Fluid." "Producers Suffer" are other heads followed by an explanation that a flat price must mean a very low price if dealers take all milk offered by all producers who wish to ship.

Attempts at state control are mentioned and the failure under state control because of interstate shipments. This was followed by Federal-state control which the New York market now has.

New York Market Settling Down

The radical element operating in the New York market under the name of the Dairy Farmers' Union scheduled a strike for October 26. The Union, according to the Dairymen's League News, predicted that a great volume of milk would be withheld from the market. Farmers did not warm up to the idea of wasting their milk, however, and less than 100 producers withheld milk, according to the paper.

Mr. Fletcher Says: . . .

In last month's issue I gave you a story of milk being sold at roadside stands, that were operated by milk dealers buying from a country creamery.

During this past month, your organization conducted a survey of this roadside stand milk business as regards the amount of milk sold by dealers who buy for resale, and by producers who sell their own products.

While a considerable volume of milk is sold by producer-distributors, the real menace to the market seems to lie with the stands who are buying for resale.

In the case of three of these stands the milk is bought from the Kewaskum Creamery, in Washington County. The farmers producing for that creamery receive the price paid in cheese and butter markets, and whatever profit accrues from this business goes to the stand operator and the creamery company. The producers do not meet city health requirements, and quite naturally we do not believe this milk compares with what you produce in quality. But, because this milk can be bought at cheese market prices, and can be sold in gallon containers over the counter, with only a minimum of sanitation and delivery costs, it can be sold cheap. So cheap, that people were willing to drive to the country, buy this milk, and take a chance on whether it is safe or not.

In the case of these three stands, although there are a considerable number more who buy and sell, it is believed that they have sold as high as 2,000 gallons a day and that the average has been over 1,000 gallons daily.

I believe this to be a direct violation of the milk control law and up to last week, as far as we can ascertain, no attempt to curb this market menace has been made by control officials. However, since this investigation, the department has been indicating a great desire to assist us in solving this problem. It is my belief that if the milk control law has teeth in it, attempts to wreck the stability of your market can be averted.

PRODUCER'S PROBLEMS

Some time ago, one of our members received a temporary bar order from the Health Department.

He came into our office to see what could be done about this, and I went with him to the Health Department to try and iron out the difficulties.

It seems as if this shipper has been in the habit of cleaning his barn and washing the milk utensils at the most convenient times for him during the day and on one or two previous occasions the health inspector had warned him that this work must be completed by ten o'clock daily. Upon again finding this order not compiled with he was barred.

Dr. Pilgrim carefully explained this requirement to the shipper and arranged for his release the following morning. His statement was that they were not trying to persecute the producers but that after careful study they found that producers could, and did, keep their premises in better condition when this work was done the first thing in the morning.

He also pointed out that if this was a requirement lived up to by the vast majority of the producers, the health department would be unfair if it was not required of the small minority.

It seemed to me as if, after the Health Department and the shipper had a heart to heart talk over this question, with no heat on either side, a better mutual understanding developed as to each of their problems.

In another case the health department had been returning considerable milk to a producer on bad odors. During a careful check at the farm on both cattle and production methods, I found nothing wrong. Our laboratory examined a sample of the milk under the microscope and the milk seemed O. K. We then took the health inspector with us to the farm and asked him to find what this trouble was if possible and he was honest enough to state he could find nothing wrong.

Possibly this milk did have an odor when it arrived at the plant. Possibly some cause for this trouble existed that none of us could find. Whatever it was, it stopped, and both the producer and the inspector had a better understanding of each other by having met and mutually discussed this problem.

These cases are quoted to illustrate a small phase of our work and to also indicate that it is our belief that frank discussion and mutual understanding may go farther toward a solution of our difficulties than bull-headed fighting.

A PROUD PRODUCER

Only recently while visiting a member's home, his wife said, "I am proud that we are fluid milk shippers and are shipping to the company."

Because this statement was rather unusual for a shipper to make, I asked her to give me an explana-

tion of what she meant. She said, "We like to make clean, quality milk, and take a great deal of pride in our ability to do so. The requirements of fluid milk markets are high, and our company requirements are still higher. We realize that quality milk will be more acceptable to the consumer, creating increased volume of consumption which means more money to us. We get more for our product than our neighbor in the condensery market, for producing the kind of milk we want to make. We also know that our fellow shippers are making the same high quality milk we make, so we are not dragged down to a low level by careless producers."

This is a thought well worth considering. It is my belief that there is lots of high quality milk going to condensery and cheese factory markets, but because requirements are not high, they must stay on the same level as the poorest producer.

Fluid milk shippers in the main are a selected group. They are selected for their ability to produce the kind of milk that can be used in the highly specialized fluid milk industry. They have organized themselves in a business way to protect their interests in such markets, and can and do, intelligently bargain for as fair a price as market conditions warrant at all times. I agree with this farmer's wife, that good fluid milk producers have a right to be proud that they are of a selected group.

WINTER PROBLEMS

Let us not forget that this is the time of year when we are making the change from Summer production methods to those of Winter. We are now getting our cattle housed, starting heavy indoor feeding, our barns shortly will be closed up tight and our Winter production problems develop. Without attempting to lay out a full production program we believe that certain things must be done to avoid trouble.

We must continue to rinse all milk utensils carefully before milking, cans as far as possible should be kept out of barns or at least removed to the milk house and tank as soon as filled. The milk tank should be kept as clean in the Winter as Summer, and after cooling the cans must be covered tight.

We have to watch our feeding methods carefully so that we do not get milk returned on feed odors. It is advisable to have the herd checked shortly to determine if any mastitis is present. Every time we get a can of milk back we lose money and there just isn't any to lose now or at any other time.

CHICAGO RELIEF MILK DISTRIBUTION PROGRAM BEGINS NOVEMBER 13

The Division of Marketing and Marketing Agreements of the Department of Agriculture recently announced that the relief milk distribution program to enlarge markets for Chicago milk shed dairy farmers by encouraging the consumption of fluid milk among Chicago relief families will begin November 13, 1939. Bids offered by 10 handlers for Federal payments on milk for distribution under the program have been accepted. The bids provide for distribution of milk until February 1, 1940.

Bids were submitted by 17 handlers offering to take part in the program under which the Chicago Relief Administration will pay participating handlers five cents a quart for milk delivered to homes of relief families, and four cents a quart for milk delivered to relief milk distributing stations. The Federal payments, for which bids were submitted, will be in addition to the price paid by the relief administration. Handlers will pay farmers about three cents a quart for milk used in the relief program.

THE STORY OF FARMERS' CO-OPERATIVES

This is a bulletin written by R. H. Elsworth, and issued by the Farm Credit Administration, Washington, D. C. Tom G. Stitts, chief co-operative research and service division, wrote the following Foreword:

"The story of farmer co-operation in the United States is a recital of the farmer's never-ending efforts to better his lot. Over some 130 years, he has been learning how to co-operate to mutual advantage with his neighbor in varied types of business enterprises devoted to agriculture.

His ventures in co-operation form a vibrant history that divides itself logically into four periods. The first began around 1800, when cheese-making enterprises were co-operatively organized. It ended about 1870, with a record of accomplishment that included formation of mutual insurance and irrigation companies and supplying purchasing co-operatives.

The second period began with the rise of the Grange, Patrons of Husbandry. Grange-sponsored co-operatives marketed farm products, bought supplies and manufactured farm implements. They were short-lived for the most part, but a few continued well into the present century.

The third period started in the

early nineties and continued about 30 years. It saw the perfection of techniques for operating the various types of local associations, and the development of federations, large scale centralized associations, and co-operative selling on terminal markets.

It was this third period that merged and developed into the fourth period beginning about 1920. Large-scale co-operative marketing of various commodities reached a high state of development. Committees, councils and an annual institute were organized to seek out the essentials necessary for continued substantial progress. Numerous Federal and state laws facilitating farmers' co-operative business activities were put into the statute books.

"History is the prelude to the present," and this interesting and often dramatic story of the past provides the background for the better understanding of present-day co-operation, as described in the other circulars of the "You and Your Co-op" series.

WISCONSIN CHEESE

With interest in the Wisconsin Christmas cheese gift program keyed to its greatest height, it looks like a toss-up right now as to which will be the busier—Santa Claus or the postman.

Organizations which joined the Christmas cheese sales campaign sponsored by the state department of agriculture last year are eager and ready to enlist in the program again, the department reports. Wisconsin brewers already have assured that they will distribute 100,000 pounds of Wisconsin cheese in Christmas gift cartons.

Many large mercantile houses are concentrating on Wisconsin cheese as the ideal Christmas gift because of splendid comments received from recipients of the cheese last year, it was pointed out.

All orders for Wisconsin natural cheese in Christmas packages are clearing through a committee representing the Wisconsin Cheesemakers' Assn. with headquarters in Green Bay. Orders should be addressed to the Christmas Cheese Committee, Green Bay, the department advises.

The Christmas cheese is being sold in an attractive, 2½ pound, three-color package decorated with three rural Wisconsin scenes inclosed within the outline of the state. All of the scenes typify Wisconsin dairy landscapes. One shows a cheese factory in the background.

A special message to housewives appears on one side of the package with an invitation to write for the

HUNGRY FOR HOME PRODUCTS

If distance makes the heart grow fonder it also makes the appetite grow keener for Americans in foreign lands who yearn for another taste of Wisconsin's famous cheese.

Reminded of Wisconsin's delicious cheese through phases of the state department of agriculture's dairy promotion program, orders for that product are occasionally sent from some of the most distant places on the globe.

Such an order came recently from the American embassy in Tokyo, Japan, according to the state department of agriculture. The order was for 2½ pounds each of Wisconsin American, Swiss, and Limburger cheese.

The order was received by Earl Whiting's Wisconsin Accredited Cheese Factory, route 1, Gillett. An order from the embassy for Swiss cheese also was received by the Madison Milk Producers Association, Madison.

OUR CHEESE GOES TOO

One of our good friends dropped in this morning and left a large order for cheese to go to people in Washington.

The Washington people have had cheese from your headquarters on and off for the last three years and say that nowhere can they get such good cheese.

APPLE CROP ABOVE AVERAGE THIS YEAR

An increase of about 61 percent is shown in the production of Wisconsin's commercial apples as compared with the crop harvested last year, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

The nation's crop is about 18 percent larger this year.

Recent estimates show that the Wisconsin commercial apple crop this year is about 500,000 bushels compared with 310,000 bushels harvested last year. The 10-year average production for the state is 423,000 bushels.

The total commercial apple production in the United States this year is expected to be about 101 million bushels which is five percent above the average production of nearly 96½ million bushels. Over 82 million bushels of apples were produced for commercial use last year.

state department of agriculture's recipe booklet, "101 Smart Ways to Serve Wisconsin Cheese and Butter."

The package will be wrapped in red cellophane and inclosed in a mailing wrapper.

Famous ANDIS Electric Animal Clipper
 New Improved Model
 WAS \$22.50
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Here is the biggest electric ANIMAL CLIPPER bargain ever offered. Now you can get a genuine Andis — the original single unit clipper — at the lowest price in history. The Andis is easier to operate — its weight rests on the animal as you guide it with the form fitting handle. Has a more powerful, fan cooled and dust sealed motor — no shafts or stands. Blades run on hardened steel roller bearings — are quickly interchangeable for clipping cattle, horses, sheep, dogs, etc. The Andis is the choice of leading Dairymen, Army Posts, Hunt Clubs, and Breeders everywhere.

Low Cost Operation :: A Battery Runs It!
 You can run an Andis all day for a few cents. There is a model for every current: Standard 110 volt AC or DC, only \$17.50. Models for 6 v. storage battery, 9 v. DeLavel Unit, 22 v. light plant, 220 v. High Line, \$2 extra. 20 feet of unbreakable rubber — covered cord regular equipment.

10 Days Trial Money-Back Guarantee
 Send only \$1 (specify voltage wanted) — pay postman balance (we pay postage) or get your Andis from your dealer. Give it a thorough trial for 10 days. If not fully satisfied, your money will be promptly refunded.

ANDIS CLIPPER CO., Dept. A37L Racine, Wis.

DPMA BUTTER SUPPLY IS NEARLY EXHAUSTED

The Dairy Producers Marketing Association entered the field of butter purchasing during the last days of July, which permitted considerable time to elapse after its Spring lay-off that was due to many circumstances over which it had no control. During this last purchase program it has acquired about fourteen million pounds of butter.

Circumstances have now arisen where production, consumption, and general conditions have advanced the butter price to where there seems to be very little need for DPMA purchases as a market stabilizer for the present. Conditions may possibly come about where the market might advance rather rapidly as a result of a tight spot in the supply, all of which may be a disadvantage later on. Under such circumstances, it might be well to bring back some of the butter that was held in the DPMA pool as a brake on the market for a stabilizer in maintaining it within a range of averages that are warranted by production and consumption conditions.

The large supply that was held by DPMA last year, however, has nearly all disappeared in consumptive channels, and there are now only about six or seven million pounds of the previous purchase supply in addition to the fourteen million recent purchases on hand, all of which demonstrates the fact that we should not have been troubled too much about surpluses, as many surpluses are in mind only, rather than an actuality, and it takes some machinery such as is represented by the DPMA to straighten out both the "highs" and the "lows" in the market that is extremely sensitive to circumstances, resulting in wide fluctuations which are not good for the continued increase or maintenance of normal consumption.

DPMA operations were extremely beneficial in 1938 and early 1939. It is only regrettable that this organization was compelled to discontinue its operations during a period when purchases would have stabilized butter prices during the high production season at a somewhat higher level and also would have brought about reasonable advances. A steady market is best for both producer and consumer, but is not so good for the speculator.

The suit brought against the DPMA, which was

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

... NOW ...

GUARANTEED CANS AT A LOWER COST

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MONEY TO LOAN

on Cattle, Horses, Hogs, and Machinery
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AUCTION SALES FINANCED

NEW PLAN!

More money for you
BETTER SERVICE . . . NO EXTRA COST
 It will pay you to investigate our new AUCTION SERVICE PLAN before you book your auction

FARMS FOR RENT

On Long Term Lease

. . . We have a few select farms owned by private parties who would rent them on milk check basis with option to purchase. Rent ranges from \$2.50 to \$4.00 per acre on good farms. Renter must have good line of personal property and a herd of high producing cows — practically paid for — and be able to furnish the very best of references. Do not apply unless you can meet the requirements.

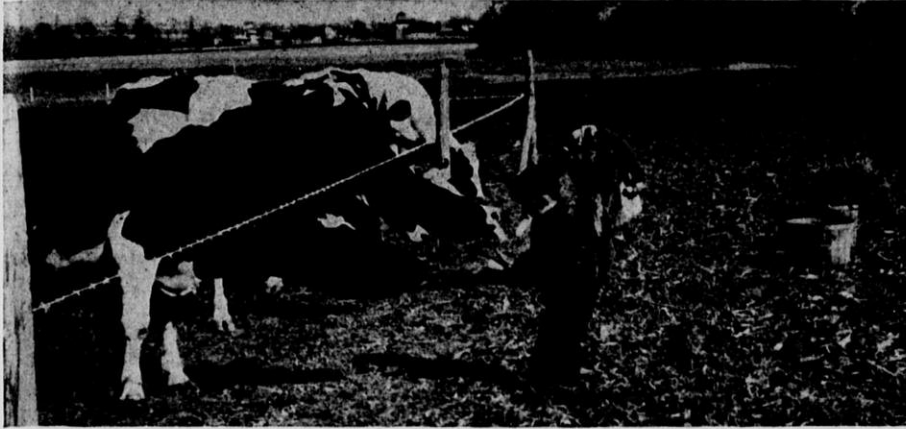
FORT ATKINSON LOAN & INVESTMENT CO.

Represented By
L. V. GARVENS
 P. O. Box 343, Waukesha, Wis. Phone Waukesha 1018J

certainly not brought by those interested in a fair deal to the farmer and the consumer, is at a stand-still with some uneasiness and concern being expressed on the part of the complaining forces. The defense, which is the DPMA and some of the co-operatives making up its membership, is not particularly concerned over the suit

ELECTRIC FENCING

Prime Electric Fences, approved by Wisconsin State Law



Special Offer

We have on hand a few brand new 1938 Prime Models that we will close out at a liberal discount. These units are being sacrificed to make room for new current models and offer purchasers a rare opportunity of obtaining a genuine Prime Controller at a bargain.

PRIME UNITS . . . "BEST BY TEST"

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E. J. GENGLER

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4 Miles North of Milwaukee)*

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We maintain a special sharpening and repair service department for Stewart and Andis Clippers and make them cut and run like new.

COMPLETE STOCK PLATES AND PARTS

Bring in your cutting plates or machine for sharpening or repair now.

If in need of a clipper see us first. We sell and service the Stewart and Andis Clippers. Trade in allowance on your old clipper.

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Plates sent in by mail. Wrap securely, show your name, address. Attach instructions to package with 75c and plates will be returned by mail at once.

except that it did have some influence on Spring operations when the DPMA should have been buying butter, which meant losses to dairy farmers. But, so far as the outcome of the suit is concerned and its final results, the complainant seems to have the bear by the tail and is worrying about how to let go.

—Land O'Lakes News.

CLIPPING COWS SAVES WORK

It's easier to clean cows and keep them clean if the flanks and udders are kept closely clipped. Clean cows lessens the risk of criticized milk.

DEPARTMENT HOLDS EXAMINATIONS

Ralph E. Ammon, director of the state department of agriculture, today announced the appointment of three men to an examining committee authorized by the 1939 legislature to determine the fitness of persons applying for Limburger cheese maker's licenses.

Named to the committee, with the approval of the state board of agriculture, were John Minnig, Monticello farmer and formerly a Limburger cheese maker; Arnold Wid-

mer, cheese maker at the Canes Label factory, route 6, Monroe, and A. T. Bruhn, senior dairy inspector of the state department of agriculture.

Under the statutes, new applicants for a Limburger cheese maker's license must pass a written and oral examination conducted by this committee before they can be licensed.

Examinations will be conducted by the committee at least three times a year at places designated by the state department of agriculture.

CHEESE CAMPAIGN

A campaign to sell 25,000 pounds of natural Wisconsin cheese over the counter in one week will be launched by Fond du Lac merchants November 10 in a cheese sales drive introduced by the state department of agriculture and the local junior chamber of commerce.

The period between November 10 and 16 will be proclaimed Cheese Week in Fond du Lac and intensive plans are being made for a city-wide campaign which will serve as a build-up for the annual convention of the Wisconsin Cheesemakers' Association here November 16 and 17.

An award will be made to the store showing the largest increase in cheese sales over the same one-week period in 1938. The clerk selling the most natural Wisconsin cheese will be rewarded with a prize and stores with the best decorated windows will receive awards. The state department of agriculture will contribute a prize for the best window display.

Cards bearing a message showing the interest of the merchants in the

NEW COOLER
Easy Running
COW CLIPPER
World-Famous
STEWART CLIPMASTER



NEW ANTI-FRICTION TENSION CONTROL

Over 90% of the world's clipper users own and PREFER STEWART clippers. New anti-friction tension control assures perfect tension between blades for cooler, lighter running — faster, easier clipping. Makes blades stay sharp longer. The most powerful clipper of its kind ever made. Lasts longer. Fan-cooled, ball-bearing motor exclusive Stewart design. Completely insulated in the special EASY-GRIP handle barely 2 inches in diameter. The finest, most enduring clipper ever made for cows, horses, dogs, mules, etc. A \$35.00 value for only \$19.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power clipping and shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 50 years making Quality products.

dairy industry will be placed in each store window by the junior chamber of commerce.

