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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1940/March 1941

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MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

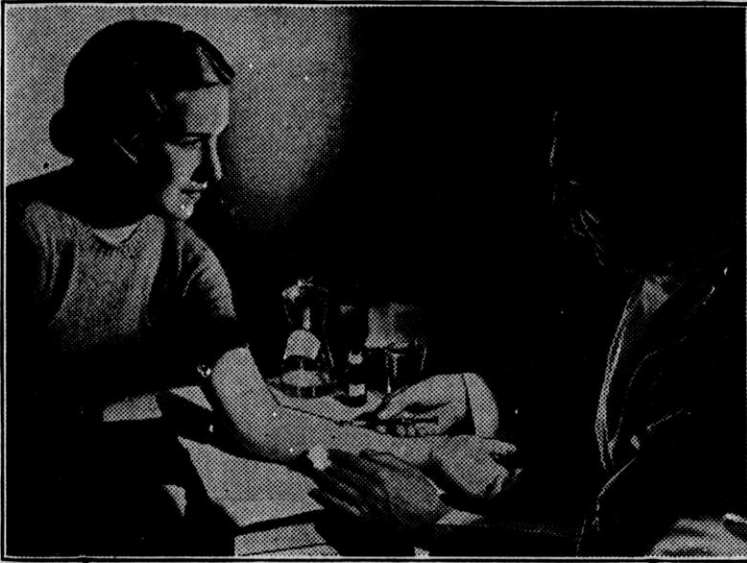
For Farmers"

Volume 13

APRIL, 1940

Number 1

PRICE NOT CHANGED



The Tuberculin Test

SPEEDING UP TUBERCULOSIS CONTROL

By Thomas Parran, M.D.
Surgeon General,
United States Public Health Service

I like to watch a train leaving the railroad station. The mass of steel begins to move slowly and gradually picks up speed until the labored puffs of the engine smooth out to a swift, even rhythm. When sufficient momentum has been gained and with a clear track, the engineer gives her full steam ahead and speeds to the end of his run.

The movement to control tuberculosis is something like that. Because of the momentum gained in the past years, we now are ready to open the throttle wide. Our present reserve of power and the clear track ahead promise sure arrival at our goal. That goal is to conquer tuberculosis so completely that its load

will never again burden us and our children.

During the last 50 years we have learned how to treat tuberculosis better. Sound principles of treatment, the main ingredient of which is rest, are everywhere understood

and applied. New ways of resting the lung by simple surgical procedures have been discovered. The sanatorium is now a fully equipped hospital. The doctors in charge are expertly trained. In the treatment of tuberculosis and in the isolation of those who have it, we have gone far.

But, before cases can be treated and isolated, they must be found. At first it was easy to discover them. Consumptives walked the streets. Even the non-medical person could pick them out. But soon there was felt the need for a new service—the diagnostic clinic, established at first for the poor who could not afford a private physician. This work of finding people who have tuberculosis has grown.

As our knowledge increased, the methods of case-finding were refined and improved and became more ex-

(Continued on page 2)

OTHER MARKETS

The Federal Market Administrator reports a price of \$1.89 per hundred for 3.5 percent delivered to St. Louis dairies for February. An increase in sales is reported for that town.

Under the heading "New Producer Price" the Market Administrator gives the figure "\$1.47 subject to a 15 cents zone differential if delivered at locations outside the marketing area." Presumably this is for March.

Chicago Pure Milk Has Big Annual Meeting

Pure Milk held its 15th annual meeting in Chicago on March 12. Not quite as big and not as scrappy as some of its earlier meetings but a good one according to reports.

There was talk of limiting new membership to close in producers but favorable action on that question was not taken.

Bonding of milk dealers was asked for in a resolution and also that Chicago and other municipalities should pay the cost of inspection of source of milk supply. State Milk Control was also asked for by a resolution that was approved.

Manager Art Lauterbach stated that Federal and State Milk Control is here to stay. He also said a "consent decree" in the milk indictments was being sought in order to save Pure Milk the expenses of a court trial. President Eckhoff stated that leaving the base and surplus plan in 1939 did not mean that some plan of uniform production would not be again put in effect.

Twin City Markets

Under the heading "Milk War Starts" the Twin City Milk Producers Bulletin, publication owned

(Continued on page 3)

MARCH PRICES

GRIDLEY DAIRY CO.		LAYTON PARK DAIRY		LUIOK DAIRY CO.		FOX DAIRY CO.	
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price
Fluid	48.63 \$2.40	Fluid	50.65 \$2.40	Fluid	53.35 \$2.40	Fluid	52.12 \$2.40
Out. Relief.	2.60 2.17	Out. Relief.	3.57 2.17	Out. Relief.	3.22 2.17	Out. Relief.	.58 2.17
Cream	18.03 1.38	Cream	11.45 1.38	Cream	18.55 1.38	Cream	19.41 1.38
Manuf'd	30.74 1.13	Manuf'd	34.33 1.13	Manuf'd	24.88 1.13	Manuf'd	27.89 1.13
Composite price	1.81	Composite price	1.83	Composite price	1.88	Composite price	1.85
BLOCHOWIAK DAIRY		SUNSHINE DAIRY CO.		EMMER BROS. DAIRY		GEHL'S GUERNSEY FARMS	
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price
Fluid	53.62 \$2.40	Fluid	48.13 \$2.40	Fluid	67.05 \$2.40	Fluid	46.15 \$2.40
Out. Relief.	4.00 2.17	Out. Relief.	2.03 2.17	Out. Relief.	18.23 1.38	Out. Relief.	2.06 2.17
Cream	9.64 1.38	Cream	17.00 1.38	Manuf'd	14.72 1.13	Cream	15.05 1.38
Govt. Sales	12.18 1.38	Manuf'd	32.84 1.13	Composite price	2.03	Manuf'd	36.74 1.13
Manuf'd	20.56 1.13	Composite price	1.80			Composite price	1.77
Composite price	1.89						

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

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

VOL. 13 APRIL, 1940 No. 1

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DEALERS ASKING FOR PRICE REDUCTION

For the last five months, the milk dealers have claimed that the price they pay for fluid milk is too high, leaving them no margin and that if it continues, they may not be able to issue good checks to the farmers. They also state that sales resistance is very strong due to the comparatively low price of evaporated milk and the fact that milk can be bought outside of the city limits for a much lower price from both commercial stands, whose products come from creameries or cheese factories and from farmers selling their own product at their own gate. Lower sales mean higher cost, according to the dealers.

Some dealers also state that certain competitors are buying their fluid milk cheaper within this market and that such competitors have an advantage which they sometimes use in offering inducements to customers, particularly to stores. There is considerable feeling on the part of the dealers that if the price was ten cents instead of eleven, sales would be much better and people would not be tempted to drive in the country to buy their milk supply.

Your directors have been asking the Department of Agriculture to press action in court against commercial roadside stands who handle milk which does not come under the City Health Department's close supervision. The directors have also asked the Department to check on the dealers' books and records to ascertain the trend of sales and also to find whether the dealer is losing money or operating in a way that would mean that the farmer might not get paid for milk.

Nearly five months ago, an investigation was started on commercial

roadside stands and action in court followed, against several operators. A decision was rendered in favor of the Department early in March. The stands, however, are still operating probably due to legal difficulties in getting them enjoined for selling milk at a cut price. The Department is now working on an analysis of the dealers' records and have promised your Board of Directors that later in this month, they will have something definite to present to the Board of Directors on conditions in the market as revealed by the study of the dealers' books.

In the meantime, production has reached a very high point and is still on the increase. Practically all dealers believe they have too much milk and producers who are not producing a good grade will find it hard to stay in the market under these conditions.

MANUFACTURE PRICE STILL GOING DOWN

Butter prices are holding at 28 cents or thereabouts probably due to purchases made with government money either by the Surplus Commodities Corporation or the Dairy Products Marketing Association. Skim milk products, however, are gradually going down and seem due to go much lower for there is practically no demand from manufacturers of skim milk powder or sweetened condensed. Cottage cheese brings very low returns and casein seems to be the real stepchild of the milk industry for nobody cares for any. A drop in the manufactured price of fourteen cents from January to February and thirteen cents from February to March and with the quotations which we have starting in April, on skim milk products, a further decline can be looked for. Condenseries which had paid a premium over the code prices for several months paid code for the last half of March and do not seem to be hungry for milk.

SLIGHT DROP IN COMPOSITE PRICE

Composite prices for March did not fall in proportion with the manufactured price probably due in part for a better demand for milk during the Lenten season and also because of the thirty-one day month and more excess overbase than was the case in the month of February.

JOE PIEK TO DISPERSE

Joe Piek, one of our members and large producer of Hartford, Wis., of Johanna Rag Apple Pabst fame, has decided to disperse his entire herd of purebred Holsteins numbering

around 70 head on June 6, 1940. The sale will be held at the farm south of Hartford.

The foundation for the pure bred herd was laid in 1920 when Mr. Piek bought a number of foundation animals in the Fond du Lac Sale. In 1921 he purchased Johanna Rag Apple Pabst from Linker & Lepien of Hartford and started testing in 1924. Johanna Rag Apple Pabst was selected as the All-American bull in 1923, 1924, 1925 and 1926 and is known as the Reserve All-Time All-American Bull and the bull that sired the Reserve All-Time All-American Get. After selling Johanna Rag Apple Pabst to Mount Victoria Farms at a price of \$15,000 Joe Piek has followed up with sons and grandsons of Johanna Rag Apple Pabst in his herd. The entire herd is made up of animals of Johanna Rag Apple Pabst breeding.

The herd is accredited and certified and has just passed another clean test in February, 1940.