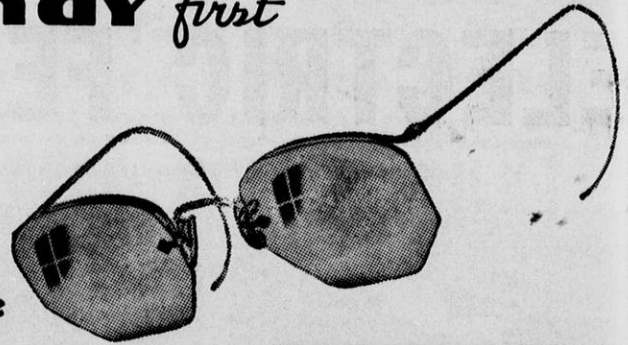
NEW DAIRY FARM SANITATION LEAFLET AVAILABLE

Helpful hints on modern dairy farm sanitation are concisely presented in a new leaflet just issued by OAKITE PRODUCTS, INC., 14 Thames Street, New York, N. Y. Free copies are available to dairy farmers upon request to the local Oakite representative, A. H. Bond, 757 No. Broadway, Milwaukee.

Reports on the condition of the Fall varieties of apples indicate that cullage has been heavier than expected due to worm damage, sunburn, and dropped fruit but the quality of the early harvested commercial pack is generally considered to be good to excellent. For the late varieties reports show that the nation's crop will also be of good quality.

See **Kindy** first

Kindy Group Service



Extended to the members of the Milwaukee Co-operative Milk Producers and their families. A substantial discount and a written guarantee of satisfaction assure you good glasses at low cost.

Free Parking at the Kilbourn Parking lot across the street with every purchase of \$1.00 or more. Use your Courtesy Card.

Kindy Optical Co. 615 N. 3rd Street
MILWAUKEE, WIS. MARquette 7225

MAYR'S SEED and FEED

Successors to Hales Milling Company

We Buy Malting Barley.

Wait For Our Buyer.

IRV. THELAN
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SAM FONTANNAZZA
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ELMER WILBURTH
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MILWAUKEE, WIS.

MR. DAIRYMAN! Here is an opportunity to add permanent improvements at low cost and do it yourself in your spare time.

Here is a well insulated cooling tank you can install yourself and save money. The tank is insulated with the best mineral insulation obtainable, known as "ROCK CELL." THE PFEIFER UNITS under and around the insulation are made of the same material, so that the tank has 6" of insulation and yet the walls are only 4" thick.

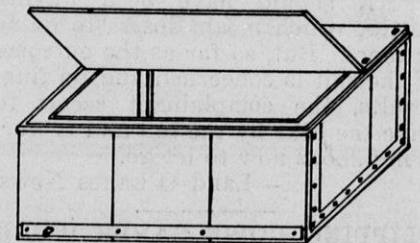
The steel tank is made of 16 gauge copper bearing steel coated with two coats of ELATERITE, a natural bitumen mined in the State of Utah. It is composed of carbon, hydrogen, and oxygen, and is noted particularly for its extreme toughness, elasticity, high tensile strength, and resistance to acids, heat and corrosion. It is entirely impervious to water, and is an exceptional non-conductor of electricity. It is used throughout the nation for the inner coating of silos, water-tanks and the like.

The inner and outer edge of this tank are protected by steel angles to secure durability, a tank 36" by 60" inside dimensions can easily be installed in four hours. Installation details are furnished with each purchase.

The tank is portable, in case you are contemplating a new or larger milk-house, you need not lose the investment you have in the tank, simply dismantle it and install in a new location.

The cover is constructed of one-quarter-inch super plywood top and bottom, with one and one-half inch of Built-Rite insulation between. It has an airtight rubber gasket all around.

PFEIFER UNITS are not only being used for cooling tanks, but for building of homes, utility buildings, milk houses, barns, locker-houses, etc. They render a construction that any-one can erect, a construction that is fire-safe, shrink-proof, vermin and rodent proof, and strong. Let us know your needs and we will call on you or write you regarding them.



Pfeifer Unit Cooling Tank

WISCONSIN UNITS COMPANY

Phone Gr. 6177 or Gr. 3664

6639 W. National Ave., West Allis, Wisconsin

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 12 DECEMBER, 1939 No. 9

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

Subscription\$1.00 Per Year

GOOD WORK

That very good financial institution, The Marshall & Ilsley Bank has done the dairy industry a good turn. Advertisements signed by that bank have appeared in the Milwaukee papers, boosting dairy products. One of these ads follows:

**MILK, Pure Wholesome Food
And Something More**

Pure, wholesome milk, for you and your children, delivered to your home day after day with unfailing regularity, is in itself a remarkable service rendered by the dairy industry.

But this is only part of the picture—more than 60 billion pounds of milk, produced on American farms each year, is not used as food and drink. So that this surplus does not become a burden, the dairy industry is constantly searching for new uses for milk—as casein in plastics, paints, adhesives, and for other industrial purposes.

All of us benefit by this research—the public with products made from milk—the dairy industry and its producers by finding new markets for its product.

MANUFACTURED MILK PRICE DUE FOR A DECLINE

Indications of a drop in skim milk values are very apparent. The baking trade, which provides a considerable market for powder is said to be reluctant to buy powder at more than two times the price of flour. Up to eight cents per pound seems to be all right with the bakers for powder, but eleven cents makes them back away. Too bad, for we are in much better position when there is an active demand for skim milk products and when butter has a fair price.

READ LAUTERBACH'S ARTICLE TAKEN FROM PURE MILK

In this front page story in Pure Milk, Manager Lauterbach of the Chicago Pure Milk Association tells about what the Federal Administration is doing and can do for Chicago producers. He also points out what the administrator cannot do.

Mr. Lauterbach knowing that a price guarantee without a base control plan may mean a flooded market, concludes his paper with a warning against overdoing a good thing.

BUTTER MARKET

Chicago wholesale price for 92 score butter was 28¼ cents for the first three days of the month, then went to 29 until November 13 when it rose to 29¼, the next day to 30 where it held until the 20th, going to 30¼, but on the last two days dropped a full cent to 29¼ cents.

Slow trade following Thanksgiving was given as one reason for a weak market by the United States Department of Agriculture, Marketing Service. Storage withdrawals although not as heavy as last year, also affected prices. Production for the last week in November was only 0.3 percent below a year ago, two percent lower than the previous week, according to the report.

Indications are, that production will be heavier very soon and unless exports take some of the supply, price may trend downward.

COMPOSITE PRICE UP

Due in part to a slight increase in sales (two Thanksgivings) and to a great extent to the rise in manufactured milk and cream milk prices, the composite price is better for November than the preceding month, a stronger butter market and an increase in price of skim milk powder of 1⅓ cents hiked the manufactured price and cream milk price by ten cents per hundred.

GIVE CHEESE AS A CHRISTMAS GIFT

KANSAS VISITOR

This office had a pleasant caller in the person of Joel Watson of Wichita, Kansas.

Mr. Watson is a sort of conciliator or troublemender in the Wichita milk market. Mr. Watson says that roadside stands handling milk that is not under inspection of any kind is a health problem in his town. Ads are being run in the daily papers warning consumers against taking a chance on their milk supply.

MEMBERS PICTURED IN LIFE MAGAZINE

Life Magazine, November 27 issue, carries a picture of five generations of a Gierach family, the first generation having settled in Friestadt, town of Mequon, Ozaukee County in 1839. Arthur Gierach, a member of this co-operative is shown with his children and grandchildren and a picture of his parents and grand parents.

Wm. Stern, another of our good members is shown laughing over a picture of the former Kaiser.

NATIONAL FEDERATION'S RESOLUTIONS

(Continued from page 1)

amended, it established a policy of governmental aid to the exportation of surplus agricultural products, and made 30 percent of the entire continuing revenues of the Federal government derived from the collection of import duties available to indemnify exporters for losses on agricultural exports when such losses could legitimately be proven, and exportation is carried on under the direction of the Secretary of Agriculture. This principle has been applied to other agricultural surpluses but only in a minor way to the exportation of dairy products. We urge recognition by the Secretary of Agriculture of the just right of dairy farmers to participate in this type of subsidation.

Price Maintenance Through Government Purchase

We commend the Congress and the United States Department of Agriculture for maintaining the Federal program of purchasing surplus dairy products as a means of (1) Stabilizing producers' prices, and (2) removing such products from the channels of trade by distribution to persons on relief. We urge the continuance of this program and the necessary additional appropriations by Congress to preserve it until such time as there is no longer need for it.

Advertising Dairy Products

We believe that the food value of milk and its products is not as generally recognized as it should be. We therefore feel there is a need for a national educational and advertising program designed to be sustained over a period of years, and financed wherever possible by producers themselves with the control of these campaigns in the hands of producers.

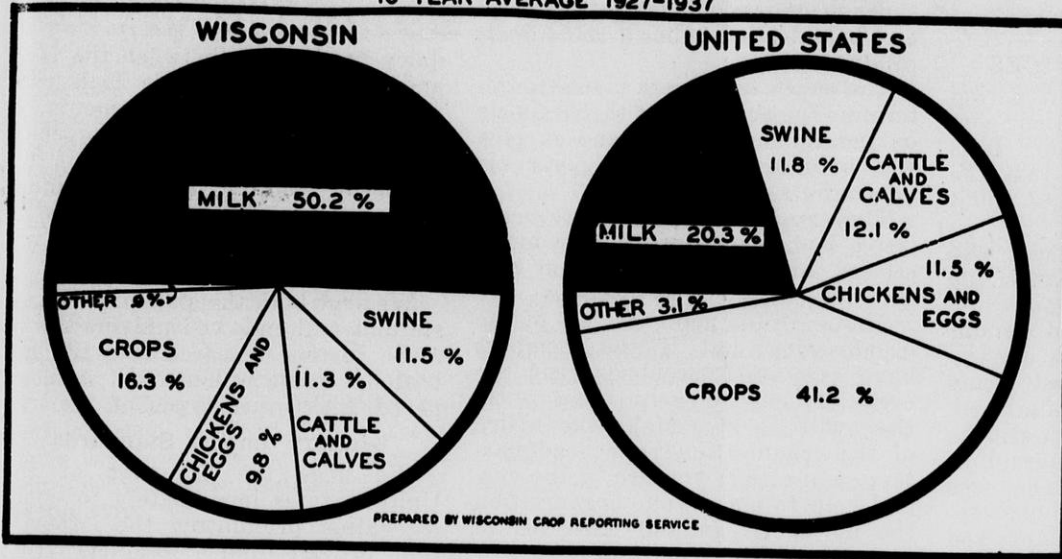
Reducing Price Spreads

We endorse efforts to reduce the cost of distributing milk and other

(Continued on page 4)

SOURCES OF GROSS FARM INCOME

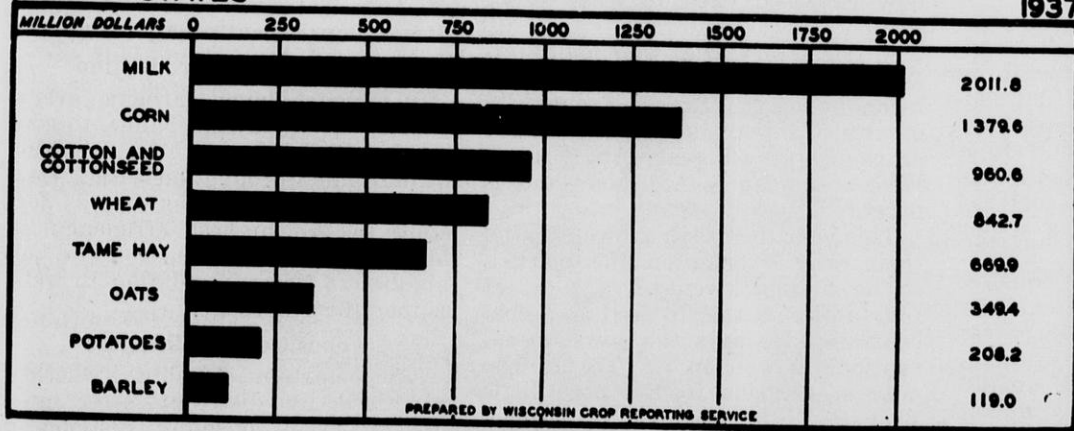
10-YEAR AVERAGE 1927-1937



As indicated on the top chart, milk accounts for about one-half the gross farm income of Wisconsin and slightly over one-fifth the gross farm income of the entire nation. The lower chart shows that the annual farm value of the nation's milk production is 45 percent greater than the farm value of corn, over twice the farm value of cotton and cottonseed, and almost two and one-half times the value of the nation's wheat crop.

FARM VALUE OF LEADING FARM PRODUCTS

UNITED STATES



Although much more important to Wisconsin agriculture than to the United States as a whole, milk ranks as the nation's leading farm product.

Exceeding two billion dollars a year, the annual farm value of milk produced in the United States is 45 percent greater than the farm value of corn, over twice the farm value of cotton and cotton seed, and almost two and one-half times the value of the nation's wheat crop.

This picture of the importance of milk compared with other leading farm products is described in "Wisconsin Dairying," a statistical bulletin prepared by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture to make available recent data on the Wisconsin dairy industry and general statistics on dairying in the entire nation.

Published just 100 years after the first attempt was made by the Federal government to collect and maintain agricultural statistics, the bulletin is the largest compendium of

dairy statistics published in America. It was edited by Walter H. Ebling, chief statistician, W. D. Bornmuth, F. J. Graham and others in the crop reporting service.

Dairy reporters and dairy plant managers co-operated in providing information on numerous phases of the complex dairy industry.

In Wisconsin, the bulletin reveals, over half of the farm income was obtained from the sale of milk and cream during the 10-year period, 1928-37. For the United States as a whole slightly more than one-fifth of the gross farm income was obtained from milk during that period.

While estimates showed as early as 1923 that Wisconsin derived more than half of its gross farm income from the sale of milk, it is only in recent years that the United States gross farm income from the sale of milk comprised over 20 percent of the entire national farm income.

Milk, the bulletin states, is now produced on 77 percent of the nation's farms, principally in states

from Wisconsin eastward to the Atlantic Coast. Enough is produced to bring the annual per capita production for the United States up to 800 pounds.

In Wisconsin, milk accounted for 50.2 percent of the gross farm income over the period 1928-1937; swine, 11.5 percent; cattle and calves, 11.3 percent; chickens and eggs, 9.8 percent; crops, 16.3 percent; and other sources, nine-tenths of one percent.

In the United States cattle and calves ranked second as a source of gross farm income for the 1928-37 period, followed by swine and poultry. Milk accounted for 20.3 percent of the national gross farm income; cattle and calves, 12.1 percent; swine, 11.8 percent; chickens and eggs, 11.5 percent; crops, 41.2 percent, and other sources, 3.1 percent.

Income from crops has been more important for the country as a whole than for Wisconsin.

Mr. Fletcher Says: . . .

ORGANIZATION SERVICES

We have just finished our period when members may cancel their contracts with this organization. It is pleasing to report to you that the number of cancellations were about the smallest ever reported.

When calling on one of these who had indicated he would cancel, he stated that he felt the organization was not returning to him an amount sufficient to warrant him paying his dues of one and one-half cents per hundred pounds of milk.

After I had gone through the marketing and service program of the organization, because he was fair minded, he withdrew his cancellation. We hope most of you realize what these services are, but to refresh your memory, let us list as briefly as possible, why every shipper should be a member of this organization.

Your organization is the bargaining organization of the milk shed, acting as a stabilizing factor in keeping all dealers buying and selling alike, so all farmers may have their share of this market. It is conceded by all economists, that no federal or state control measure can function properly without a strong producers' organization.

A check test service unequalled anywhere in the United States: Last year at every company where ten days tests are composited, we made ten daily tests as a check against their test, seventeen times during the year. At companies that divide the month into two test periods, we checked thirteen times in the year.

Any member may have an individual herd test made anytime without charge. Hundreds of our members avail themselves of that service.

If any shipper is having trouble with his milk from any cause, upon notifying the organization, samples of his milk will be checked by the laboratory, and the field representative will call at the farm and try and locate the trouble.

If necessary a representative of the producers will go on any intake line in the city, to check with the inspectors on any milk, subject to rejection.

The organization representatives will appear before the Health Department with any member to adjust any difficulties that may arise.

A full line of approved dairy equipment (cans, pails, strainers, washing compounds, bactericides, clippers, etc.) are carried at your office, with minimum resale prices on everything.

Base adjustment are made only through the producers office, and are handled on a basis fair to all producers.

The check of dealers books to determine the accuracy of their reports on the amount of sales and surplus was inaugurated through your organization.

They appear for you before legislative bodies to protect your interests on any class of legislation that may affect the dairy business.

These are the main services of the organization, but if the members have any other problems that the organization can help them with, they will do so. Make the office of the organization your headquarters at any time you are in the city and help to make your organization the power it can and must be, to keep a stabilized market.

RAISINS AS COW FEED??

Many of us who try various feeding methods may be interested in how cattle are fed in some other sections of the country.

A friend of mine, who maintains a dairy at McFarland, California, feeds his cattle almost exclusively on alfalfa and grain. They cut eight crops of alfalfa a year so they never have a shortage. All their land is irrigated.

This year the raisin growers found their crop a drug on the market, so he bought twenty-five tons, at four dollars a ton, to feed as a concentrate. He says the cows do exceptionally well on it. To us, who only see raisins in the neat little packages in the stores, it becomes almost impossible to picture them so cheap, that they are only worth the lowest price possible for cattle feed.

As far as the commercial roadside stand situation is concerned, we believe it is now in what should be its final stage for the present. After gathering what evidence seemed necessary to support their case, the Department of Markets obtained a temporary injunction against six stands restraining them from violating the state law. This temporary injunction becomes effective December 6th, and the stand operators have 20 days to answer in. During this time, they must obey the law. If they fail to answer within the 20 days the injunction becomes permanent.

While at this writing we have no way of determining what the final outcome will be, it is extremely gratifying to note that full co-operation between your organization and the department of markets has helped to solve one of our worst problems involving market stability.

NATIONAL FEDERATION'S RESOLUTIONS

(Continued from page 2)

dairy products as between the farm and the consumer. We look with favor upon new developments in distributing these products which result in narrowing the cost of distribution, without in any manner reducing the financial returns to dairy farmers.

Nutrition Research

We urge both the state experiment stations and endowed universities to make further research into the nutritional value of butterfat as compared with other types of fat.

Sanitary Import Standards

We urge the Congress of the United States immediately to enact legislation prohibiting the importation of any dairy products from countries which do not have cattle disease control programs in effect equal to the standards set up for domestic producers by the Bureau of Animal Industry of the United States Department of Agriculture.

Efficiency of Production

We urge dairy farmers everywhere, in this day of change, to give particular heed to their problems of individual production with a view to reaching the point as soon as possible to the highest efficiency of herds as to milk production and the number of cows in relation to individual farm acreage.

Opposition to Chisellers

We condemn chiseling, whether practiced by distributors or producers. The chiseling distributor cannot long stay in business unless both he and the producers from whom he obtains his supply, are making every effort to evade carrying their equitable share of the surplus burden in the milk shed in which they operate.

The delegates elected the following persons to direct the affairs of this national organization for one year.