DAIRY CONFERENCE

The Department of Dairy Industry, University of Wisconsin, conducted a dairy conference at the Dairy School, at Madison, on March 12, 13 and 14. Laboratory Chief, Roy P. Knoll, attended the conference on mastitis control, bacteria analysis of milk, controlling weights and measures of packaged dairy products, quality programs presented by various speakers who operate plants within the state and also the conference on selling plans, containers of various sizes for selling milk.

Ten members of your Board of Directors attended the conference on March 13. The Elwell plan, sliding scale of milk prices to consumers, was presented, a paper, "The Housewife Speaks," by a lady residing in Madison, a discussion by Ed Fischer Brown, of the Milk Research Council, New York City, discussion of sales talks and how to make them work, by T. C. Gundelfinger, Jr., St. Louis, Mo., paper bottles—economics of their use and consumer re-action, by a man from Detroit; the use and future of two-quart and gallon milk bottles, by a representative of the Glass Container Association of America. Much food for thought was contained in these papers.

SPEEDING UP TUBERCULOSIS CONTROL

(Continued from page 1)

pansive. Two important developments encourage progress—one, the tuberculin test which tells whether or not a person is infected with

tuberculosis germs; the other the X-ray, with which we can now discover tuberculosis early, (while it is still a "silent" disease, without marked symptoms, and) when it is easily curable.

This is not the time, however, to stop for self-congratulation. A disease certainly is not yet under control which even now kills 70,000 of our people annually; which even now is No. 1 killer among people between the ages of 15 and 45. It is time to open the throttle and finish the run.

The Early Diagnosis Campaign now being conducted by tuberculosis associations throughout the country calls attention to one means of detecting early tuberculosis. The slogan this year is "The X-ray Reveals Tuberculosis Before Symptoms Appear." Why not X-ray all apparently healthy persons?

(An investment made now to hurry up the control of tuberculosis will be self-liquidating and final.) Tuberculosis is perhaps our most expensive disease, the destroyer of earning capacity and of productive power. The time is opportune to plan for the complete control of this age old disease.

Throughout Wisconsin during the month of April the Wisconsin Anti-Tuberculosis Association is conducting the thirteenth annual Early Diagnosis Campaign. This campaign is financed with a portion of every dollar spent by the people of this state for Christmas Seals.

OTHER MARKETS

(Continued from page 1)

by the Twin City Milk Producers serving the Minneapolis and St. Paul markets, prints a long article in its March number from which the following notes are taken:

We are paying \$1.69 per hundred for 3.5 percent milk delivered at the dealers' plants for the month of February.

We hope every member will read the following account of the milk situation in the Twin Cities.

Early in January there was a drastic drop in the price of manufactured dairy products. Powder for bakery use dropped from 10½c to 7½c; dried casein dropped from 16c to 8c, and the return for cheese and butter also has decreased. With this decline has come an urge throughout the United States for those selling milk in manufactured form to get on the fluid milk markets and this has hit the Twin Cities with special force.

Stands have been set up around the cities where milk is now selling at 8c a quart. One large stand at the city limits of Minneapolis is selling Guernsey milk, testing 4½ per-

cent in gallon jugs, at 9c per quart, the same type of milk that is selling from the milk wagons at 13c and 14c a quart. This caused considerable loss in business on the part of our customers but the matter has gone much further than this.

An outside creamery has started bottling milk for a chain of stores which has opened up in St. Paul. These stores are selling milk in St. Paul and South St. Paul at 8c per quart and several of the stores are making a feature of milk at two quarts for 15c. At least twenty stores are selling milk for 7¼ cents and 8 cents per quart at this time and locations have been secured for other stores which will open soon.

It is a simple problem in mathematics to see that stores handling this milk are making not more than 1 cent per quart and some of the storekeepers admit that they are selling it at cost or less. They are doing this as a loss leader in violation of the Minnesota law which is not being enforced. This law provides that they must sell at a markup of at least 10 percent to cover the cost of handling.

It is perfectly clear that the companies operating milk wagons must meet this competition and they are now meeting it by selling milk to storekeepers at a price which enables the stores to sell at 8 cents per quart and make handling charges.

Skim Milk Products Lower

As we are located in the largest milk producing area in the world which surrounds any city of similar size, we are vitally interested in the return for milk and skim milk in the plants within the Twin City milk territory. The drop which has come in the price of powder and casein alone has meant a decrease in our return for milk manufactured at 30 cents per hundred, we manufactured 61.45 percent of all our milk in February. Although we have made no change in the price of \$2 per hundred to distributors, this decrease in the return for manufactured products lowered our price 12c per hundred.

This situation has already forced one St. Paul milk distributing company to sell their business and has caused all the Twin City milk companies to want to buy at the lowest possible price in order to meet this growing competition, as without doubt they will have to change the retail price as well as the store price to meet the competition of this outside milk.

Milk sold just across the city limits is not inspected milk, but the milk which is being sold by the stores in the Twin Cities at these reduced prices is inspected milk.

Our paying price is still so much above that paid by the creameries in this area that it is dangerous from the standpoint of drawing milk to our market.

Peoria, Ill., Producers Warned that Federal Inspectors May Get Them

The Milk Producers, Peoria, Ill., warns its readers to be ready for the Federal Milk Inspectors in its March issue. The article follows:

"Within the next thirty days, the Federal Milk Inspectors will come on the Peoria Milk Market to inspect the farms shipping compliance milk on the Peoria Market.

"The Peoria City Health Department has informed us that they will not know when they are coming and just what farms they will visit, but will take a certain percent of the farms picked at random. One of these may be your farm so be prepared.

"The Health Department has asked that we co-operate with them in telling our members in advance to clean their milk utensils, milk houses, barns, cow yards and barn yards and keep clean as possible as the Federal Inspector will grade and if you get under 90 percent you probably will be cut off the market until your grade is brought up. This grade not only is marked against you, but is also marked against the dairy to which your milk is delivered.

"They have especially asked that your utensils be clean and free of all milkstone and that your yards are clean around the milk house and all manure removed from around the barns.

Cincinnati Producers to Get Payments

The Co-operative News Bulletin, Cincinnati Milk Market paper, prints the following article in its February issue.

From this it appears that sometimes court action is needed to get farmers' money due them.

"As a result of an order signed on March 12, 1940 by United States District Judge John H. Druffel, the clerk of courts will pay over to J. B. McCroskey, the milk market administrator in this district, approximately \$60,000. This amount has been placed in escrow with the clerk of courts by ten milk dealers in the Cincinnati market after Judge Druffel had ordered them to comply with the terms of order No. 22 which regulates the handling of milk in the Cincinnati market, pending the appeal of their cases to the Sixth United States Circuit Court of Appeals.

"In January of this year their ap-

peal was withdrawn on their own motion and the previous ruling of the district court thereby became final.

"The ten defendants were given 30 days in which to pay an additional amount of approximately \$12,000 to the Administrator which is due for milk during the period from May 1, 1938 to January 31, 1939.

"Immediately following the issuance of order No. 22 on May 1, 1938, these ten defendants violated the order and failed to comply with its terms. In February, 1939, Judge Druffel of the United States District Court upheld the order and required these handlers to comply.

"It is expected that these funds will be distributed to producers in the Cincinnati market as soon as the market administrator can make the necessary computations and the checks can be issued."

Minimum Class Prices for Chicago Area as Released by Federal Market Administrator, N. J. Cladakis for March, 1940

Hundredweight prices to be used in computation of value of milk by classes (Sec. 941.5a):

Class I	1.854
Class I, Relief Milk	1.395
Class II	1.584
Class III	
Evaporated Milk and Condensed Milk	1.304
Other Class III	1.177

SIGN-UP GOOD

Fourteen Wisconsin counties are nearing the Honor Roll goal of 100 percent butterfat sign-ups in the dairy promotion program of the Wisconsin Dairy Industries Association, according to Russell E. Frost, acting secretary of the association.

In six counties more than 75 percent of the annual butterfat production has been pledged in support of the program while in eight others producers of more than 50 percent of the annual butterfat production have joined the program. The approximate percentage of the annual butterfat output signed in the counties is as follows:

Trempealeau, 95 percent; Washburn, 93; Adams, Juneau and Pierce, 90; Grant, 85; Dunn, Racine, Monroe and La Crosse, 70; St. Croix, 65; Price and Shawano, 60; Barron, 55, and Polk, 50.

The dairy promotion fund is being raised through voluntary agreements with dairy plants calling for a deduction on each patron's check of one-half cent per pound of butterfat handled during the month of August. This means that the aver-

age dairyman under the program will pay only about 10 cents per cow each year.

None of the money will be collected until enough agreements have been signed to make a minimum of \$100,000 available for the promotion of dairy products.

An intensive campaign is rolling along at top speed to secure pledges to the W.D.I.A. program from producers of 200 million pounds of butterfat, half the state's annual production, before May 1. At that time it will be necessary for the state department of agriculture, which has loaned its services and facilities to the program, to turn in full attention to the Wisconsin State Fair and other department activities.

WISCONSIN MILK COW PRICES AT HIGH LEVELS

Wisconsin milk cow prices are the highest reported in the past two years, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

At an average price of \$73 per head, Wisconsin milk cow prices are a dollar a head above the average of a year ago and are the highest since March, 1938. Unlike the prices of other livestock, the price of milk cows increased during the Winter months.

The price of milk cows has increased somewhat in proportion to the increase in milk prices. At present it takes about 5,000 pounds of milk to buy a milk cow, which is about the relationship which has prevailed since September. Prior to October a much less favorable relationship existed between the price of milk cows and the price of milk during most of 1939.