G. H. Benkendorf, Modesto, California; John Brandt, Litchfield, Minnesota; C. A. Brody, Constantine, Michigan; W. W. Bullard, Andover, Ohio; Harvey M. Burnett, Waynesville, Ohio; Samuel R. Carter, Richmond, Virginia; William R. Cooke, Athens, Tennessee; W. P. Davis, Boston, Massachusetts; C. F. Dineen, Milwaukee, Wisconsin; A. E. Engbretson, Astoria, Oregon; Clyde Foster, Carlisle, Iowa; C. R. George, Marion, Indiana; Carl Haberlach, Tillamook, Oregon; Harry Hartke, Covington, Kentucky; C. W. Hibbert, Los Angeles, California; Carl



Seasons Greetings



Milwaukee Dairy Council Advertising

Thrilled by the prospect of being among the 20 winners of regulation footballs autographed by Paddy Driscoll, the former All-American and present head coach of Marquette University's Golden Avalanche, hundreds of Milwaukee boys and girls sent in their reasons "Why Mother and Dad Should Drink Milk, Too" in a contest conducted recently by the Milwaukee Dairy Council. Open to boys and girls between the ages of eight and fourteen years, the competition required that each entrant write a 50-word essay on the subject "Why Mother and Dad Should Drink Milk, Too."

The contest was announced over radio station WISN, of the Columbia System, on the Dairy Council's "Football Kick-Off Time," a quarter-hour program of college tunes that goes on the air immediately preceding all Marquette University football games. Spot announcements on the contest were also broadcast on weekdays over Station WTMJ, of the National Broadcasting Chain, as well as WISN. Details of the contest were included in the Council's weekly newspaper advertising which appears regularly in eight dailies in the Milwaukee area.

Opening on the evening of Fri-

day, October 6, when Marquette battled Kansas State in the Wisconsin City, contestants had a period of two weeks in which to return their entries before the contest closed on October 18. The 20 winners were announced on the "Football Kick-Off Time" program at 2 o'clock on the afternoon of October 21, the occasion of the Marquette-Southern Methodist game. Within two hours after the announcements were made, 20 lucky boys and girls had received their footballs, which were sent out with a congratulatory message by special Western Union messengers.

In connection with the contest for the kiddies, another "Football" contest was conducted by the Dairy Council for adult Milwaukeeans. To

the 20 grown-ups who wrote the best 25 words on the subject "I drink milk because . . ." went tickets to the Marquette-Arizona football game which was played in Milwaukee on October 28. Announcements of this contest were broadcast over the same programs as that for children.

The "Football-Milk" contests were only a part of the extensive campaign now being conducted by Milwaukee's Dairy Council to give Milwaukee men and women, as well as children, a better understanding of the benefits and goodness of milk as a beverage and body-builder.

Contests were arranged and conducted by the Morrison Advertising Agency of Milwaukee.

MOTHERS.



Protect the Health

of YOUR CHILDREN

Insist that the MILK they drink comes from regularly inspected dairies operating under the strict sanitary code regulations of Greater Milwaukee's Health Departments. **PLAY SAFE WITH THE HEALTH OF YOUR LOVED ONES . . .** buy fresh, PASTEURIZED MILK at your favorite grocer's or order it direct from your Dairy Deliveryman!



Controlled Source of Supply Means Better MILK



Testing Assures Strict Conformance to Code Standards



Results . . . pure, fresh MILK that builds sound, sturdy bodies

Milwaukee

DAIRY COUNCIL

S. Horn, Omaha; Nebraska; N. P. Hull, Lansing, Michigan; F. W. Huntzicker, Greenwood, Wisconsin; D. H. Kellogg, Superior, Wisconsin; Albert Klebesadel, Shawano, Wisconsin; W. J. Knutzen, Seattle, Washington; A. H. Lauterbach, Chicago, Illinois; R. C. Mitchell, Southbury, Connecticut; M. R. Moomaw, Canton, Ohio; W. S. Moscrip; Lake Elmo, Minnesota; E. P. Mulligan, Kansas City, Missouri; Otto Pfeiffer, Omaha, Nebraska; Fred H. Sexauer, Auburn, New York; R. W. Sherman, Baltimore, Maryland; G. W. Slocum, Milton, Pennsylvania; B. E.

Stallones, Houston, Texas; Marion Stubblefield, Bloomington, Illinois; B. A. Thomas, Louisville, Kentucky; E. W. Tiedeman, Belleville, Illinois; Frank Walker, Orange, Virginia; B. H. Welty, Waynesboro, Pennsylvania; and John D. Miller, Susquehanna, Pennsylvania and Frank P. Willits, Ward, Pennsylvania.

At the directors' meeting, all officers were re-elected. They are: N. P. Hull, President; John Brandt, First Vice-president; W. P. Davis, Second Vice-president, George W. Slocum, Treasurer and Charles W. Holman, Secretary.

The directors also chose an executive committee consisting of N. P. Hull, M. R. Moomaw, John Brandt, George W. Slocum, C. A. Brody, W. S. Moscrip, W. P. Davis, Fred H. Sexauer, R. C. Mitchell and A. H. Lauterbach

THE CHICAGO FEDERAL ORDER

By Arthur H. Lauterbach
General Manager, Pure Milk Assn.
We believe we are safe when we say that the success of the Chicago Federal Milk Order during the first two months of its operation in the Chicago marketing area has ex-

NEW KIND OF PORTABLE MILKER



MEETS ALL INSPECTION PLUS! REQUIREMENTS

5 Parts 47 Amazing 2-piece milk head cleaned part on some milkers. RUSH name for amazing facts and low price on this seasonal Portable Milker.

Anker-Holth

Anker-Holth Mfg. Co., Room 4412, Port Huron, Mich.

Famous ANDIS Electric Clipper

New Improved Model

Only **\$17.50** POST PAID

WAS \$22.50

Here is the biggest electric ANIMAL CLIPPER bargain ever offered. Now you can get a genuine Andis—the original single unit clipper—at the lowest price in history. The Andis is easier to operate—its weight rests on the animal as you guide it with the form fitting handle. Has a more powerful, fan cooled and dust sealed motor—no shafts or stands. Blades run on hardened steel roller bearings—are quickly interchangeable for clipping cattle, horses, sheep, dogs, etc. The Andis is the choice of leading Dairymen, Army Posts, Hunt Clubs, and Breeders everywhere.

Low Cost Operation :: A Battery Runs It!

You can run an Andis all day for a few cents. There is a model for every current: Standard 110 volt AC or DC, only \$17.50. Models for 6 v. storage battery, 9 v. DeLavel Unit, 32 v. light plant, 220 v. High Line, \$2 extra, 20 feet of unbreakable rubber-covered cord regular equipment.

10 Days Trial Money-Back Guarantee

Send only \$1 (specify voltage wanted)—pay postman balance (we pay postage) or get your Andis from your dealer. Give it a thorough trial for 10 days. If not fully satisfied, your money will be promptly refunded.

ANDIS CLIPPER CO., Dept. A37M Racine, Wis.

ceeded even the fondest hopes of anyone interested in the Chicago milk industry.

We want, at this time, to publicly thank all the other co-operatives selling milk in this market for their excellent co-operation in helping to make the Federal Order workable and at the same time, thank the milk distributors for their excellent co-operation.

We are informed by the Market Administrator that the very small percentage of those in the market who did not fully co-operate is exceedingly gratifying.

At a recent country meeting Dr. R. W. Bartlett of the University of Illinois made the statement to milk producers that they should not now rest on their oars and expect the Federal Order to do the whole job alone, because the Federal Order is still in its "Honeymoon Stage" and everything is not going to be as smooth as it appears to be at this time. This, in our opinion, is sound and timely advice.

We want to caution everyone in the industry that from now on it is going to take sound thinking plus the best kind of co-operation to continue the stability in the market that all of us now enjoy.

We are very fortunate that Secretary Wallace appointed Mr. N. J.

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

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST



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

Experts IN ALL BRANCHES OF TREE SURGERY

PRUNING, SPRAYING and TREE FEEDING

WE SELL FRUIT, EVERGREEN AND SHADE TREES, FLOWERING SHRUBS, ETC.

Put Your Farm Buildings in First Class Sanitary Condition

See Us About WHITEWASHING

Free Estimates on all Work Cheerfully Given

MUENCH TREE SERVICE

3171 N. Richards Street

Milwaukee, Wisconsin

Cladakis as the Market Administrator. For in the short time that he has been in the Chicago Market he has proven to the industry as a whole that he is fair and impartial. He has also proven that he will not hesitate to enforce the Order and take violators to court.

The one thing that every unit of the industry must bear in mind is not to ask the Market Administrator for favors or anything that may be unfair to other groups. Pure Milk Association is proud of the fact that he has not asked for any special favors for the Association. Time, however, will develop any discrepancy that may exist and we shall not stand in the way of a public hearing at which discrepancies may be discussed and corrected by amendment.

Some of our members have already suggested that possibly farm organizations may not be necessary now that there is a Federal Order

and an Administrator. Anyone who thinks this ought to stop and think long enough to analyze the duties of the Market Administrator. He will find that there are more reasons today than ever before for strong co-operatives to operate in the Chicago milk shed.

Producer members of Pure Milk Association should remember this: the Market Administrator's duty is to see to it that there is equity among dealers and equity among producers.

He does not guarantee a market for your milk.

He does not guarantee payment for milk when a dealer becomes financially embarrassed.

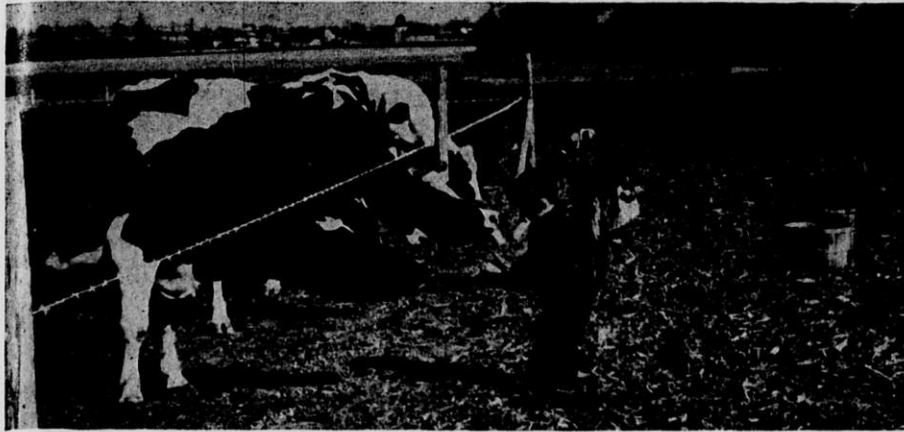
He cannot take care of surplus milk.

He cannot help the farmer when he is in trouble with the Health Department.

He has no contagious disease guarantee funds to pay for milk that

ELECTRIC FENCING

Prime Electric Fences, approved by Wisconsin State Law



Special Offer

We have on hand a few brand new 1938 Prime Models that we will close out at a liberal discount. These units are being sacrificed to make room for new current models and offer purchasers a rare opportunity of obtaining a genuine Prime Controller at a bargain.

PRIME UNITS . . . "BEST BY TEST"

See

E. J. GENGLER

Phone Hilltop 1826 Station F MILWAUKEE

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

CLIPPERS SHARPENED REPAIRED

We maintain a special sharpening and repair service department for Stewart and Andis Clippers and make them cut and run like new.

COMPLETE STOCK PLATES AND PARTS

Bring in your cutting plates or machine for sharpening or repair now.

If in need of a clipper see us first. We sell and service the Stewart and Andis Clippers. Trade in allowance on your old clipper.

PLATES
SHARPENED TO **75c**
CUT LIKE NEW SET

Plates sent in by mail. Wrap securely, show your name, address. Attach instructions to package with 75c and plates will be returned by mail at once.

WM. PUETZER SERVICE STORE

R. 4, WAUKESHA - HIGHWAY 15 - NEW BERLIN, WIS.

WISCONSIN HYBRID SEED CORN

State Tested and
Sealed

100 and 110 day
maturity

LOUIS LEMKE, Producer

Route 1, Thiensville

Phone 217F2

2 miles north of Granville Station
Highway "F"

Marketing Order that can compel producers to hold down production, and IF MILK PRODUCERS CONTINUE TO INSIST ON OVER-PRODUCING THERE IS NOTHING ELSE THAT PURE MILK ASSOCIATION MEMBERS CAN DO BUT TO ASK SECRETARY OF AGRICULTURE WALLACE FOR A LEVEL PRODUCTION PLAN, OR FOR A PRICE SO LOW THAT DURING THE HEAVY PRODUCING PERIOD WE WILL AUTOMATICALLY GET LOWER PRODUCTION. —From Pure Milk

GOOD IDEA

If a person wishes to open a dairy store in Holland, he must have at least \$3,500 on hand and must pass an examination to show his proficiency as a bookkeeper, executive and dairyman!—Dairymen's League News.

cannot be sold when farm families are quarantined.

He cannot advertise your product; nor can he do public relations work for you in bringing the problems of the farmer before the consuming public.

He does not aid 4-H Club work; and he cannot look after the farmer's legislative problems, state or national.

We will still need farm organizations to plead the producers' case in State and Federal hearings. Individual farmers do not have enough facts to present at public hearings. They must have an organization that speaks for them.

Our attention has been called to the fact that many producers in the outlying territory are making application to ship milk to the city of Chicago.

We are told that the managers of country plants are now telling their farmers that the Federal Order will bring them more money in this outlying territory and that they should prepare to meet the Grade A inspection requirements. We also find that nearby farmers are purchasing cows at high prices in order to increase their production.

Therefore at this time we would like to sincerely warn all producers that there is nothing in the Federal

New COOL EASY RUNNING Electric COW CLIPPER

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



STEWART CLIPMASTER

New anti-friction tension control assures perfect tension between blades for cooler, lighter running—faster, easier clipping. Makes blades stay sharp longer. Exclusive Stewart design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Completely insulated—no ground wire required. The fastest clipping, smoothest running, easiest-to-use clipper for cows, horses, dogs, mules, etc. A \$25 value for \$19.95 complete. 100-120 volts. Special voltages slightly higher. At your dealer's or send \$1.00. Pay balance on arrival. Send for FREE catalog of Stewart electric and hand-power clipping and shearing machines. Made and guaranteed by Chicago Flexible Shaft Company, 5592 Roosevelt Road, Chicago, Illinois. 50 years making Quality products.

CHRISTMAS SEALS



Help to Protect Your Home from Tuberculosis

Tuberculosis causes 900 deaths annually in Wisconsin. For every death there are nine active cases, a total of more than 8,000 sources of danger to others. Christmas Seals help to find active cases of tuberculosis and to secure treatment for them and protection for others. In buying Christmas Seals you help to make possible the continuation and expansion of the winning fight against tuberculosis carried on throughout the year by the Wisconsin Anti-Tuberculosis Association.

BUY and USE CHRISTMAS SEALS

The good they do depends on YOU

Save MONEY!

Kindy Group Service will save you money and insures you competent optical service at low cost. Fortunately, this offer is available to any member of your family who may need glasses. Come in soon.

KINDY OPTICAL CO.

MILWAUKEE, WIS.

615 N. 3rd St.

Tel. MArq. 7225



• Use Your Co-operative Milk Producers Courtesy Card.

Glasses Cleaned and Straightened Without Charge.
ONE HOUR FREE PARKING at the Kilbourne Parking Station across the street with a purchase of \$1.00 or more.

MAYR'S SEED and FEED

Successors to Hales Milling Company

We Buy Malting Barley.

Wait For Our Buyer.

IRV. THELAN
Caledonia

MARVIN SCHMIT
Thiensville

SAM FONTANNAZZA
Menomonee Falls

ELMER WILBURTH
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500 W. OREGON ST.

MILWAUKEE, WIS.

MR. DAIRYMAN!

You can save dealer discount of 23% by ordering your Tank direct before Jan. 1

Here is a well insulated cooling tank you can install yourself and save money. The tank is insulated with the best mineral insulation obtainable, known as "ROCK CELL." THE PFEIFER UNITS under and around the insulation are made of the same material, so that the tank has 6" of insulation and yet the walls are only 6" thick.

The steel tank is made of 16 gauge copper bearing steel coated with two coats of ELATERITE. The inner and outer edge of this tank are protected by steel angles to secure durability, a tank 36" by 60" inside dimensions can easily be installed in four hours. Installation details are furnished with each purchase.

The tank is portable, in case you are contemplating a new or larger milk-house, you need not lose the investment you have in the tank, simply dismantle it and install in a new location.

The cover is constructed of one-quarter-inch super plywood top and bottom, with one and one-half inch of Built-Rite insulation between. It has an airtight rubber gasket all around.

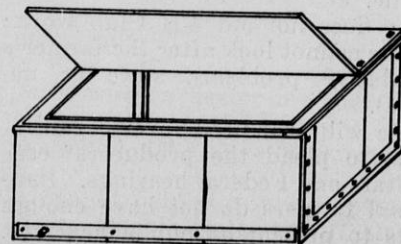
PFEIFER UNITS are not only being used for cooling tanks, but for building of homes, utility buildings, milk houses, barns, locker-houses, etc. They render a construction that any-one can erect, a construction that is fire-safe, shrink-proof, vermin and rodent proof, and strong. Let us know your needs and we will call on you or write you regarding them.

WISCONSIN UNITS COMPANY

Phone Gr. 6177 or Gr. 3664

6639 W. National Avenue

Milwaukee, Wisconsin



Pfeifer Unit Cooling Tank

MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

JANUARY, 1940

Number 10

January Fluid Price \$2.40

OTHER MARKETS

The California Dairyman carries a feed dealer's ad which suggests raisins as a very good cow feed.

MARKET ADMINISTRATOR SUES

The Federal market administrator for the Chicago market has brought suit against the Wrightwood Dairy Company and White Eagle Dairy Company, both of Chicago, and a Kenosha, Wis., co-operative.

Failure to file reports showing the use made of the milk purchased by the dairies and not paying producers according to the use made of milk are the basis for the suit.

The Kenosha producers' group is accused of not paying the producers for milk according to the use made of it.

DRAG 'EM OUT INTO THE OPEN

Our choicest editorial bouquet to Mr. Fred Sexauer, president of Dairy-men's League, for dragging out into the open this matter of radical effort to penetrate into the membership of farmers' co-operatives. No doubt Mr. Sexauer will have hurled at him the usual charges of "red baiting" but let no one be deceived by such efforts to divert attention from the attempts of Communistic elements to gain control of farmer groups. The danger is very real.

The Reds are shrewd propagan-dists and many farm organization leaders will find that it won't be very pleasant to engage them in combat. But as leaders, their duty to their members is plain. Let them emulate the example of Mr. Sexauer and courageously challenge the termites.

THE MILK SHED NEWS.

RESOLUTIONS

The committee on resolutions, consisting of Robert Hasselkus, Wau-kesha County; John E. Jones, Wau-kesha County; John Ballbach, Mil-waukee County; Philip Schowalter, Washington County, and Fred Schroeder, Ozaukee County, met at this office on Thursday, January 4, to study resolutions.

The committee studied six resolu-tions which were presented and which read as follows:

WHEREAS Divine Providence saw fit to remove Director and Co-worker George W. Drought

BE IT RESOLVED that we offer our condolence to his wife and chil-dren,

BE IT FURTHER RESOLVED that a copy of this resolution be spread on the minutes of this Twenty-fourth annual meeting of the Milwaukee Co-operative Milk Producers.

* * *

WHEREAS it is acknowledged by economists, dietitians, doctors, nurses and nutrition workers, that the per capita consumption of dairy prod-ucts is deplorably low and

WHEREAS successful efforts are being made by the promoters of vari-ous products, some of which are without merit, to separate the con-sumer from his dollar through the medium of newspapers, billboards and broadcasts

THEREFORE BE IT RESOLVED that in order to promote the con-sumption of dairy products in this market the Milwaukee Co-operative Milk Producers assembled in its twenty-fourth annual meeting vote to have a deduction of one cent per hundred pounds of milk made by the various dealers on all milk delivered

YOUR ANNUAL MEETING

As fixed by the constitution and by-laws the annual meeting date of this organization is Tuesday, Janu-ary 23, 1940. The place, Milwaukee Auditorium, Time 10:20 A. M.

Notice will go out shortly to all active stockholders of record.

to the various dealers which is sold for fluid consumption, providing the dealers contribute a like amount on the sale of all fluid milk, such money to be expended by a committee of producers and distributors for the promotion of the sale of dairy prod-ucts in the Milwaukee Metropolitan Market and in the Waukesha market.

* * *

WHEREAS the National Co-opera-tive Milk Producers Federation of which this organization is a charter member adopted a resolution at its annual meeting held in Chicago in November, 1939 relating to radical groups and

WHEREAS this group believes the resolution will serve the best inter-ests of the organized producers

THEREFORE BE IT RESOLVED that we resent attempts by radical groups to interfere with marketing of milk and its products by furnish-ing finances, organizers and pickets to minority groups in milk sheds which seek to interfere with the orderly procedure of milk marketing and to disturb the structure of bona fide, representative, co-operative or-ganizations of milk producers.

* * *

WHEREAS an organization known as the Wisconsin Dairy In-dustries Association has been organ-ized for the purpose of joining in

(Continued on page 3)

DECEMBER PRICES

GRIDLEY DAIRY CO.		LAYTON PARK DAIRY		LUIOK DAIRY CO.		FOX DAIRY CO.		
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price	
Fluid	51.93	\$2.40	Fluid	50.31	\$2.40	Fluid	54.17	\$2.40
Out. Relief.	3.06	2.17	Out. Relief.	3.93	2.17	Out. Relief.	.65	2.17
Cream	19.12	1.65	Cream	10.86	1.65	Cream	32.20	1.65
Manuf'd	25.89	1.40	Manuf'd	34.90	1.40	Govt. Sales.	2.50	1.65
Composite price	1.99		Composite price	1.95		Manuf'd	10.48	1.40
						Composite price		2.03
BLOCHOWIAK DAIRY		SUNSHINE DAIRY CO.		EMMER BROS. DAIRY				
Perct.	Price	Perct.	Price	Perct.	Price			
Fluid	54.77	\$2.40	Fluid	51.21	\$2.40	Fluid	64.30	\$2.40
Out. Relief.	5.11	2.17	Out. Relief.	2.57	2.17	Cream	11.31	1.65
Cream	10.85	1.65	Cream	17.21	1.65	Manuf'd	24.39	1.40
Govt. Sales.	12.52	1.65	Manuf'd	29.01	1.40	Composite price	2.07	
Manuf'd	16.75	1.40	Composite price	1.97				
Composite price	2.03							

MILWAUKEE MILK PRODUCER

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Subscription\$1.00 Per Year

COMPOSITE PRICE UP SLIGHTLY

The December composite price is up a few cents over November with most of the companies, due in part to a two cents gain in manufactured price and in part to some of the receipts being in excess over-base class and therefore out of the computation when the composite price is figured.

Having a composite price that is just about on a par with December of 1938 when milk retailed at 12 cents as against 11 cents for the past month, makes for a healthy situation.

BUTTER MARKET

The butter market was fairly steady during December, Chicago 92 score as reported by the U. S. Department of Agriculture, Agricultural Marketing Service, ranged from 29¼ cents to 29¾ cents and back to 29½. The average price for the month was .29516 cents as compared with .29525 for November. The range was greater in November the low being .28¼ and the high 30¼ cents.

Consumption of butter is reported as fair. More people employed probably being the principal cause for better buying.

Secretary Wallace in his annual report released on January 2, says that "the number of cows per farm in 1939 is up 1 percent over the previous year, the first increase in five years."

This increase in cow numbers may not mean much higher production for 1940 if the shortage of soil moisture continues into the Spring months.

DEALERS COMPLAIN ABOUT LOSSES ON CREAM

With cream milk costing them \$1.65 as against 93 cents in August without an increase in the resale price, the dealers are complaining that handling cream is costing a lot of money. The price to the consumer should be raised rather than lowering it to the producer. Also costly special deliveries should be abolished or charged for. The same customers who want special service complain that there are too many wagons on the street.

WINS NATIONAL 4-H HONORS

Members of this organization or their families are continually getting into big time news. Miss Isabel Meyer, daughter of Member Alfred J. Meyer, Hales Corners came home from the National 4-H Club Congress in Chicago with a fifty dollar gold wrist watch and a silver pitcher, as a reward for being the highest 4-H girl in the nation in judging club canning project.

Isabel scored 40 points ahead of the second place girl in judging fruit, vegetables and meat and gave reason for the manner in which she made the placings.

Both Mr. and Mrs. Meyer have been club leaders in their territory for many years.

FARM WEEK PROGRAM

The annual Farm Week is scheduled at Madison, January 29 to February 2 at the College of Agriculture. The program outlined is: Monday, conservation; Tuesday, dairying; Wednesday, live stock and rural drama; Thursday, youth affairs and rural housing; and Friday, farm credit and draft horses.

CLIP AND BED WELL

Plenty of good bedding in the stall and gutters is a sound precaution since it absorbs much of the liquid manure and increases the value as fertilizer of materials that have practically no feeding value.

Probably the most important factor in keeping cows clean is clipping the hair short. Manure and other sources of bacteria naturally cling to long hair. A clipped cow is obviously much more easily and quickly cleaned.

What the U. S. Department of Agriculture Says

"Clip the long hairs from the udders, flanks and tail in order that dirt may not cling to them. On hair, if it falls into the milk, may add as many as 30,000 bacteria." (Bulletin 602.)

Because much of this dirt is soluble and dissolves in the milk, it cannot be strained out. Therefore, since the proverbial "ounce of prevention is worth a pound of cure" keep that bit of filth out of the milk in the first place.

NATIONAL HOLSTEIN ASSOCIATION TO MEET IN MILWAUKEE

Wisconsin breeders invited the Holstein Friesian Association of America to hold their 1940 convention in Wisconsin and Milwaukee was chosen by the directors as the site. Secretary Norton plans to call together the official inspectors for an intense type study immediately following the June meeting. It was announced that Paul Misner would definitely hold a Royal Brentwood Sale at the Pabst Stock Farms near Oconomowoc, Wisconsin, the day prior to the opening of the convention in Milwaukee. With the classification school and a Royal Brentwood Sale scheduled for the forepart of June, Wisconsin, one of the great Holstein states of the nation, will truly become the Holstein capitol of America.

BUY FROM ADVERTISERS

The Milwaukee Milk Producer is very careful about selling advertising space. You are therefore quite safe in dealing with its advertisers. When you patronize people who advertise in this paper, you are helping your own organization for the advertisers help to pay the cost of publishing the paper.

WHEN THE FAMILY BUYS A NEW CAR

Father's Question: "How many miles to the gallon?"

Mother's Question: "What color is the upholstery?"

Son's Question: "How fast will it go?"

Daughter's Question: "Has it a good mirror?"

Neighbor's Question: "How can they afford it?"

A SOCIABLE COW

Bargaining for a cow had gone on at a leisurely pace for more than an hour. Finally the prospective buyer came flatly to the point.

"How much milk does she give?" he asked.

"Wal," said the farmer, "I don't rightly know—ain't never measured what Prunella gives, to be truthful. But she's a good-natured critter—she'll give all she can."

RESOLUTIONS

(Continued from page 1)

with other states for the promotion of the sale of dairy products and

WHEREAS said Association is asking for one-half cent per each pound of fat handled during month of August to finance the work

THEREFORE BE IT RESOLVED that we endorse the movement and request the Milwaukee Dairy Council to turn over to the first mentioned organization the amount of money that would accrue at one-half cent per pound fat for month of August (approximately \$1,600) providing that at least \$100,000 have been signed up.

* * *

Whereas, the cash reserves of the Milwaukee Co-operative Milk Producers' Association have increased in recent years in excess of our present or apparent future needs; and

Whereas, our aims and purposes are chiefly to broaden and strengthen our milk market for the permanent advantage of our industry rather than to accumulate superfluous or unneeded reserves; therefore,

Resolved, that a committee of three members shall be nominated and elected from the floor at the present meeting to make a study of tangible, concrete investments in which surplus moneys of this Association could be placed to encourage more abundant and regular use of fluid milk, cream, and the derivatives of milk made in the Milwaukee area from our product. Direct advertising shall not be considered in this study.

THE MILWAUKEE MILK PRODUCER shall keep us regularly informed as to the progress and ultimate findings of this committee. When the committee has completed its studies, it shall make a complete report of its work and findings to the Board of Directors. If the committee reports a plan of investment of surplus association funds which—in their opinion—would materially react in increased use of milk and milk foods in the Milwaukee area, the Board of Directors shall be authorized and instructed to take such steps as may be necessary to place the plan in operation—and to continue its performance after it is begun until it shall appear to them in their best judgment unprofitable to continue the carrying out of the project any further. Should that time ever arrive, the Directors shall be authorized to liquidate and discontinue the investment.

Members of the committee selected shall individually be paid \$5.00 for every full day they spend in their

**DEALER'S BUYING AND SELLING PRICE FOR MILK
DECEMBER, 1939**

U. S. Department of Agriculture, Agricultural Marketing Service,
Fluid Milk Price Report, Mid-Western States

State-Market	Buying price for raw milk (flat price or 3.5% fat basis) f.o.b. city	Retail, Delivered to	
		Homes	Stores
		bottled per quart	
ILLINOIS			
Champaign	1.84	.11	.11
Chicago	Not determined	.13	.10½-.11
Joliet	Not determined	.12	.12
Quincy	1.81	.10	.10
Rockford	Not determined	.10	.10
INDIANA			
Elkhart	2.01	.11	.11
Evansville	1.82	.11	.11
Gary11½	.11½
Indianapolis	2.03	.11	.10
South Bend	2.27	.12	.12
IOWA			
Burlington	2.25	.10	.10
Cedar Rapids	1.85	.10	.06-.08
Davenport	2.10	.11	.11
Des Moines	2.00	.11	.10
Fort Dodge	2.20	.11	.11
Mason City	2.20	.11	.11
Ottumwa	2.00	.10	.10
Sioux City	2.25	.11	.10
KANSAS			
Kansas City	2.03	.12	.12
Topeka	2.10	.11	.11
Wichita	2.21	.12	.12
MICHIGAN			
Battle Creek	2.45	.10-.12	.10-.12
Detroit	2.08	.11	.09
Grand Rapids	2.00	.11	.10-.11
Kalamazoo	2.45	.12	.10
Lansing	1.60	.09	.09
MINNESOTA			
Duluth	Not determined	.10	..
Minneapolis	Not determined	.12	.10-.11
St. Paul	Not determined	.11	..
Winona	2.12	.10	.10
MISSOURI			
Kansas City	2.31	.13	.12
St. Joseph	2.10	.11	.08-.11
St. Louis	2.20	.10-.12	.10-.12
OHIO			
Akron	2.27½	.11	.09-.11
Canton	2.57½	.12	.12
Cincinnati	2.55	.11	.10
Cleveland	2.50	.12	.11-.12
Columbus	2.05	.11	.10-.11
Dayton	1.91	.11	.10-.11

Price for Class I milk delivered to Chicago was reduced 15 cents per hundred pounds as of December 1. This is according to the arrange-

ment whereby a lower premium over condensed will be paid for Class I milk in December and for the first six months of 1940, we are informed.

studies and investigations. They shall be limited to a total expense of \$200.00. Their responsibility shall cease when they have made their final report to the Board of Directors—in person.

WHEREAS, One of the most important phases of market stability in our fluid milk market is the neces-

sity of proper reports by distributors of the distributions by classes of their intake of milk and

WHEREAS, It becomes necessary to the stabilization program that such reports be properly checked by competent auditors and

WHEREAS, The cost of such
(Continued on page 5)

Mr. Fletcher Says: . . .

Many times when any of us receive a notice from the dairy, we are shipping to, in regard to high bacteria, there may be a notation added thereto stating "utensil contamination." Immediately we check up our milk pails, strainers, milking machine, etc., and if found to be clean, we are inclined to believe that the laboratory was wrong in their analysis of our trouble.

Yet they may have been right, and we may have missed some other important phases of "utensil contamination."

For instance we might examine the stirring rod. In many cases this may not be washed daily, or we may unthinkingly stir the milk, rinse the rod off in the milk tank and hang it up. Because this comes in contact with every can of milk, and in many cases is not kept clean regularly like the rest of the equipment, we may create "utensil contamination."

Again we might examine the inside of our milk cans. If there are any open seams they may cause trouble. However they may also be heavily coated with a white substance commonly called milkstone. Inasmuch as this is dried butterfat, it is a common source of "utensil contamination." It can be removed by using milkstone remover which may be purchased through our office or by taking a dry Gottschalk sponge, and rubbing it briskly against the inside surface of the can when dry.

Another thing that can cause "utensil contamination" is dirty milk stools. When we think that we handle the milk stool between each cow we milk, we must realize the importance of having a clean stool, well painted in order to remove a very possible source of "utensil contamination."

While these are things we may not always associate with causes of high bacteria, yet careful checking has shown that they are common causes of much of our trouble along that line.

* * *

At your office we receive many letters from the members, all of which we welcome.

For your opinions, criticism or praise are always of value to the organization in establishing future policies. Recently, I received a letter from a shipper who stated he had been a member for 20 years but he failed to sign his name. That was too bad, for this letter was not

only interesting but showed that member was truly thinking of one of our tough marketing problems.

He asked why some action was not being taken to stop the underselling of the ordered price by a certain roadside stand in Waukesha County pointing out how that class of competition was hurting his market.

Answering his question through this column, I wish to point out that when the milk control bill was re-enacted by the legislature an amendment was added to the bill that made the bill affective only in counties with a population of 70,000 or more and in cities of the first, second and third class. Because Waukesha County has less than 70,000 population, the only part of the county under control is the city of Waukesha and milk may be sold at any price elsewhere within the county without restriction.

This complicates the attempt to hold the controlled areas in line. While it may not cause serious trouble during the Winter months it is possible a serious problem of cut price competition may arise when Spring comes.

When your organization representatives appeared before the legislature favoring re-enactment of the milk control law, we fought all attempts to add amendments to the new bill, knowing that at the best milk control legislation is always hard to enforce. However, in the closing minutes of the session certain legislators, who may have been talking to protect certain interests, added this "joker" to the bill and with the "joker" in, it became a law.

If this amendment to the milk control law is not thrown out by the courts on constitutional grounds, we may have some interesting problems ahead.

WISCONSIN LEADS IN CORN FOR SILAGE

Wisconsin's 1939 acreage of corn for silage was the largest shown for any state in the nation, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

About 48 percent of the 1939 corn acreage was used for silage. Farmers in the state used 46 percent of the corn acreage for grain, and estimates indicate that six percent was hogged down or used for grazing or forage.

More than eight million tons of silage were produced in Wisconsin in 1939. Over a million acres of corn were used for this purpose.

Another million acres were used for corn for grain, and the state's corn for grain production is estimated at over 40 million bushels.

Although the total corn acreage was somewhat smaller than estimated for 1938, the 1939 production of silage was about the same as the year before. Wisconsin's total corn acreage in 1939 is estimated at 2,233,000, acres, and the total production of all corn is estimated at nearly 86 million bushels, which is between four and five million bushels below the production in 1938.

With the great importance of dairying in Wisconsin, the use of corn for silage is much greater than in other states. This state has the largest number of silos reported for any state in the nation. In silage production the next ranking states, Minnesota and New York, produced only about 3½ million tons in 1939.

CHRISTMAS CHEESE SALES SATISFACTORY

Plan for a Big Campaign This Year

While reviewing the results of the most successful "Cheese-for-Christmas" campaign in Wisconsin's history, the state department of agriculture announced that a statewide meeting will be scheduled within 30 days to start the 1940 Christmas cheese program.

With early reports from all branches of the cheese industry indicating that more than a million pounds of natural Wisconsin cheese were sold as holiday gifts, a much more comprehensive campaign for 1940 is contemplated with an advisory committee assisting in laying the plans and conducting the program.

The advisory committee will be named at the meeting and will include retail food executives, advertising experts, Wisconsin manufacturers and business men, as well as representatives of every branch of the dairy industry.

Sponsored by the department as a cooperative effort with the Wisconsin cheese industry, the 1939 Christmas cheese sales drive opened avenues which it is believed will lead to better merchandising methods, more effective advertising, and better means of distributing natural cheese throughout the nation.

Distributed in attractive cartons wrapped with cellophane, the cheese brought holiday cheer to people in every state, the nation's foreign possessions, 20 foreign countries, and a long list of notables including governors and radio executives.

(Continued on page 6)

REPORT OF THE SECRETARY OF AGRICULTURE

Secretary Wallace evidently feels that the European war may have a great affect on the farmers of the United States. In his 1939 report to the President, released on January 2, Wallace heads the first page with this caption—"What the War Means to Our Farmers." We may not all agree with Mr. Wallace's farm policies but the following quotations from the report may be worthy of thought.

It has been evident for years that the central problem of American agriculture is the problem of its relationship to the world market. This came into general recognition soon after the World War of 1914-18.

In the post-war depression world prices dropped so low that production for sale abroad was unprofitable. Farmers urged that their production for export should be separated sharply from their production for home consumption, so that the home market at least might be reasonably remunerative. The idea became a cornerstone of our national agricultural policy.

The importance of this central problem has not been lessened by that fact that Europe is again at war. On the contrary, the new hostilities remind us with new emphasis that world conditions affect our agriculture vitally and that the problem of achieving an ultimately satisfactory farm adjustment is more difficult than ever. Agriculture can do nothing without reference to this basic fact.

It would of course be folly to regard the new war as in any way a solution of our farm problems. Even should it cause certain prices to rise, so that differentials may for a time not be necessary between prices at home and prices abroad, the need for protecting the home market against the influence of the world market will return with the return of peace. Whether or not the pattern of the last war and the post-war period will be repeated we do not know; but we do know that war usually destroys or reduces the purchasing power of belligerent countries.

Hence the outbreak of hostilities is not a reason for abandoning our efforts to conserve the soil, to keep our farm output in adjustment with the current and prospective demand, and to establish a rural-urban balance on the basis of equitable price relationships. On the contrary, it is a reason for strengthening our ma-

chinery to accomplish these ends. Such machinery has already demonstrated its usefulness as a means of adjustment to war conditions. After the war, if drastic farm adjustment must again be made, it will be a safeguard against market demoralization.