Milk prices have increased substantially since September of last year and have been fairly even throughout the Winter months. At the average price of \$1.47 per hundred pounds reported for February, milk prices increased 41 cents per hundred pounds since the 1939 low shown for April.

TWO GUERNSEY CO-OPS FAIL TO PAY

New York State Guernsey Breeders' Co-operative, Inc., and Syracuse Guernsey Dairy Co-operative, Inc., were listed in a bulletin issued by Market Administrator E. M. Harmon March 26 as handlers who "have failed to make their producer settlement payments for February, which were due March 18." These were the only two handlers listed as failing to make February payments. -Dairymens League News, New York

SUPERINTENDENTS NAMED

Superintendents of 17 departments of the 1940 Wisconsin State Fair, Aug. 17-25, were announced this week by Ralph E. Ammon, director of the State Department of Agriculture.

The duties of superintendent were delegated in the various departments as follows:

Horses—Harvey Nelson, farmer, Union Grove. Cattle—Fred Klusendorf, dairy farmer, Waukesha. Sheep—R. E. Fisher, state department of agriculture. Swine—Burlie Dobson, swine breeder, Lancaster. Poultry—C. Howard King, state department of agriculture.

Fur Show—Maurice J. Fitzsimons, Jr., fur farmer, Fond du Lac. Dairy Goats—Clem Weiss, goat breeder, Waukesha. Farm Crops—C. J. Ritland, farmer, Chippewa Falls. Horticulture—E. L. Chambers, state department of agriculture. Bees and Honey—James Gwin, state department of agriculture.

Theater—Dan E. Vornholt, college of agriculture. Dairy—L. G. Kuenning, state department of agriculture. Home Economics—Mrs. Milton Koegel, route 2, Milwaukee, Miss S. Rust, route 11, West Allis. Art Show—A. N. Colt, Colt School of Art, Madison. Dog Show—M. F. Couillard, Milwaukee. Horse Races—Theodore Bartel, Milwaukee.

Wisconsin Junior State Fair—Russell E. Frost, state department of agriculture, director.

SEND FOR THIS BULLETIN

Milk as a Food Throughout Life is the title of Bulletin 447 recently released by the Wisconsin College of Agriculture. This authoritative publication, prepared under the general supervision of the world-famed chemists, E. B. Hart, Harry Steinbach, and C. A. Eldehjon, will undoubtedly take its place among the most important publications ever issued by a public institution.

Throughout its 38 pages, the latest scientific knowledge relative to milk and its relation to the nourishment of the human body is discussed in detail. Not only is fluid milk and its relation to human nutrition fully discussed, but each product manufactured from milk is carefully analyzed in light of present-day scientific knowledge and the relation of the milk product to human health set forth in simple but convincing manner. No person in any way associated with the merchandising of milk or milk products can afford to pass up the opportunity of making himself familiar with the latest scientific knowledge on the subject as offered in Milk as a Food Throughout Life.

PRODUCTION INCREASING AT FASTER RATE

The Agricultural Marketing Service Weekly Creamery Butter Production Report for the week ending March 21 indicated a 5.9 percent gain over the previous week and a 0.5 percent gain over the same week last year. The seasonal upturn was the greatest in major butter producing areas, with east north central gaining 5.4 percent, west north central 7.0 percent and west 5 percent. Receipts of butter at the four markets through Thursday were 9,537,984 gross lbs. compared with 9,076,504 lbs. last week and 9,246,005 lbs. same period last year. The 28c 92 score market at San Francisco has checked the mid-west shipments to the Pacific Coast. Estimated total butter production February, 1940 (29 days) was three percent over production of February, 1939 (28 days) and 13 percent above nine-year average. February, 1940 (29 days) production of evaporated milk (estimated) was 22 percent over February, 1939 (28 days) production. Stocks of evaporated milk on March 1, 1940 were 25 percent larger than a year earlier and 51 percent larger than five-year average.

Storage Use Light

Withdrawals from storage during the week were on a limited scale. The four markets through Thursday reduced total holdings 751,161 lbs. (private reductions were 511,496 lbs.). During the corresponding period last year total withdrawals were 1,329,484 lbs. The 35 markets on March 23, 1940 held 7,985,678 lbs. of which 6,302,351 lbs. were held privately. Moderate interest in storing light colored butter, but general disposition is to await developments.

The most expensive seed is cheap seed which, because of its low germination and high weed seed content, will result in a poor stand and a reduced crop, the state department of agriculture points out.

This fact is clearly shown by the results of a test made at the state seed laboratory on a sample of seed sent in by a Marathon County farmer who had purchased the seed from out of the state. The seed was quoted at \$4.70 per bushel of 45 pounds. Delivered in Wisconsin it costs about 12 cents per pound. The sample sent to the laboratory was found to be of the following mixture:

About 50 percent timothy by weight, worth about six cents per pound; 25 percent sweet clover, worth about eight cents per pound; 10 percent red clover, worth about 20 cents per pound, and 10 percent alfalfa which appeared to be screen-

WIDER MILKSHED SEEN AS BASIS OF POTTER PLEA

In the mass of testimony presented at the public hearing on proposed amendments to the Chicago milk marketing order last week appeared more than faint hints of an impending drive of Chicago milk dealers to widen the milkshed.