This machinery enables farmers to meet the shock of war much better than they met it 25 years ago. It authorizes two main responses to the foreign-trade problem: (1) the adjustment of production more nearly to the combined foreign and domestic demands, and (2) the raising of domestic agricultural prices above world prices when world prices are depressed, or equivalent action in raising the income of farmers from the domestically consumed part of their production. Methods used to adjust farm production downward can be used to adjust it upward should need arise. Methods developed to protect domestic prices and to provide more income from the domestically consumed than from the export proportion of the farm output may be necessary for some crops during the war and for many crops when the war ends. There is no justification whatever for allowing the adjustment machinery to lapse.

Continued Need for Land Use Planning

Even should there be an improved demand for wheat and cotton and other export crops, we shall need co-operative land use planning. Reckless expansion without regard to the needs of the soil would be eventually disastrous. It would lead to heavy overproduction and would undo the work of years in soil conservation. Land that should not be farmed would stay in or come into cultivation; there would be a new plow-up of the grasslands, with new hazards of dust storms. In the South, if the cotton acreage increased, crop diversification would lag; expansion in the feed-grain areas would hinder the shift from soil-depleting to soil-conserving crops. Our stocks and world stocks of cotton, wheat, tobacco, and feed grains are large. The first three months of war have not stimulated the export demand for our farm products. It now appears that our exports in the current marketing year will be smaller than they would have been, had the world remained at peace. But if more of our farm products should be required at any time, the farmers through A.A.A.-controlled expansion can satisfy and yet not go beyond the extra need.

Lack of such facilities might mean heavy overplanting in the event of temporarily stimulated demand. Farm incomes are still below parity; farmers are in debt, and behind with farm and home improvements. On a purely competitive basis the average farmer would feel that he could not afford to sacrifice his immediate cash interest for the long-time welfare of the Nation's resources or even from the long-time welfare of his own farm. He would be strongly tempted to repeat the soil exploitation of the World War period, which laid the basis for the disastrous dust storms and floods of recent years. Only cooperative action supported by Government powers and Government funds, could prevent the same exploitation from occurring if the same price incentives were present.

Of course no one can predict the duration of the war. Agriculture in the United States should be prepared for either a short or a long struggle. In the event of an early peace, our export opportunity probably will not be better than it was previously, since even a short war will involve great expense to Europe. Meantime the stimulus to prices may be slight. In the event of a long war, prices will probably be higher for a longer time, but if the pattern of the last post-war period is any criterion the resulting depression will be deeper. In either case the need will probably be paramount for farmers to be in a position to guide their production intelligently and to protect themselves and the National against undue speculative expansion.

RESOLUTIONS

(Continued from page 3)

work done by the Department of Markets auditors is borne by the producers to this market

THEREFORE BE IT RESOLVED that this organization request that such audits be kept current at all times and that the results of such audits be filed at the office of the Milwaukee Co-operative Milk Producers immediately after the audit is completed.

Hartford, Conn.—Robert C. Mitchell of Southbury, for 20 years president of the Connecticut Milk Producers' Association, will retire from that office next Monday, January 8. Mr. Mitchell will deliver his twentieth and last annual report on that date to the voting delegates of the association at their annual meeting in the Hotel Garde, Hartford.

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MEETS ALL INSPECTION PLUS! REQUIREMENTS

5 Parts replace 47 parts on some milkers. RUSH name for amazing facts and low price on this sensational Portable Milker.

Amazing 2-piece milk head cleaned CLEAN in a few seconds. Vacuum adjustable to each cow. No pulsator, no pipelines. NEW Lip Action Valve that can't stick or foul. Result of 35 years' experience. Nothing like old portables. Don't buy any milker until you get facts about the new

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Was \$22.50

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Low Cost Operation :: A Battery Runs It!

You can run an Andis all day for a few cents. There is a model for every current: Standard 110 volt AC or DC, only \$17.50. Models for 6 v. storage battery, 9 v. DeLaval Unit, 22 v. light plant, 220 v. High Line, \$2 extra. 20 feet of unbreakable rubber-covered cord regular equipment.

10 Days Trial Money-Back Guarantee Send only \$1 (specify voltage wanted)—pay postman balance (we pay postage) or get your Andis from your dealer.

Dealer. Give it a thorough trial for 10 days. If not fully satisfied, your money will be promptly refunded.

ANDIS CLIPPER CO., Dept. A37-A Racine, Wis.

CHRISTMAS CHEESE SALES SATISFACTORY

(Continued from page 4)

It also brought letters from distributors all over the United States wishing to sell Wisconsin cheese and probably resulted in more prominence for that product than it ever had enjoyed in the merchandising field.

Headed by the brewers of this state who purchased over 200,000 pounds of Wisconsin cheese for Christmas, various industries again cooperated in distributing tons of holiday cheese. The Jos. Schlitz Brewing Co. distributed over \$5,000 worth of Christmas cheese; the Pabst Brewing Co. distributed 13,000 pounds, and the Blatz Brewing Co. spent \$5,000 in a daily newspaper campaign to popularize the Christmas cheese program.

Every publicity outlet in the state cooperated and free publicity amounting to thousands of dollars was given the campaign. News, pictures, and editorials boosting the program appeared frequently in many Wisconsin newspapers and magazines and in many national trade publications. Weekly newspaper editors of this state took

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

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

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Milwaukee, Wis.

orders for approximately 25,000 pounds of Christmas cheese. Radio stations gave much of their time to the program.

Almost every large city in the state conducted city or county-wide cheese sales drives to stimulate the holiday cheese trade. In many instances

mayors proclaimed a "Cheese Week" or "Cheese Sales Month" in their city.

The deep appreciation of the state department of agriculture and the Wisconsin cheese industry has been extended to all who cooperated in the campaign.

YOU ARE WHAT YOU EAT

By Victor G. Heiser, M. D., Author of "An American Doctor's Odyssey" and "You're the Doctor"

Tell a scientist what you eat and he will tell you what you are. Proof of the validity of this statement rests on observations of the dietary habits and nutritional status of the peoples of the world. In far off India, for example, two groups of people, who

are just as different physically as any people of the same race and country could possibly be, demonstrate the relation of an adequate diet to good nutrition and of an inadequate diet to poor nutrition.

The Sikhs, who live in northern India, are among the finest specimens of mankind; tall, strong and stalwart. In southern India are the Madrassi—small and poorly developed.

What is the cause of the great

ELECTRIC FENCING

Prime Electric Fences, approved by Wisconsin State Law



Special Offer

We have on hand a few brand new 1938 Prime Models that we will close out at a liberal discount. These units are being sacrificed to make room for new current models and offer purchasers a rare opportunity of obtaining a genuine Prime Controller at a bargain.

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DISINFECTANTS, STERILIZERS
and BACTERICIDES
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ANIMAL CLIPPERS**

In addition to the above named articles, we carry a stock of AMERICAN, BRICK and LIMBURGER CHEESE and can also furnish our members with SWISS CHEESE.

Drop in and look over this line of supplies for we have no reason for handling them, except to benefit producers.

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SERVICEABLE PURE-BRED Holstein Bulls

of faultless type from clean production tested herd; one by the Grand Champion cow of the Ozaukee County Fair 1938 and 1939.

LAUNFAL FARM,
Highway 57, Saukville, Wis.

difference between these people? Mayor General McCarrison, representing Great Britain in the Indian Medical Service for many years, believed it was diet and set about to see if he was right. He found that the typical diet of the stalwart Sikhs is made up of milk, and the products of milk—butter, curds and butter-milk—freshly ground whole wheat made into cakes of unleavened bread, legumes, fresh carrots and cabbage, tomatoes, root vegetables, and fresh meat once a week. In

contrast, the diet of the poorly developed Madrassi consists of washed polished rice, legumes, fresh vegetables, condiments, vegetable oil, coffee with sugar, little milk, coconut and betelnut.

To find out conclusively if these two diets were the cause of the great contrast in the Sikhs and the Madrassi, General McCarrison performed an interesting experiment. He selected two large groups of young white rats in his laboratory. To one group he fed the diet of the

Sikhs, to the other the diet of the Madrassi.

The white rats were all healthy before the experiment began, but at the conclusion of the test the animals showed the same contrast in size and vigor as the Sikhs and Madrassis. Furthermore, the Sikh-fed rats were sleek in appearance, contented in disposition, and free from

disease. In contrast, those fed the Madrassi diet had rough coats, were quarrelsome and had much illness.

Many of the diseases from which man suffers are brought about by man himself. A hundred thousand orientals die every year of beriberi and one million are constantly ill with the disease, the result of eating white polished rice from which the Vitamin B has been removed.

Beriberi could be wiped out if each eastern country would levy a small tax on polished rice. Such a tax would lift the price of polished rice out of reach of the poorer classes.

In the Philippine Islands, to control beriberi, the governor general issued an executive order requiring the use of unpolished rice in all government institutions. The effect was magical. In a few weeks no new cases appeared and those not seriously ill began to recover. As long as this executive order was enforced there were no further cases, and the rate of 1,000 deaths a year dropped to zero.

Half of the 12 million inhabitants of Sind in northern India have stones in the bladder and live in terrible pain. Dr. McCarrison fed the Sind diet to healthy rats; with dramatic suddenness 50 percent developed stones. No stones, however, formed in a group of rats fed this same diet with the simple addition of a daily teaspoonful of milk. It is probable that millions of humans could be saved from disease if every day they would drink just one pint of milk.

A really enlightened diet, containing adequate amounts of milk, fruits, vegetables and eggs, will not only prevent dietary deficiency diseases, but will also ward off many of the conditions that make surgical operations necessary. There is every reason to believe that the nation that can regulate its food consumption in accordance with scientific principles may not only produce a larger percentage of sound, healthy people,

but at a cost infinitely less, and by inference become the leaders of the

world.—National Dairy Council, December, 1939.

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The steel tank is made of 16 gauge copper bearing steel coated with two coats of ELATERITE. The inner and outer edge of this tank are protected by steel angles to secure durability, a tank 36" by 60" inside dimensions can easily be installed in four hours. Installation details are furnished with each purchase.

The tank is portable, in case you are contemplating a new or larger milk-house, you need not lose the investment you have in the tank, simply dismantel it and install in a new location.

The cover is constructed of one-quarter-inch super plywood top and bottom, with one and one-half inch of Bull-Rite insulation between. It has an airtight rubber gasket all around.

PFEIFER UNITS are not only being used for cooling tanks, but for building of homes, utility buildings, milk houses, barns, locker-houses, etc. They render a construction that any-one can erect, a construction that is fire-safe, shrink-proof, vermin and rodent proof, and strong. Let us know your needs and we will call on you or write you regarding them.

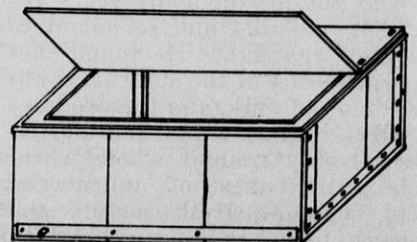
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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 12

FEBRUARY, 1940

Number 11

February Price Remains at \$2.40

ANNUAL MEETING

The annual meeting of this organization held at the Milwaukee Auditorium on January 23 was adjourned to Tuesday, February 27 at 1:00 p.m. Adjournment was taken after the major part of the day was spent in an illegal and abortive effort to amend that section of the By-laws relating to the election of the Board of Directors.

The hour was late and many members who had to get home to care for their barn work had already left when the vote was announced on the resolution to amend the by-laws.

Every member should attend the adjourned meeting on February 27. A member is a producer of milk, who is the owner of a share of stock fully paid or one who has signed a marketing agreement, which contains a clause providing for purchase of a share of stock. Only those people are members and can legally vote.

Election of five directors and consideration of resolutions will be the regular order of business.

OTHER MARKETS

Market Control Confronted By Three Specific Dangers

There are three things that can wreck a milk control program and cancel all of its benefits to the dairy farmer, according to Governor H. H. Lehman, of New York. The three dangers, he said, are:

1. Dissention among farmers.
 2. Short-sighted and unwise action by dealers.
 3. Over-production by dairymen.
- "It should not be taken for granted by any dairyman that ex-

(Continued on page 3)

NON-PRODUCING STOCKHOLDERS MAY TURN IN STOCK

In order that inactive stockholders may be removed from our list, we are asking our members to notify any of the persons listed below whom they may know, that the stock may be redeemed. We are giving the last known address, but the persons either have died or have moved to another address, for mail is returned.

There are a few duplicate names on our list, but the address is different. Many rural routes have been changed and this adds to the confusion:

Fred Arend.....Wauwatosa, R. 13
 Paul Becker.Menomonee Falls, R. 17
 Matt Becker.....West Allis, R. 4
 Frank Bergander.Hales Corners, R.1
 Aug. Boelter.....West Allis, R. 4
 Carl F. Boelter....Brookfield, R. 12
 Bortz, A.....No. Milwaukee, R. 4
 Brumm, Albert....Waterford, R. 1
 Casper, Hubert....Waukesha, R. 4
 Dittmar, Wm.....Thiensville
 Dreyer, Fred B.....Wales, R. 31
 Eggert, Wm. R..Sta. F., Milwaukee
 Ehl, Conrad.....West Allis, R. 5
 Fazekas, Steven...Muskego, R. 10
 Frey, John.....Wauwatosa, R. 1
 Genske, Frank...Wauwatosa, R. 14
 Gerken, James....Pewaukee, R. 16
 Gerrits, Warren...Waukesha, R. 9
 Gminske, Frank.Hales Corners, R. 1
 Grald, Wm.....Caledonia, R. 14
 Griffiths, J. J.....Waukesha R. 9
 Gross, A....Sta. B., R. 6, Milwaukee
 Gross, John
Menomonee Falls, R. 1, B. 192
 Gruenewald, Lor..Sta. D., R 2, Milw.
 Gruske, George....Calhoun, R. 2
 Hall, Frank.....Hartland, R. 21
 Hampton, A. R.....Whitewater
 Harris, Robert....Waukesha, R. 7

(Continued on page 3)

RESOLUTIONS

The resolutions printed in the January issue of this publication are reprinted so that they may be fresh in the minds of the members for action at the adjourned meeting to be held on February 27.

There is one more resolution in this issue:

Resolution No. 1—introduced by the Board of Directors:

WHEREAS Divine Providence saw fit to remove Director and Co-worker George W. Drought

BE IT RESOLVED that we offer our condolence to his wife and children,

BE IT FURTHER RESOLVED that a copy of this resolution be spread on the minutes of this Twenty-fourth annual meeting of the Milwaukee Co-operative Milk Producers.

Resolution No. 2—introduced by the Board of Directors:

WHEREAS it is acknowledged by economists, dietitians, doctors, nurses and nutrition workers, that the per capita consumption of dairy products is deplorably low and

WHEREAS successful efforts are being made by the promoters of various products, some of which are without merit, to separate the consumer from his dollar through the medium of newspapers, billboards and broadcasts

THEREFORE BE IT RESOLVED that in order to promote the consumption of dairy products in this market the Milwaukee Co-operative Milk Producers assembled in its twenty-fourth annual meeting vote to have a deduction of one cent per

(Continued on page 3)

JANUARY PRICES

GRIDLEY DAIRY CO.		LAYTON PARK DAIRY		LUICK DAIRY CO.		FOX DAIRY CO.	
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price
Fluid	49.97 \$2.40	Fluid	48.64 \$2.40	Fluid	55.01 \$2.40	Fluid	54.89 \$2.40
Out. Relief.	2.71 2.17	Out. Relief.	8.52 2.17	Out. Relief.	3.55 2.17	Out. Relief.	.59 2.17
Cream	17.77 1.65	Manuf'd	37.49 1.40	Cream	18.17 1.65	Cream	19.17 1.65
Manuf'd	29.55 1.40	Cream	10.35 1.65	Manuf'd	23.27 1.40	Manuf'd	25.35 1.40
Composite price	1.98	Composite price	1.98	Composite price	2.02	Composite price	2.00

BLOCHOWIAK DAIRY		SUNSHINE DAIRY CO.		EMMER BROS. DAIRY	
Perct.	Price	Perct.	Price	Perct.	Price
Fluid	52.44 \$2.40	Fluid	49.86 \$2.40	Fluid	68.78 \$2.40
Out. Relief.	4.50 2.17	Out. Relief.	2.30 2.17	Cream	17.38 1.65
Cream	7.61 1.65	Cream	16.32 1.65	Manuf'd	13.84 1.40
Gov't Sales	11.84 1.65	Manuf'd	31.52 1.40	Composite price	2.18
Manuf'd	23.61 1.40	Composite price	1.98		
Composite price	1.99				

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 12 FEBRUARY, 1940 No. 11

BOARD OF DIRECTORS

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WM. KERLER, Treasurer, R. 5, West Allis.
CHARLES DINEEN, Secretary, Cedarburg.
FRED KLUSSENDORF, Waukesha, R. 5, Box 495.
ED. SCHMIDT, R. 7, Wauwatosa.
CHAS. E. MILLER, R. 1, Box 104, So. Milwaukee.
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CHESTER FLETCHER, R. 3, Waukesha.
WM. WEBER, Merton.
GRANT R. CHRISTENSEN, Route 2, Caledonia

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

Subscription\$1.00 Per Year

MANUFACTURED PRICE UNCHANGED

Although the price of butter was higher in January than in December, the manufactured price remained the same due to a radical drop in manufacture of skim milk values. Powdered skim milk was 11 cents per pound for December and .09959 for January, the quotation for the last three days of that month being .0875. Sweetened condensed skim milk went down with the powdered market.

There is little chance of skim powder regaining this loss for some time to come, in fact the drop was expected earlier.

The Agricultural Marketing Service, U. S. Department of Agriculture reports as follows:

The market on dry skim milk developed weakness during January, with poor demand and moderately heavy offerings in evidence. Animal feed product was in the weakest position. December production was about 9 percent above that of a year previous, but manufacturers' stocks on January 1 were only 11 million pounds, compared with three times that volume on January 1, 1939. The condition of the market, therefore, is not due to abnormally heavy stocks, but apparently to selling pressure in some quarters. Carlot prices at New York are 8½¢ to 10¢ on spray product and 7½¢ to 9½¢ on roller, both for human consumption. Less-than-carlots are ½¢ to 1¢ higher than the foregoing prices. Roller process for animal feed is 5¼¢ to 6¢ in carlots and 5½¢ to 6½¢ in less-than-carlots. At San Francisco, product for human food averages 8½¢ for carlots, and 8¾¢ to 9¢ for smaller lots.

COMPOSITE PRICE LOWER

The composite price paid by most all of the dairies ranges a cent or two or three under December. This with no change in the price for any class.

The answer is in most cases higher bases, on most farms. While here and there a producer made a smaller base than in 1938, the great majority produced more milk in the base months of 1939 even with dry weather and short pasture to contend with. Cows brought into this milk shed following the August raise in fluid milk price is the answer. Many producers thought that the raise from \$2.10 to \$2.40 meant 30 cents more on the composite price, when in reality it was only on about 50 percent of the milk delivered. Of course, there was a falling off in sales and a smaller percentage in fluid sales.

A manufactured milk price of \$1.40 as compared with 93 cents for January, 1939, together with better sales, put the composite price right up with January, 1939, and in the case of a few dairies, a few cents higher with fluid 30 cents per hundred lower.

BUTTER MARKET

The butter market went to thirty cents on January 3 in Chicago, 92 score, U. S. Government quotations and on no day did it go below that figure. The last five days the price was 32 cents making an average for the month of .30710 as against .29516 for December. This means that the per fat point differential up or down from 3.5 percent will be 4 cents instead of 3.

Butter has not averaged 30 cents in any month since February, 1938. The market weakened on February 2 going to .2975 on the 5th. The United States Department of Agriculture Marketing Service in discussing the market under date of February 2 says:

"A combination of heavy receipts, free offerings, and use of purchased DPMA stocks, hand to mouth buying, reports of consumer resistance and some moderation in temperatures, served to weaken the markets. This was particularly true at New York City and Philadelphia. Heavy "spot board" buying at New York City, largely individual, held 92 score unchanged through Thursday, but with the market growing progressively weaker under hand to mouth buying and free selling, the

Animal Feed averages 5½¢ in carlots, and ¼¢ to ½¢ more in less-than-carlots.

HONOR WHERE HONOR IS DUE

When Fred Klussendorf and Wm. Hutter were named Master-farmers last week at Madison, the selecting committee made no mistake.

Both of these men give unstintingly of their time to any good cause that will help their own community and be beneficial to all farmers.

support was withdrawn and 92 declined 1¢ at New York City and ¾¢ at Chicago. Regular creamery shipments at New York City were augmented by free arrivals of Chicago butter, much of which was consigned, and shipments from Philadelphia. DPMA stocks at Chicago were entirely gone at the close and stocks at New York City were reduced to 2,273,215 pounds by Friday morning. The free use of this butter which showed the holders a profit was a contributing factor in the weakness that developed. The decline did not stimulate trade and dealers continued a free selling policy. The close was easy and unsettled. The possibility that support buying will again evidence itself was still a factor to be reckoned with.

Production Gains Moderately

The Agricultural Marketing Service weekly creamery butter production report for the week ending January 25, 1940 showed a 2.6 percent gain over previous week but a 2.6 percent decrease from corresponding week last year. The increase attributed to normal seasonal gain and manufacture of some unmarketed cream from previous week. Both the E. N. Central area and the west showed slight gains over production a year ago. Receipts of butter at the four markets through Thursday were 8,902,990 gross pounds, compared with 8,232,252 pounds previous week and 9,197,159 pounds corresponding period last year. Many individual creamery shipments arriving at terminal markets showed rather sharp increases but this may have been due partly to the inclusion of delayed cream in manufacture. Surplus milk plant shipments were of fair volume and in addition shipments from Chicago to the east were fairly heavy.

Lower Spot Market Breaks Futures

Low values for all butter futures on the current move were established in closing trade on the Chicago Mercantile Exchange. The threat of increased production and fact that supplies sold by the DPMA

(Continued on page 4)

NON-PRODUCING STOCKHOLDERS MAY TURN IN STOCK

(Continued from page 1)

- Hartman, John.. Wauwatosa, R. 14
- Hassel Bros.....N. Milwaukee, R. 5
- Hayes, W. A.....c/o Soo Line
- Heil, George.....N. Milwaukee
- Herman, Adolph.Franksville, R. 10
- Herman, J. H...Hales Corners, R. 2
- Horbas, Paul.....Brookfield, R. 1
- Howard, J. W.....Waukesha, R. 9
- Hoyt, L. D.....Brookfield, R. 1
- Jelinek, Frank..N. Milwaukee, R. 2
- Jenkins, Evan.....Wales
- Johnston, Wm...Mukwonago, R. 2
- Juedes, Louis..S. Germantown, R. 2
- Kalk, Paul.....Mukwonago
- Kern, Albert R....Waukesha, R. 6
- Kissinger, Sam...Waukesha, R. 6
- Knop, Carl.....Thiensville, R. 2
- Kollman, John....Calhoun, R. 11
- Korn, Chas.....Waukesha
- Kowalske Bros.....N. Prairie
- Krause, Otto H....Wauwatosa, R. 1
- Krenwinkel, M. O...Oakwood, R. 1
- Krzycek, Julia...N. Milwaukee, R. 2
- Kuenzli, Herman.....Pewaukee
- Labuwi, W. F..828 40th, Milwaukee
- Lawson, C. P...Hales Corners, R. 1
- LeFeber, Wm.....Wauwatosa, R. 1
- Leonard, J. P.....Waukesha, R. 3
- Lillibridge, I. M...Brookfield, R. 12
- Michael Lindner...Caledonia, R. 1
- Link, Wm.....Wauwatosa
- Lohman, Wm...Hales Corners, R. 1
- Long, Otto.....Wauwatosa, R. 14
- Lonow, Mrs. J....Oakwood, R. 1
- McGowan, Mich. J. West Allis, R. 4
- McLea, James..Sta. D., R. 3 Milw.
- Maker, H. T....Sta. D., R. 3, Milw.
- Makovsky, Edw..Racine, R. 2, B. 72
- Miller, Geo.....Waukesha, R. 6
- Moosbrugger, L. J..Sta. D., R. 3, Mil.
- Moser, August....Thiensville, R. 2
- Mosher, L. P.....Genesee
- Nierode, Charles.....Thiensville
- Paul, Valentine..Sta. B.. R. 6, Milw.
- Perreten, August.Brookfield, R. 12
- Peterson, Mrs. A.557 17th Av. Mil.
- Phillips, Barney....Calhoun, R. 11
- Platz, Wm.....Waukesha, R. 1
- Preiser, Theo....R. 3. Mukwonago
- Prohl, Otto.....S. Milwaukee, R. 1
- Radzwiw, Wm...N. Milwaukee, R. 2
- Rainett, John..S. Milwaukee, R. 2
- Renner, C. A....Brookfield, R. 12
- Renner, Johan. C. Brookfield, R. 12
- Reuter, Geo.....Thiensville, R. 2
- Robbins, H. C....Waukesha, R. 1
- Rutkowski, Frank...S. Milw., R. 2
- Schaefer, Nick.....Calhoun, R. 1
- Schmidt, Art....Wauwatosa, R. 1
- Schmidt, Gust.....Grafton
- Schmidt, Henry.Brookfield, R. 12
- Schmidt, Phillip.Milw.. Sta. E., R. 7
- Schneiger, Sebastian..W. Allis, R. 5
- Schoenrich, Emil.....Dousman
- Scholtz, Herman.....Oakwood
- Schroeder, W. C..940 Booth St., Mil.
- Schrubbe, Frank.....Pewaukee
- Schultz, O. H...N. Milwaukee, R. 4

- Siegert, Herman..Wauwatosa, R. 1
- Skindingsrud, Carl.....Palmyra
- Staaben, Wm...Sta. D., R. 2, B. 975
- Stock, J....Sta. D., R. 2, B. 974, Mil.
- Stoisavljevich, L.Sta. D., R. 2, Mil.
- Thomas, Walter...Waukesha, R. 5
- Timmis, Mark A.S. Milwaukee, R. 2
- Tschikop, Andrew.1462 24th st. Mil.
- Toegler, Henry...Thiensville, R. 2
- Torhorst, Arnold..Waukesha, R. 5
- Twelmeyer, Fred....Oakwood, R. 1
- Vanderpool, C. E..Mukwonago, R. 39
- Vyoyan, Geo...Hales Corners, R. 1
- Wadewitz, Chas..Hales Corners, R. 1
- Wagner, W. A.....Palmyra
- Wagner, W. H.....Palmyra
- Wendorf, Gilbert...N. Milw., R. 5
- Wendorf, Wm...Wauwatosa, R. 1
- Wetzel, Henry...Brookfield, R. 12
- White, Wm.....Waukesha, R. 3
- Wilke, Robert. Waukesha, R. 3, B. 22
- Wille, Aug. & Lemke, Co.Thiensville
- Winkelmann, Paul..N. Milw., R. 5
- Wirth, Jos.....Waukesha, R. 4
- Wolfgram, Wm....Pewaukee, R. 3
- Wolfgram, Wm...Wauwatosa, R. 2
- Wrench, Richard...Hartland, R. 1
- Zimmerman, G....Waukesha, R. 5
- Zirwes, John....Brookfield, R. 12
- Zuhwe, Emil.....R. 31, Wales
- Klug, Adolph B...R. 2, Nashotah

OTHER MARKETS

(Continued from page 1)

istence of federal and state machinery to enforce payment of certain prices for their milk alone insures a continued stable and prosperous market," he warned.

Dangers Well Known

The dangers which Governor Lehman enumerated are well known to New York producers—well known, as a matter of fact, to producers in Denver and most of the other milksheds of the country. He was probably intentional in mentioning "dissent among farmers" as the No. 1 hazard to a stable and prosperous market.

As far as dissent is concerned, New York farmers have not much more basis than any other group of farmers. Their main concern has been a decent price for milk—something that they had not had for many months until the recent market control program went into effect. But a good deal of the "dissent," according to the dairymen themselves, arose not with the farmers—but with self-appointed organizers who apparently were working their racket for all there was in it.

Dealer Angle Stressed

The dealer angle, which Governor Lehman referred to, also is well known to New York producers. As in most other cities the sound-headed distributors were perfectly willing

to go along on any practical market stabilization plan — but there were the others who apparently were afraid of control for fear it might cramp their particular "style" of doing business.

In the matter of over-production there is some concern in the New York milkshed at the present time. After months of starvation prices for milk, the stable price structure under the control program looks pretty good. As a consequence many producers are reported to be contemplating increasing their production.

If this is accomplished the result, of course, will be that there will be more milk going into the manufactured milk classifications. This may have a lowering effect on the general price level—just as the larger production in the Denver milkshed during the flush period tends to pull down the blended price.—Milk Market Review.

RESOLUTIONS

(Continued from page 1)

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 dealers contribute a like amount on the sale of all fluid milk, such money to be expended by a committee of producers and distributors for the promotion of the sale of dairy products in the Milwaukee Metropolitan Market and in the Waukesha market.

Resolution No. 3—introduced by the Board of Directors:

WHEREAS the National Co-operative Milk Producers Federation of which this organization is a charter member adopted a resolution at its annual meeting held in Chicago in November, 1939 relating to radical groups and

WHEREAS this group believes the resolution will serve the best interests of the organized producers

THEREFORE BE IT RESOLVED that we resent attempts by radical groups to interfere with marketing of milk and its products by furnishing finances, organizers and pickets to minority groups in milk sheds which seek to interfere with the orderly procedure of milk marketing and to disturb the structure of bona fide, representative, co-operative organizations of milk producers.

Resolution No. 4—introduced by the Board of Directors:

WHEREAS an organization known as the Wisconsin Dairy Industries Association has been organized for the purpose of joining in

(Continued on page 5)

Mr. Fletcher Says: . . .

Rainbows—Without a Pot of Gold

As I think over the attempts that have been made in the past year to disrupt orderly marketing within your organization, and study the attempt made at the annual meeting to actually disrupt the organization, I believe I am justified in placing before you, a history of what has happened to other co-operatives under very similar circumstances.

Within forty miles of here, exists a co-operative marketing organization. Up to about 1931, this was considered one of the best marketing co-operatives in the State. The farmers had an excellent fluid market, in another large city, with a fine surplus plant in their hometown. The property valued at \$135,000 was all paid for, and they had cash reserves of about \$30,000. Then came the depression with its inevitable lower dairy prices. The members, battling to try to live during those dark days, blamed the organization rather than the economic conditions for their trouble. A "Moses" appeared in their midst, and said that if only he were placed in charge of the organization, he would put their milk on a fluid market, and all their troubles would be over. Even though the proposed market had too much milk, they did this. The milk came in and added a burden on the regular producers. Trouble developed and the members disagreed. Many of them received promises to pay in lieu of milk checks, their plant, that was debt free is now mortgaged for what many believe is much more than it is worth. Rainbows instead of sanity created this.

In 1933 we, in our market, together with the whole dairy industry, were faced with low incomes from our dairy business. Again a "Moses" appeared who said "organize a state-wide pool, give me control of your products and I will cure your trouble." Many farmers, thinking only of "rainbows" blindly followed this man with his theories. Three vicious milk strikes took place in that year, resulting in much destruction of property, and even in the loss of life. Hundreds of farmers lost their markets, and when it was over, nothing had been gained, but much had been lost.

All through these troublesome times, you, and your organization stood firm for orderly, sane marketing, and you were pointed to everywhere as having had the finest or-

ganization and the best market in the country.

Now a new "Moses" has appeared before you. His idea has been, by inference, create distrust on your part, in the honesty and integrity of your directors. He has not presented one shred of evidence to support his claims, nor has he given you a trace of a tangible plan that would give you a better market than you now have. You, whose milk checks are involved in this picture, should, without fail, be at the adjourned annual meeting on the 27th of February to make your decision. That decision as I see it is to follow "rainbows" or continue marketing on a sane, orderly plan.

BAD ODOR MILK

During the past week or so, there has been considerable milk returned due to silage odors. We believe this economic loss can be prevented by following some simple rules of feeding, that should not add to the time spent in your barn or inconvenience you very much. First it is my belief that silage should be fed just after milking. When fed an hour or more before milking, it seems as if it has just had time enough to work through the cow's system, without complete assimilation, so that the odors are noticeable in the milk. Then in connection with silage odors and all other odors, there are certain things we need to do.

First, many milk tanks need cleaning. Some of them have been froze up, and with that condition there is bound to be considerable stagnant water and ice in them. The milk house may need a good cleaning. We need to be sure that we are thoroughly rinsing our milk utensils previous to milking, even though the weather is cold. Then it is very important that each can, as soon as filled, be put in the milk tank, cooled rapidly, and then tightly covered over night. The routine matters of production are often neglected during cold weather, but if our milk is to go through in acceptable form, conditions should be corrected as soon as possible.

BUTTER MARKET

(Continued from page 2)

were available for distribution eased the situation with a break of 120 points on February, 135 points on March, and 40 points on November Storage Standards. Support was noticeably lacking in futures following an unsatisfactory spot market.

STATE HOLSTEIN MEETING PROGRAM

The Holstein Friesian Breeders Association of Wisconsin will meet at Waukesha on February 15 and 16.

This is the first time that this organization is meeting in Waukesha and preparations are being made to stage a good meeting. The program follows.

9:30 a. m. Thursday, February 15, 1940 — Elks Club.

Address of Welcome—Mayor Henry Snyder.

Improved Market Supply for Manufactured Dairy Products—L. G. Kuenning, Dept. of Agri. & Markets.

Merchandising Holstein Milk—Herb Schroeder, Harvey Nelson, Horace Fowler.

Milk Control Changes—E. R. McIntyre, Wisconsin Agriculturist.

Noon—(Board Meeting)

Outlook for 1940—Maurice Prescott, Editor, Holstein-Friesian World.

Merchandising Holsteins — Glen Householder, National Extension Director.

Hay Roughage—Gus Bohstedt.

Meeting of Special Committees.

Barron County—Movies, I. O. Hembre.

Program of Work, Geiger & Clark.

4:30—Tour to Boys School Herd.

Banquet—6:30 p. m., Waukesha High School gym—\$1.00.

Speechless banquet—Food and Fun, Prof. Ratzin de Garret; L. A. Peters, Pres. of Waukesha Co. Holstein Breeders' Assn., Toastmaster; Dancing.

9:30 a. m. Friday, February 16, 1940 — Elks Club.

Artificial Insemination—Howard Clapp.

Calfhood Vaccination—Dr. Lothe.

Bang's Program

Reports of Secretaries—Frank Ubelhode, County Agent Hurley, etc.

Luncheon

President's Address.

Travels in Guatemala—B. E. Heizer.

Report of Secretary, Report of Treasurer, Election of Officers.

Report of Committees.

Agricultural Marketing Service

One important result of the month's development was the reduction of Dairy Products Marketing Association stocks. Holdings of this agency on January 1 were approximately 10,000,000 pounds, slightly more than half of which were in New York, and the balance in Chicago. At the end of the month

(Continued on page 5)

RESOLUTIONS

(Continued on page 3)

with other states for the promotion of the sale of dairy products and

WHEREAS said Association is asking for one-half cent per each pound of fat handled during month of August to finance the work

THEREFORE BE IT RESOLVED that we endorse the movement and request the Milwaukee Dairy Council to turn over to the first mentioned organization the amount of money that would accrue at one-half cent per pound fat for month of August (approximately \$1,600) providing that at least \$100,000 have been signed up.

Resolution No. 5—presented by Jos. Ryan.

Whereas, the cash reserves of the Milwaukee Co-operative Milk Producers' Association have increased in recent years in excess of our present or apparent future needs; and


Whereas, our aims and purposes are chiefly to broaden and strengthen our milk market for the permanent advantage of our industry rather than to accumulate superfluous or unneeded reserves; therefore,

Resolved, that a committee of three members shall be nominated and elected from the floor at the present meeting to make a study of tangible, concrete investments in which surplus moneys of this Association could be placed to encourage more abundant and regular use of fluid milk, cream, and the derivatives of milk made in the Milwaukee area from our product. Direct advertising shall not be considered in this study.

THE MILWAUKEE MILK PRODUCER shall keep us regularly informed as to the progress and ultimate findings of this committee. When the committee has completed its studies, it shall make a complete report of its work and findings to the Board of Directors. If the committee reports a plan of investment of surplus association funds which—in their opinion—would materially react in increased use of milk and milk foods in the Milwaukee area, the Board of Directors shall be authorized and instructed to take such steps as may be necessary to place the plan in operation—and to continue its performance after it is begun until it shall appear to them in their best judgment unprofitable to continue the carrying out of the project any further. Should that time ever arrive, the Directors shall be authorized to liquidate and discontinue the investment.

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World's EASIEST TO CLEAN!



TWO amazing new inventions permit greatest milker advance in 30 years! Over 40 bacteria breeding parts eliminated . . . no locks, clamps, bolts, nuts or screws interfere with use or make cleaning difficult. Brand new transparent milk chamber in ONE-piece and unbreakable. New all-rubber "lip action" valve . . . only

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Better to get a GradeA than to wish you had. Penny post card brings you FREE "GradeA Guide" — facts every dairyman should have.

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5 PARTS
Do Work
of 47 or
More in
Many
Machines

DEALERS: Send Name for Facts

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Members of the committee selected shall individually be paid \$5.00 for every full day they spend in their studies and investigations. They shall be limited to a total expense of \$200.00. Their responsibility shall cease when they have made their final report to the Board of Directors—in person.

Resolution No. 6—Presented by Chester Fletcher.

WHEREAS, One of the most important phases of market stability in our fluid milk market is the necessity of proper reports by distributors of the distributions by classes of their intake of milk and

WHEREAS, It becomes necessary to the stabilization program that such reports be properly checked by competent auditors and

WHEREAS, The cost of such work done by the Department of Markets auditors is borne by the producers to this market

THEREFORE BE IT RESOLVED that this organization request that such audits be kept current at all times and that the results of such audits be filed at the office of the Milwaukee Co-operative Milk Producers immediately after the audit is completed.

Resolution No. 7 was brought to this office on January 27, by Edwin Rausch and immediately mailed to Robert Hasselkus, chairman of the resolutions' committee:

WHEREAS, The duties of the field man of this corporation (which position is now held by Chester Fletcher, in the view and judgment of the stockholders of this corporation, are inconsistent with the duties to be performed by the directors,

NOW, THEREFORE BE IT RESOLVED, By the stockholders of this corporation, at the adjourned annual 1940 meeting thereof, that it is the sense of the stockholders of this corporation that the position of field man shall not be held by anyone who occupies the position of director in this corporation.

BUTTER MARKET

(Continued from page 4)

(January 29) Dairy Products Marketing Association stocks were less than 50,000 pounds at Chicago, and approximately 3,700,000 pounds at New York. It is understood that the Federal Surplus Commodities Corporation recently bought an amount equivalent to about one-fourth of the above remaining stocks, and that the balance has been spoken for by commercial interests, so that what still remained in storage was merely there pending grading. Much of the Dairy Products Marketing Association butter recently sold was graded officially by the Department of Agriculture.