Paul Potter, executive secretary of the Associated Milk Dealers, Inc., emphasized that milk outside the metropolitan area was 5c to 8c less than the price paid by Chicago dealers under the federal order.

Not that Potter's plea is expected to be given much consideration, but it did get a lot of publicity in the newspapers—which, it is suspected, is what he principally hoped to accomplish, perhaps with the thought that ultimately it might aid in breaking down the restrictions.

ings, and not worth over 10 cents per pound. There was also a small percentage of Alsike and other crop seeds in it.

Not only is this seed expensive from a unit weight standpoint but because it was found to contain 15 seeds of Wild Mustard. Sown at the rate of 12 pounds per acre, it would mean planting apparently 2,840 mustard seeds per acre, according to Henry Lunz, supervisor of seed and weed control.

If a farmer were to purchase these seeds separately and mix them himself the cost of the mixture would be less and the quality no doubt higher, Lunz declared. This is a good example, he said, of why it pays to buy seed from home dealers whose reliability is unquestioned.

The most economical seed to use, he pointed out, is tested, properly labeled seed that conforms to the requirements of Wisconsin seed laws.

SEE FOR YOURSELF!

A THIRD EYELID IS WELL DEVELOPED IN CERTAIN AMPHIBIANS, REPTILES, BIRDS AND SOME FEW SHARKS

IN A LARGE TECHNICAL LABORATORY THERE ARE MEN WHOSE EYES ARE SO WELL TRAINED THEY CAN RECOGNIZE NEARLY 100,000 DIFFERENT HUES AND COLORS

DETECTIVES AT SCOTLAND YARD SAY:— TO GET THE TRUTH OUT OF A MAN, YOU MUST HAVE HIS EYES AT A LOWER LEVEL THAN YOUR OWN

A KOREAN BRIDE'S EYELIDS ARE GUMMED TOGETHER UNTIL THE SECOND DAY AFTER HER MARRIAGE. THEN SHE IS PERMITTED TO SEE HER HUSBAND FOR THE FIRST TIME.

F. D. W. Green

FLEXIBLAC Protective PAINT for Concrete Silos

Concrete silo owners realize how rapidly they disintegrate due to the destructive action of ensilage juices. This can be prevented by painting the inside of the silo with two coats of Cabot's Flexiblac, which seals the pores and resists the acid juices, thus protecting the silo and preserving the ensilage from mold and decay, often saving as much as 15 or 20% spoilage.

And this durable paint, valuable for so many uses on the farm, is decidedly low in price.

Your name and address on a post card will bring a liquid sample, together with the name of your nearest dealer. No obligation.

SAMUEL CABOT, INC.
 Manufacturing Chemists
 827 S. Second Ave., Minneapolis, Minn.

Mr. Fletcher Says: . . .

Why do we so often write articles on "bad odor" milk? Mostly because the vast majority of what trouble exists in the market on returned milk is caused by this condition. Naturally it is our desire to see that shippers do not have milk returned for this is an economic loss, and it is our belief that with proper care in feeding methods, and in methods of handling the milk, practically all milk returned because of bad odor could be accepted.

The three main causes in this market for the return of bad odor milk are, first—feeding strong feed before milking; second—keeping milk cans in the barn while milking and third—shipping milk from cows with infected udders.

Add to these dirty milk tanks, unclean milk utensils, wet-hand milking and other improper production methods and the whole question of having quality acceptable milk comes down to a proposition of using sane, sanitary production methods at all times. No farmer in this milk shed is getting so much money for his milk that he can afford to take a chance on poor production methods that costs him money in the long run.

In connection with these quality programs some of the dairies in this market have adopted certain so-called penalty plans based on the theory that the producer who makes the right kind of milk should not be penalized because his neighbor may have unacceptable products.

Without analyzing the merits or demerits of these plans, we will very briefly outline them to you as they are given to us by some of the companies.

The Gehl Dairy divides their shippers into four classifications, namely—A B C and D. The milk is judged as to quality according to the methylene blue test and shippers are classified by what this test shows. Each month a list is made of all shippers and sent to each one so everyone not only knows how his own milk stood up, but all the others classified.

When this plan was started about 18 months ago, over 50 percent of the shippers were in class C or D but last month all except four were in Class A, and these four were in Class B.

The Gridley Dairy Company uses a monthly "criticism" plan. Under this plan any producers who have had five or more "criticisms" in a month (bad odor, dirty pads, poor farm inspection and so forth, constitutes a criticism) have 10 percent of their average price milk put in

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REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

the manufactured classification for that month. This penalizes the producer with penalized milk and given the other producers a little more in their average price. They report that under this plan most producers very quickly correct any of their troubles and very few shippers are penalized by it.