The month of February will be entered with total stocks of butter in cold storage about 35 percent

Famous ANDIS Electric Clipper
 New Improved Model
 WAS \$22.50
 Only \$17.50 POST PAID

Here is the biggest electric ANIMAL CLIPPER bargain ever offered. Now you can get a genuine Andis—the original single unit clipper—at the lowest price in history. The Andis is easier to operate—its weight rests on the animal as you guide it with the form fitting handle. Has a more powerful, fan cooled and dust sealed motor—no shafts or stands. Blades run on hardened steel roller bearings—are quickly interchangeable for clipping cattle, horses, sheep, dogs, etc. The Andis is the choice of leading Dairymen, Army Posts, Hunt Clubs, and Breeders everywhere.

Low Cost Operation :: A Battery Runs It!
 You can run an Andis all day for a few cents. There is a model for every current: Standard 110 volt AC or DC, only \$17.50. Models for 6 v. storage battery, 9 v. DeLavel Unit, 22 v. light plant, 220 v. High Line, \$2 extra. 20 feet of unbreakable rubber-covered regular equipment.

10 Days Trial
Money-Back Guarantee
 Send only \$1 (specify voltage are wanted)—pay postman balance (we pay postage) or get your Andis from your Dealer. Give it a thorough trial for 10 days. If not fully satisfied, your money will be promptly refunded.

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FOR RENT

80 acre approved dairy farm on main highway near Milwaukee, in Milwaukee milk district. Cash basis.

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MILWAUKEE CO-OPERATIVE MILK PRODUCERS . . . Department H

lighter than the 1935-39 average for this season. Weekly reductions since January 1 in 35 cities represent a 55 percent greater out-of-storage movement for the month than occurred in January of last year. A year ago, stocks were at record levels for the season, total U. S. holdings on February 1 being 111,354,000 pounds. The February 1 average during the past 5 years is 45,000,000 pounds. This year's February 1 stocks of butter, however, will be considerably less than that,—probably nearer 30 million pounds,—which is approximately the quantity in storage February 1, 1938.

MILK POOL AGAIN IN COURT NOW

Echoes of the disastrous results of the Milk Pool are to be heard in court up in Oconto according to the newspapers. It seems that the Lena Co-operative Milk Pool and the Wisconsin Pool are fighting it out about a plant at Lena and who is to pay the big sum of money to who and why, when and where. Big sums like \$100,000 are mentioned.

It seems that the bright boys in

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the St. Paul Bank for Co-operatives, anxious to promote the spending of money got mixed up in the deal and now want to foreclose in order to protect the loan.

Seems that the bank let its desire to loan, run away with its judgment, unless it really was anxious to get hold of a milk plant. Perhaps some real first hand experience with a dairy plant is what the boys need. Getting it second hand through a conservator or trustee does not get quite so close to the skin.

FUNCTION OF CO-OPERATIVES

Increased public interest in the production, marketing and use of fluid milk has stepped up the importance of farmers' co-operative associations in co-ordinating producers' activities to fit consumer demands, Tom G. Stitts, chief of the Cooperative Research and Service

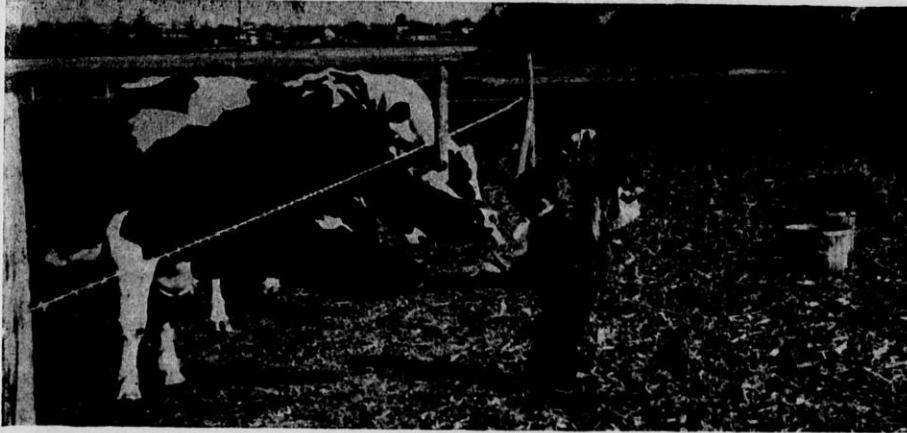
Division, Farm Credit Administration, told the annual meeting of the Maryland-Virginia Milk Producers Association here today.

"Health department regulations, governmental control programs and dietary considerations have all aimed in the direction of high general quality in adequate supply," Stitts said. "Fluid shippers have met these essentials through capital investments in modern sanitary milk equipment, and price structures have been gauged toward a basis to make possible these highest standards of production.

"It is generally recognized that the matter of milk prices is more than a private transaction between the farmer and the distributor. It is one which involves public welfare, which means a fair price to the consumer on one hand and an adequate return to the dairy farmer on the

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other. This aim, although identical with that of the producers co-operatives, has been given public recognition through state and federal statutes and health authority regulations."

The role of the co-operative, Stitts declared, has now expanded to one of maintaining sound public relations policies; representing producers in hearings and negotiations involving milk policies; and interpreting for its members the means by which they may best serve their own interests and those of the consuming public.

AMMON ON ADVERTISING

The struggle of food products for a greater place in the human stomach and the necessity of advertising dairy products more extensively to meet that competition were described by Ralph E. Ammon, director of the State department of agriculture, on Tuesday's Farm and Home Week program at the college of agriculture.

"Wisconsin cannot afford to have its dairy products crowded from the list of consumer preferences through the force of advertising," Ammon declared.

"If no other food were advertised, the producers of dairy products could take their chance of getting their part of the human stomach and the food dollar without advertising," he asserted. "But other foods are advertised and dairy pro-

ducts, therefore, must battle for their rightful share of the human stomach."

Ammon attacked the theory that food advertising is wasted effort and expense because the human stomach will hold only about three quarts and that it will hold no more no matter how much effort is expended on advertising.

"Anyone who permits his mind to leave the narrow path of theory and explore the broad roads of practical experience will observe readily that what appears to be the strength of this argument is its weakness," he pointed out.

"The strength of the argument against food advertising appears to rest in the fact that the capacity of the human stomach is limited. This limitation is the greatest argument for advertising.

"The fact that there is limitation both of the capacity of the stomach and the capacity to buy causes competition among food products for their share of the human stomach and their share of the food dollar."

Stating that Wisconsin realizes the necessity of promoting the consumption of dairy products, Ammon explained that the department has used every form of advertising media to increase dairy sales since the legislature, in 1934, first appropriated money for that purpose.

The Christmas cheese program just completed plainly demonstrates the potentialities of promoting and

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Will lease to reliable farmer 4 year old Holstein Bull, bred by Milwaukee County House of Correction. Dam has 10 year average of 550 pounds fat and average test of 4.53%. E. J. Gengler, Station F, Milwaukee, Phone Hilltop 1826.

advertising dairy products, he declared, with more than a million pounds of Wisconsin cheese having been sold as a result of that campaign.

What the state's dairy industry itself is planning to do to promote the sale and consumption of dairy products through funds pledged to the Wisconsin Dairy Industries Assn. also was outlined.

DAIRYMEN MEET AT MENOMONEE

With this city playing host to the 68th annual convention of the Wisconsin Dairymen's Association, March 28-29, the Menomonie chamber of commerce is busily at work on plans for extending a city-wide welcome to visiting dairymen from all parts of the state.

The convention program, as announced by A. C. Thomson, secretary of the Wisconsin Dairymen's Association, will include speakers who lead in their fields of dairy research and teaching. Among the speakers will be Dr. M. H. Fohrman, bureau of dairy industry, Washington, D. C.; Dr. C. F. Huffman, Michigan State college; Dr. W. E. Peterson, University of Minnesota, and Dr. E. E. Heizer and Prof. George Humphrey, University of Wisconsin.

Included in the convention plans is a special half day session for Wisconsin's junior dairymen. These sessions will have special speakers for each program.

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The steel tank is made of 16 gauge copper bearing steel coated with two coats of ELATERITE. The inner and outer edge of this tank are protected by steel angles to secure durability, a tank 36" by 40" inside dimensions can easily be installed in four hours. Installation details are furnished with each purchase.

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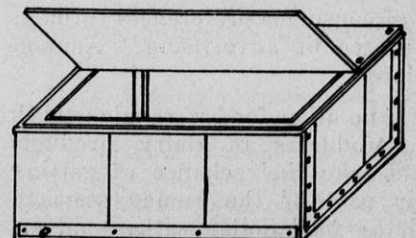
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WM. WEBER, Merton.
GRANT R. CHRISTENSEN, Route 2, Caledonia

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

Subscription\$1.00 Per Year

WAUKESHA DAIRY SHOW

For four days and nights—March 12 to 15 inclusive, Waukesha County will put on its twenty-second annual Dairy and General Farm Show. As usual the Waukesha Livestock Sales Pavilion will be filled to capacity with good livestock and other farm exhibits.

THE COMPOSITE PRICE

The composite price for February is down about a dime from the January figure, due principally to a lower price for manufactured milk. That class is lower by fourteen cents due to drop in price of butter and manufactured skimmilk products.

ANNUAL MEETING OF THE BOARD OF DIRECTORS

The annual meeting of the board of directors was held on March 5, 1940, with all members present.

The following officers were elected, Edw. A. Hartung, president; Fred E. Klussendorf, vice-president; Charles Dineen, secretary and A. C. Kieckhaefer, treasurer.

BUTTER SKIDS—SKIMMILK VALUES DITTO

Starting the month with a 92 score government quotation at Chicago of 32 cents, butter ended the month at 28 cents. The drop in price was fairly gradual but probably would be more pronounced, the last week of the month, if Dairy Products Marketing Association had not begun to buy some butter as did the Federal Surplus Commodity Corporation, both operating with federal funds. The Agricultural Marketing Service of the United States Department of Agriculture, says that storage withdrawals were light indicating that the markets

were well supplied with top grades of butter.

Manufactured skimmilk products continued the decline which started on powdered skim on January 9 and on sweetened condensed skim on January 2. That product is down 1 cent per pound since the fractional drop began and powder is down 3¾ cents per pound from the top point.

The total net value of manufactured skimmilk after making and selling charges were deducted was .3077 for December while February was down to .1855 which, with the drop in butter, reduced the manufactured price from \$1.40 to \$1.26.

PUBLIC HEARING ON MILK MARKETS

Verlyn F. Sears, Milk Control Division, Chief of the State Department of Agriculture and Gilbert F. Lappley, counsel for the division, recently held hearings regarding the regulated milk market in Stevens Point and in Watertown.

SIXTEENTH CENSUS OF THE UNITED STATES

The most stupendous fact gathering effort in history to date will get under way when the Department of Commerce, Bureau of the Census, get its great force of people started on the 16th census of the United States.

Sample copies of the farm and ranch schedule are available at the county agent's office if you have not received one. It will take a long time to answer all the 232 questions asked if you don't check up a bit before the census taker comes.

Here is a definition of a farm.

A farm, for census purposes, is all the land on which some agricultural operations are performed by one person, either by his own labor alone or with the assistance of members of his household, or hired employees. The land operated by a partnership is likewise considered a farm. A "farm" may consist of a single tract of land, or a number of separate tracts, and the several tracts may be held under different tenures, as when one tract is owned by the farmer and another tract is rented by him. When a landowner has one or more tenants, renters, croppers, or managers, the land operated by each is considered a farm. Thus, on a plantation the land operated by each cropper, renter or tenant should be reported as a separate farm, and the land operated by the owner or manager by means of wage hands should likewise be reported as a separate farm.

Include dry-lot or barn dairies, nurseries, greenhouses, hatcheries,

fur farms, mushroom cellars, apiaries, cranberry bogs, etc.

Exclude "fish farms," "fish hatcheries," "oyster farms," and "frog farms."

Do not report as a farm any tract of land of less than 3 acres, unless its agricultural products in 1939 were valued at \$250 or more.

FLUID MILK PRICE REPORT FOR FEBRUARY, 1940

U. S. Dept. of Agriculture

The fluid milk market in early February was reactively steady, the Agricultural Marketing Service says. In the Northeast there were some raises in the prices paid to producers for class I milk as well as in the retail price. But in the Middle West the trend was downward.

In New England a price rise followed an amended order under the federal-state marketing program. Fluid milk prices in Boston and Lawrence-Lowell were increased 40 cents per hundred in class I prices paid to producers. In Manchester, N. H., an increase of 35 cents per cwt. was reported, and in Portsmouth, N. H., an increase of 23 cents per cwt. (flat price) was noted. These increases in the prices paid producers were accompanied by an increase of one cent per quart in the retail price.

At Rochester, N. Y., an increase of 35 cents per cwt. on the class I price paid to producers was reported, with no accompanying increase in retail price per quart in that market. An increase of one cent per quart on the retail price took place in late December.

In the Middle West decreases in the class I price paid to producers were reported at Akron, Ohio; Topeka, Kan.; St. Joseph, Mo., and Lexington, Ky. These declines were accompanied by a one cent decrease in the reported price of milk per quart, except at Lexington.

The decreases in the prices paid producers for class I milk were: Akron, Ohio, 33½ cents per cwt.; Topeka, Kan., 35 cents per cwt.; St. Joseph, Mo., 45 cents per cwt., effective January 16, and Lexington, Ky., 10 cents per cwt. (flat price).

The Federal Marketing Agreement for the handling of milk in the Washington, D. C., marketing area became effective February 1.

In New York City, which recently began using larger containers for delivery of milk, reports indicate sizeable gains in distribution of milk. In Chicago savings may be effected by the consumers' use of larger units of delivery than the quart, with prices per quart delivered at homes at 13 cents, half gal-

(Continued on page 6)

CONSIDERABLE STOCK

(Continued from page 1)

Fred Arend, Wauwatosa, R. 13
 Matt Becker, West Allis
 Frank Bergander, Hales Corners
 Aug. Boelter, West Allis, R. 4.
 Carl Boelter, Brookfield
 Portz, A., No. Milwaukee, R. 4
 Alb. Brumm, Waterford
 Wm. Dittmar, Thiensville
 Fred B. Dreyer, Wales
 Conrad Ehl, West Allis
 Steven Fazekas, Hales Corners
 John Frey, Wauwatosa
 James Gerken, Pewaukee
 Warren Gerrits, Waukesha, R. 9
 Frank Gminske, Hales Corners
 Lorence Gruenewald, So. Milwaukee, R. 2
 George Gruske, Calhoun
 Frank Hall, Hartland
 Hampton, A. R., Whitewater
 John Hartman, Wauwatosa
 W. A. Hayes, Soo Line
 Herman Adolph, Franksville
 John Herman, Hales Corners
 Paul Horbas, Brookfield
 L. D. Hoyt, Brookfield
 Frank Jelinek, So. Milwaukee
 Evan Jenkins, Wales
 Wm. Johnston, Mukwonago
 Paul Kalk, Mukwonago
 Albert R Kern, Waukesha, R. 6
 Sam Kissinger, Wauwatosa, R. 13
 Carl Knop, Thiensville
 John Kollman, Calhoun
 Chas. Korn, Waukesha
 Otto Krause, Wauwatosa, R. 1
 Julia Krzyck, No. Milwaukee, R. 2
 Herman Kuenzli, Pewaukee
 Labuwi, W. F., 828 40th St., Milwaukee
 C. F. Lawson, Hales Corners
 Wm. LeFeber, Wauwatosa, R. 1
 J. P. Leonard, Waukesha, R. 3
 I. M. Lillibridge, Brookfield
 Michael Lindner, Caledonia
 Wm. Lohman, Hales Corners
 Otto Long, Wauwatosa
 Mrs. J. Lunow, Calhoun or Oakwood
 Michael J. McGowan, West Allis
 James McLea, Sta. D. R. 3, Milw.
 H. T. Maker, Sta. D, Milw.
 Edw. Makovsky, Racine
 Geo. Miller, Waukesha, R. 3
 L. J. Moosbrugger, Sta. D. R. 3, Milw.
 Aug. Moser, Thiensville, R. 2.
 L. P. Mosher, Genesee
 Valentine Paul, Sta. B. R. 6, Milw.
 Charles Nierode, Thiensville
 Aug. Perreten, Brookfield
 Mrs. Anna or Christ Peterson, 557 17th Ave., Milwaukee
 Wm. Platz, Waukesha, R. 1
 Theo. Preiser, Mukwonago, R. 3
 Wm. Radzwiz, No. Milwaukee
 John Rainett, So. Milwaukee, R. 2
 Geo. Reuter, Thiensville, R. 2
 H. C. Robbins, Waukesha, R. 1
 Frank Rutkowski, So. Milwaukee, R. 2
 Nick Schaeffer, Calhoun, R. 1
 Art Schmidt, Wauwatosa, R. 1
 Gust Schmidt, Grafton

Henry Schmidt, Brookfield
 Phillip Schmidt, Sta. E. R. 7, Milw.
 Sebastian Schneider, West Allis
 Emil Schoenrich, Dousman
 Herman Scholtz, Oakwood
 W. C. Schroeder, 940 Booth St., Milwaukee
 Herman Siegert, Wauwatosa, R. 1
 Wm. Staaben, Milw. Sta. D. R. 2
 John Stack, Sta. D. R. 2, Milwaukee
 Louis Stoisavljevich, R. 2, Milw.
 Walter Thomas, Waukesha, R. 5
 Mark A. Timmis, South Milw., R. 2
 Andrew Tschikop, 1462 24th St., Milwaukee
 Henry Toegler, Thiensville, R. 2
 Arnold Torhorst, Waukesha
 Fred Twelmeyer, Oakwood
 Geo. Vyoyan, Hales Corners, R. 1
 Chas. Wadewitz, Hales Corners
 W. H. Wagner, Palmyra
 Wendorf, Albert, No. Milwaukee
 Wm. Wendorf, Wauwatosa, R. 1
 Wm. White, Waukesha
 Robt. Wilke, Waukesha, R. 3, Box 22
 Aug. A. Wille, Thiensville
 Jos. Wirth, Waukesha, R. 4
 Wm. Wolfram, Pewaukee, R. 3
 Richard Wrench, Hartland, R. 1
 G. Zimmerman, Waukesha, R. 5
 Emil Zuhwe, Route 31, Wales
 R. F. Boelke, Germantown
 John Hahn, Saukville
 S. S. Cramer, 215 National Ave., Milwaukee

haulers in this market can tie or beat this record.

Sioux City Milk Producers, Sioux City, Iowa, announce their annual meeting date as of February 12, 1940, with H. D. Allebach of the Condensery Code Committee as speaker.

The Twin City Milk Producers Bulletin reports a price of \$1.81 per hundred for 3.5 milk delivered the distributors plants for the month of January. A seventeen cents drop per hundred in the returns for manufactured milk were mentioned as a factor in the lowering of the price. The Twin Cities organization reports that they had on hand 800,000 pounds of skimmilk powder and that the 2 cents drop in price of powdered skimmilk caused a great loss.

Production for the market was up three percent over last year and sales of fluid milk were reported as 2.3 percent lower than in January, 1929, but somewhat better than in December. The members are advised that they may look for lower returns for February because of the drop in the skimmilk powder and in the price of butter.

OTHER MARKETS

Pure Milk Association, Chicago market bargaining and service organization, will hold its 15th annual meeting on March 12, at the Auditorium Theater, Chicago, Illinois, at 9:30 A. M.

Mr. B. F. Beech of the Michigan Milk Producers Association, Detroit, will be the guest speaker. This association accepts with thanks the kind invitation to be the guest of Pure Milk on that day.

The Ontario Milk Producer, published at Toronto, Canada, shows an automobile traveling through the road on which snow was piled much higher than the car on each side of the track. A picture just like this one could have been gotten on some of our highways a few weeks ago.

Turning to the California Dairyman, published in Hynes, California, the outside cover shows a picture of a Milk Producer and his wife, dressed in summer clothes, coming in from a fishing trip with a big string of fish — some difference.

“Eight Years Without A Miss” is the caption below a picture of a milk hauler loading cans into his truck in a farmer’s yard, at Columbus, Ohio. Wondering if any of the

DRIVERS’ UNION REJECTS CUT

Negotiations between the Chicago dealers and the milk wagon drivers union were halted when the drivers refused to take a cut from \$48 to \$40. A new plan was being drafted with the hope that the two parties can get together.

The dealers had expressed hope that if the drivers took the cut, milk delivered to the homes could be reduced from 13c to 11c per quart and have a better chance for competing with cut rate stores which are selling at 8½c a quart.

The president of the Milk Wagon Drivers Union is quoted as saying that as a result of store competition some drivers may lose their jobs, 53 percent of the milk now handled in Chicago being sold in stores as against only 15 percent ten years ago.

CHICAGO MILK PRICE BY CLASSES

N. J. Cladakis, Federal Milk Market Administrator, for the Chicago Market, reports the following milk prices for classes:

Class 1	1.917
Class 1, Relief Milk.....	1.395
Class 2	1.647
Class 3, Evaporated Milk and Condensed Milk	1.367
Other Class 3	1.219

ANNUAL WISCONSIN DAIRY

TIME	TUESDAY, MARCH 12	WEDNESDAY
8:00	<p>CHAIRMAN—E. S. CHRISLER Gridley Dairy Co., Milwaukee</p>	<p>CHAIRMAN—GAY Golden Guernsey Dairy</p>
	<i>Registration 8:00-9:00 a. m., Dairy Building, Babcock</i>	
9:00	<p>SANITATION MANAGEMENT OF PLANT UTENSILS & EQUIPMENT Henry Trammal—Dept. of Dairy Industry</p>	<p>KNOW YOUR CUSTOMERS— Mrs. Margaret</p>
9:45	<p>NEW KNOWLEDGE ON THE CONTROL OF MASTITIS W. D. Pounden, Dept. of Veterinary Science</p>	<p>THE USE AND FUTURE OF THE GALLIUM R. B. Wilhelm—Owens-Ill.</p>
10:30	<p>NEW DEVELOPMENTS IN THE HANDLING OF DAIRY WASTES Illustrated L. F. Warrick, Wis. State Dept. of Sanitation</p>	<p>WHAT DO WE KNOW ABOUT CONSUMPTION Edward Fisher Brown, Milk Re.</p>
11:15	<p>NEW MEDIA—NEW INCUBATION TEMPERATURE—& NEW PLATE COUNTS E. G. Hastings—Dept. of Agricultural Bacteriology</p>	<p>FINDING NEW SALES TALKERS Tom Gundelfinger, Jr., Pe</p>
	<p>Question Please?H. C. Jackson</p>	<p>Any Questions?</p>
NOON LUNCHEON		
	<p>CHAIRMAN—DR. ORVIL O'NEAL Health Commissioner, Ripon</p>	<p>CHAIRMAN— Wisconsin Valley Creamery</p>
1:30	<p>CONTROLLING WEIGHTS & MEASURES OF PACKAGED DAIRY PRODUCTS Geo. Warner, Wis. State Dept. of Weights and Measures</p>	<p>PSYCHOLOGICAL STUDIES OF CONSUMPTION THE CONSUMPTION Edward Fisher Brown, Milk Re.</p>
2:10	<p>MILK QUALITY IMPROVEMENT PROGRAMS THE ABBOTTS DAIRIES CO. PROGRAM M. E. Powell, Abbotts Dairies Co., Cameron</p>	<p>PAPER BOTTLES—ECONOMICS OF Geo. D. Scott, Pure Pak Dairy</p>
2:50	<p>THE LADYSMITH MILK PRODUCERS' COOP. PROGRAM Ed. Pfeifer, Ladysmith Milk Producers Coop., Ladysmith</p>	<p>THE ELWELL PLAN OF SLIDING E. S. Elwell, Northland Milk</p>
3:30	<p>REVIEW OF STATE DAIRY LAWS & REGULATIONS E. O. Huebner, State Chemist</p>	<p>THE CONTROL OF LIME IN DAIRY C. M. Moore, The Dairy</p>
4:10	<p>ACIDITY AS pH—ITS USES IN THE DAIRY INDUSTRY K. G. Weckel, Dept. of Dairy Industry</p>	<p>SCORING OF COMMERCIAL BOTTLED MILK YOUR K. G. Weckel, Dept.</p>
	<p>Question?E. Wallenfeldt</p>	<p>Question Please?</p>
Special Daily 8:00-9:00 a. m. 1:00-1:30 p. m.	<p>MEMBERS OF THE DEPARTMENT WILL DEMONSTRATE AND EXPLAIN DAILY, AT 8-9 AND 1-1:30 TESTS LISTED AT BOT- TOM OF THIRD COLUMN SEE THESE DEMONSTRATIONS</p>	<p>DAIRY MANUFACTURERS—BABCOCK ENTERTAINMENT Short Talk—Dean C.</p>

Registration Fee — One Dollar — Babcock

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Here is a well insulated cooling tank you can install yourself and save money. The tank is insulated with the best mineral insulation obtainable, known as "ROCK CELL." THE PFEIFER UNITS under and around the insulation are made of the same material, so that the tank has 6" of insulation and yet the walls are only 6" thick.

The steel tank is made of 16 gauge copper bearing steel coated with two coats of ELATERITE. The inner and outer edge of this tank are protected by steel angles to secure durability, a tank 36" by 60" inside dimensions can easily be installed in four hours. Installation details are furnished with each purchase.

The tank is portable, in case you are contemplating a new or larger milk-house, you need not lose the investment you have in the tank, simply dismantel it and install in a new location.

The cover is constructed of one-quarter-inch super plywood top and bottom, with one and one-half inch of Built-Rite insulation between. It has an airtight rubber gasket all around.

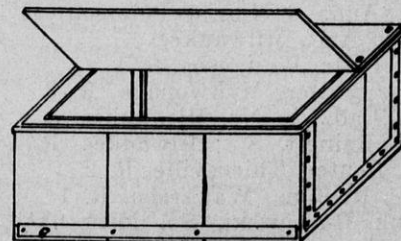
PFEIFER UNITS are not only being used for cooling tanks, but for building of homes, utility buildings, milk houses, barns, locker-houses, etc. They render a construction that any-one can erect, a construction that is fire-safe, shrink-proof, vermin and rodent proof, and strong. Let us know your needs and we will call on you or write you regarding them.

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FACTURERS' CONFERENCE, 1940

18		THURSDAY, MARCH 14	
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BROW Milwaukee	CHAIRMAN—DELMAR NEWTON Pleck Ice Cream & Dairy Co., Sturgeon Bay		CHAIRMAN—A. H. LINDOW Wis. Coop. Creamery Assn., Reedsburg
	THE USE AND FUTURE OF MIX AND MIX PRODUCTS FOR HOME USE H. H. Sommer, Dept. of Dairy Industry		FACTS TO KNOW ABOUT PACKAGING BUTTER L. C. Thomsen, Dept. of Dairy Industry
	APPRAISING ICE CREAMS MADE FROM PACK- AGED MIX PRODUCTS—DEMONSTRATION K. G. Weckel, Dept. of Dairy Industry		TRENDS AND RESULTS IN BUTTER TECHNOLOGY M. E. Parker, Beatrice Creamery Co., Chicago
	STANDARDIZING THE BEHAVIOR OF ICE CREAM MIXES H. H. Sommer, Dept. of Dairy Industry		HANDLING STICKY BUTTER C. H. Parsons, Swift & Co., Chicago
	FACTORS THAT INFLUENCE THE CAPACITY OF ICE CREAM FREEZERS A. W. Farrall, Creamery Package Co., Chicago		SALT IN BUTTER MAKING John F. Spain, Worcester Salt Co., New York City
SEWIFE SPEAKS Ison	SCORING OF COMMERCIAL ICE CREAMS (Bring or Send a Container of Your Ice Cream) K. G. Weckel, Dept. of Dairy Industry		Question Please? H. C. Jackson
HALF GALLON MILK BOTTLE Co., Milwaukee	Questions? W. V. Price		
MILK BY THE CONSUMER Incl, New York City	DAIRY MEN		
ING THEM WORK Co., St. Louis	CHAIRMAN—ED. ECKWRIGHT, WISCONSIN BUTTERMAKERS ASSOCIATION, SPOONER		
..... W. V. Price	PROPER PAINT IN THE DAIRY PLANT J. W. Thompson, Pittsburgh Plate Glass Co., Evanston, Ill.		
	IS THERE WATER IN YOUR WELL? E. W. Bennison—Edw. E. Johnson Co., St. Paul		
	HOW TO GET WATER OUT OF THE WELL D. L. Botham—Wis. Foundry & Machine Co., Madison Pomona Pump Co., Chicago		
	INSTRUCTION IN SCORING BUTTER (Bring or Send a Tub of Butter) L. C. Thomsen, Dept. of Dairy Industry		
	Question? H. C. Jackson		
	Improving Viscosity of Cream.... F. SKELTON	Rapid Phosphatase Test H. TRANMUL	
	Curd Strength of Milk J. FLAKE	Handling Starters D. NUSBAUM	
	Measuring Entrainment Losses... T. FORSTER	Measuring Acidity W. LANGHUS	

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Mr. Fletcher Says: . . .

MARKETING PROBLEMS

As new or old marketing problems arise in this market, it is my belief that you are entitled to information concerning them, so that whatever may develop because of such problems, you will be acquainted with the causes that may create market changes.

Under our new milk control law only counties with a population of 70,000 or over, or cities of the first, second or third class, are under milk control legislation. All other territory is wide open as far as competition is concerned, and may develop into serious price cutting battle grounds, between distributors, unless there is a way devised to curb them.

In our immediate territory the counties of Waukesha, Washington and Ozaukee, except the city of Waukesha, are no longer under control and may, because they are so close to controlled areas, even have the effect of seriously threatening the price structure within our major market, Milwaukee city and county.

However, it has been the contention of your organization that any dealer whose plant is located within a controlled area, must pay the price set by the state for his various classifications of milk, no matter where he sells it. If competition in uncontrolled areas forces the dealers to meet competition there, they have a right to appeal for lower prices to meet competition, and the state, by and with the consent of the producers, would be justified in granting to the industry such a request.

Because of the peculiarity of this new control measure, it is possible that a new type of price may have to be established to meet unrestricted competition with the uncontrolled areas, but that price must be fair and just to all, and for all the industry.

A CORRECTION

In the February issue, an item headed "Milk Pool, Again in Court" had been questioned by Mr. Harry Jack, president of the Wisconsin Co-operative Milk Pool, and we are pleased to print what Mr. Jack says about the Lena Plant:—

"While it is true that the plant overpaid their earnings to their farmers to such an extent that they were financially embarrassed and like many other co-operatives, as well as some corporations, found it

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REBUILD and RETIN YOUR USED MILK CANS

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GUARANTEED CANS AT A LOWER COST



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

necessary to close their operations or to reorganize, and in order to give clear title to a newly reorganized group or to any individual or corporation wishing to purchase this plant, it was necessary to start foreclosure proceedings, inasmuch as some of the original stockholders had died, others had moved to other states. This is the reason for the Wisconsin Co-operative Milk Pool starting foreclosure on the Lena Plant after their patrons had discontinued making delivery thereto."

Mr. Jack also says, "that the parties who instituted this proceeding against the Wisconsin Co-operative Milk Pool were advised by Judge Murphy that the Milk Pool had paid the Lena Co-operative, through cash advances and supplies, in a manner that fully compensated the Lena Co-operative for any products sold through the central organization, and that, therefore, the claim for \$100,000 damages was entirely without foundation in the first place, and, second, that the farmers concerned had not assigned their claim to any individual so that he might represent them and if claims for damages were to be filed, they would necessarily have to be done so through individuals concerned.

FLUID MILK PRICE REPORT

(Continued from page 2)

lon containers 22 cents, and one gallon container 40 cents.

Reports from crop correspondents indicate that the increase in milk production January 1-February 1

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Only **\$17.50** POST PAID

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Here is the biggest electric ANIMAL CLIPPER bargain ever offered. Now you can get a genuine Andis—the original single unit clipper—at the lowest price in history. The Andis is easier to operate—its weight rests on the animal as you guide it with the form fitting handle. Has a more powerful, fan cooled and dust sealed motor—no shafts or stands. Blades run on hardened steel roller bearings—are quickly interchangeable for clipping cattle, horses, sheep, dogs, etc. The Andis is the choice of leading Dairymen, Army Posts, Hunt Clubs, and Breeders everywhere.

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Send only \$1 (specify voltage wanted)—pay postman balance (we pay postage) or get your Andis from your dealer. Give it a thorough trial for 10 days. If not fully satisfied, your money will be promptly refunded.

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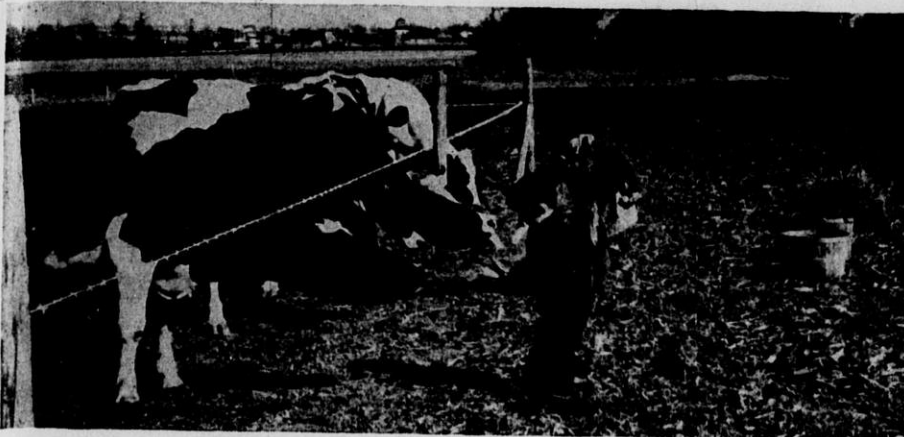
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was less than two percent. This is the smallest seasonal increase for the period in recent years except 1937, when drouth had curtailed feed supplies.

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- Red Cross Egg Mash 20% 2.05 cwt.
- Red Cross Egg Mash 16% 1.79 cwt.
- Red Cross Scratch 1.72 cwt.
- Red Cross Developer 1.85 cwt.
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- Your results will be equal to other feeds costing from 25c to 50c more per bag.
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South Milwaukee, Wisconsin
FARMER'S GENERAL STORE
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Caledonia, Wisconsin
MAKOWSKI BROS.
Milwaukee, Wisconsin
PRZYBYLA BROS.
Milwaukee, Wisconsin
KLEIN'S GENERAL MERCHANDISE
Rockfield, Wisconsin

OFFICIAL DAIRY DAY

In recognition of Wisconsin dairy farmers and the superior products they produce, March 28 was designated Wisconsin Dairy Day in a proclamation issued Tuesday by Gov. Julius P. Heil, according to a release by the State Department of Agriculture.

The date was selected to coincide with the opening day of the sixty-eighth annual convention of the Wisconsin Dairymen's Association at Menomonie, March 28-29.

The complete proclamation follows:

"The development of dairying into the foremost industry in Wisconsin, accounting for virtually 50 percent of the state's gross farm income, forms an outstanding contribution to American agriculture.

"Wisconsin, with 2,223,000 milk cows, ranks first among the 48 states in the number of milk cows, number of dairy herd development associations and number of pure-bred dairy cattle. The state produces 11 percent of the nation's milk, 50 percent of all cheese made in the United States, 11 percent of the nation's creamery butter, and 31 percent of

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State Tested and Sealed
100 and 110 day maturities
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HORSES FOR SALE

One pair well matched strawberry roans, mare and gelding, one five and one six years old, weight about 3,400 pounds, splendid workers. Lynn Zimmerman, Wauwatosa, R. 7, Box 238—drive 1 1/2 miles west of Wisconsin Memorial Park, turn to right 1/2 mile.

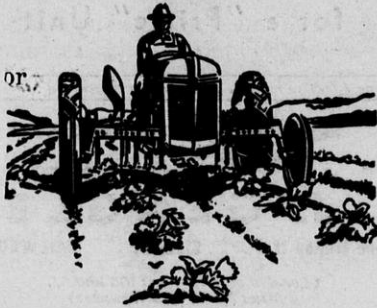
HORSES FOR SALE

Matched black team, one three and one four years old—1,600 pounds each. Sound and well mannered. Priced very reasonable. Also one black two-year-old. Henry W. Zillmer, Route 2, Pewaukee.

the national output of condensed and evaporated whole milk.

"The Wisconsin Dairymen's Association, through its leadership over a period of 68 years, has materially aided the state's dairy development. On March 28 and 29 the Wisconsin Dairymen's Association will hold its sixty-eighth annual meeting and convention at Menomonie, Wis., which thousands of dairymen from all parts of the

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of soil



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state will attend. Since this is a timely occasion to remind our citizens of the importance of dairying.

"Now, therefore, I, Julius P. Heil, governor of the state of Wisconsin, do hereby designate and proclaim March 28 as

WISCONSIN DAIRY DAY

and urge that the occasion be observed with fitting exercises in recognition of Wisconsin dairy farmers and the superior products they produce."

"Good gracious," said the lady visitor, "that bull seems very angry, doesn't he?"

"It's your red hat, ma'am," explained the farmer.

She flushed and looked upset. "I know it's a bit old-fashioned," she murmured. "But who would have thought a stupid old country bull would have noticed it?"

Jerry: "See that boy over there annoying Betty?"

Billy: "Why he isn't even looking at her."

Jerry: "That's what's annoying her."

"Officer, I'm looking for a parkin' plashe,"

"But you've got no car."

"Oh, yesh I have; it's in the parkin' place I'm lookin' fr."

THE NEED FOR BRAINS

By Bush

If cattle were mental,
Not stupid and gentle,
They'd get everything that they
need,

With organization
And co-operation,
With rules on their treatment and
feed.

If anyone tricked them
Or anyone kicked them,
If something unpleasant occurred,
They'd call a mass meeting
And argue while eating,
And cut down the yield of the herd.

Our boards and commissions
Make rules and revisions
That ruffle the dairyman's hair;
It's not that they hate him;
It's just that they rate him
For all that the traffic will bear.

They add a restriction
For each dereliction;
With worries they wrinkle his brow;
They grab him and grip him;
They milk him and strip him,
The same as he milks out a cow.

No stanchion or tether
Will keep cows together;
No evils their brains will arouse;
Not even when blighted

Will cows keep united—
Are dairymen smarter than cows?
—California Dairyman.