The Luick Company uses a yearly criticism plan. Under this any shipper who has 20 criticisms in one year is placed on the probation list. They are warned that should this condition continue, their company would prefer they seek another market. While this plan does not act as a direct penalty on their monthly income, they report that very few shippers ever rate 20 criticisms in a year.

The Golden Guernsey Co-operative have the following penalty plan. If any shipper has in any month, more than one high bacteria count out of four taken (over 50,000 to be considered as a high count), or more than 20 percent of sediment pads rated dirty (four sediment tests taken monthly) then 15 cents is deducted from his average price and this amount of money deducted from the penalized shippers is added to the average price paid the non-penalized producers. They report that so few farmers are penalized under this plan that many months the amount to be added to the average price paid to the non-penalized producers is only two cents.

The Fox Dairy uses a plan very similar to that used by the Guernsey company and reports excellent results favoring the producers of quality milk.

Quoting figures on any phase of the milk business often becomes very tiresome, and unless a full analysis is made of the figures given, they may not mean much.

However, to show production and sales trends we are giving you the following to study over.

In the year 1933 there were 4,106 farms shipping to this market and in January, 1940, the number had dropped to 3,291. By 1936 the number of farms producing for the market had dropped to 3,639 and these farms produced monthly 24,089,549 pounds, while in 1940, the production from 3,291 farms amounted to 26,442,318 pounds, or 348 less farms in 1940 produced 2,352,729 pounds more milk than was produced monthly in 1936.

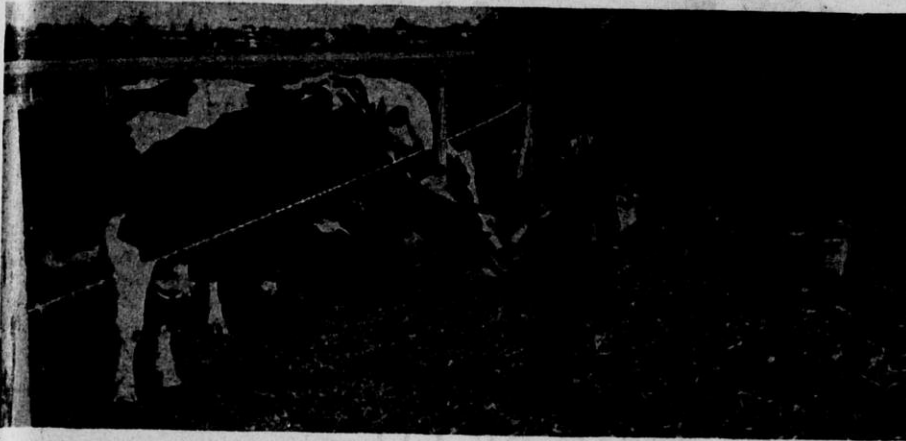
When we consider sales, however, we find that in 1936 actual fluid sales monthly amounted to 14,049,922 pounds while in 1940 the actual sales monthly were 13,761,657 pounds, or a monthly drop of 288,265 pounds.

Comparing from an industrial standpoint, it would seem as if 1940 should have been more favorable than 1936.

Whatever you, in your own mind may study out from these figures, there stands out that fluid milk producers are increasing production per farm very rapidly while the sales not only are not increasing, but are actually on the decline. How long such conditions can continue without serious consequences is hard to determine, but my guess is that unless they are corrected either by increased sales or decreased production many more farmers face the loss of their market.

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We are Co-operating With You

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- Red Cross Growing Mash 1.99 per cwt.
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- Red Cross Egg Mash 16% 1.79 per cwt.
- Red Cross Scratch 1.72 per cwt.
- Red Cross Developer 1.85 per cwt.
- Red Cross Chick Feed 2.09 per cwt.
- Red Cross 36% Supplement 2.97 per cwt.

• Your results will be equal to other feeds costing you from 25c to 50c more per bag. • You cannot afford to pay more and come out with the present market on poultry and eggs. • Don't be misled by high-powered salesmen; high-priced feed and low-egg prices don't make horse sense.

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Milker Distributor Salesmen—Invest \$50.00 and be your own boss; one sale per week beats working for someone else; capable hard workers earn \$3,000 up, retail prices as low as \$69.00; also amazing new machine by 36-year-old company. State full experience. Room 444-A, Anker-Holth Mfg. Co., Port Huron, Mich.

5 Lick 47—If you own McCartney, Michigan, Chore Boy, Page, Clean Easy or other portable, get facts about amazing Grade A milk heads . . . 5 parts replace as many as 47 on some milkers . . . no screws, nuts, threads, clamps . . . time saved in barn and in washing makes Grade A heads worth weight in gold, costs only few dollars. State make, age of milker. Send postal Grade A, Box 0-738, Port Huron, Mich.

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Tames ANY Bull

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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 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.

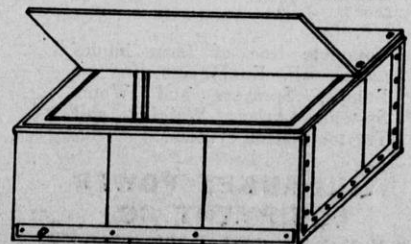
WISCONSIN UNITS COMPANY

Phone Gr. 6177 or Gr. 3884

6630 W. National Avenue

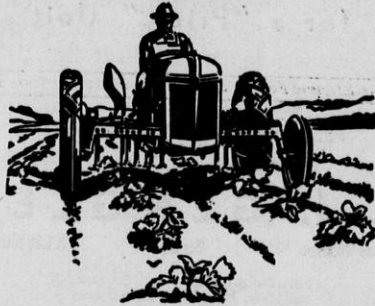
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Because the lightweight Ford tractor with its Ferguson system of hydraulically controlled wheel-less implements is so different, *you've really got to see it in operation*. We'll be glad to give you a demonstration.



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COOL EASY RUNNING
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over for its greater
speed, ease of hand-
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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. 51 years making Quality products.

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MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

MAY, 1940

Number 2

No Change In Fluid Price

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MADISON

Milk Gets Boost Over Columbia Broadcasting System Radio Hookup

The fluid milk industry and other branches of the dairy industry received some excellent—and free—publicity from the Columbia Broadcasting System when that organization's program, "Americans at Work," was devoted to the dairy farmer.

Not only was the history and early development of the dairy industry outlined and dramatized for Columbia listeners, but special emphasis was placed upon the nutritional value of milk.

At one point in the program, for instance, the announcer declared:

"Doctors, medical clinics and health centers constantly remind us of the importance of milk."

This announcement was followed by a skit:

Nurse: Here are the X-rays, doctor.

Doctor: Thank you, nurse. (Pause)

Hmm—

Mother: Is it all right, doctor? Will my boy get better?

Doctor: Well, Mrs. Brown, I don't see anything wrong with these pictures. You see, your Johnnie isn't suffering from any immediate illness right now. His trouble seems to be malnutrition.

Mother: Malnutrition?—you mean he doesn't eat enough?

Doctor: Not exactly. I mean he isn't getting the right kind of food.

(Continued on page 3)

OTHER MARKETS

The Twin City Milk Producers Bulletin for April says: "We are paying \$1.57 per hundred for milk delivered to dealers' plants for the month of March."

"Our last bulletin clearly stated the market difficulties due to rapidly declining prices for powder, casein and skim milk. Conditions are completely changed from those prevailing in the Fall months of 1939 and are now practically the same as those existing a year ago. Either favorable prices or some other factors have resulted in an increased milk production, throughout the United States. This, together with unsatisfactory business conditions, has brought about general decreases in the return for milk.

"The evaporated code, set by the A.A.A. for this region, figures \$1.30 for March.

"Our price to distributors changed on March 16 from \$2.00 per hundred to a price of \$1.76 per hundred, of which one cent definitely is to be devoted to a new advertising campaign. Conditions became so bad in St. Paul that the distributors there dropped the price on March 11 from 11 cents per quart to 10 cents a quart and the cream price per one-half pint from 12 cents to 10 cents. Stores have been selling at prices ranging from seven to nine cents a quart with many stores throughout

the city selling at eight cents a quart.

"Minneapolis dropped the retail price on March 16 to 10 cents a quart or, if the customer wishes, a price of 12 cents for the first unit and eight cents for each additional unit. Thus, if a customer takes three quarts, the price is 28 cents, and if she takes four quarts it is 36 cents, or nine cents a quart. This is one of the lower retail prices prevailing in the entire United States."

Chicago

March blended price for 3.5 percent milk in the 70-mile zone as reported by the Federal Milk Market Administration was \$1.62 for 3.5 percent test with a three-cent deduction which goes to the administrator's office for services.

The hearing held in Chicago on March 23 on changes in the Chicago order is reported in part as follows:

"Thirty-two witnesses, giving 608 pages of testimony, comprising approximately 30,000 words, transcribed from 110 cylinders in a combination dictaphone-microphone-radio system of recording, with 33 special exhibits, ranging from one to 72 pages each; all presented at sessions running through four days.

"This, statistically, tells the story of the public hearing held in Chicago on March 20-23, at the Stevens Hotel, on proposed amendments to

(Continued on page 3)

APRIL PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	48.32	\$2.40	Fluid	50.35	\$2.40	Fluid	52.84	\$2.40	Fluid	51.78	\$2.40
Out. Relief.	2.59	2.17	Out. Relief.	3.62	2.17	Out. Relief.	3.53	2.17	Out. Relief.	.63	2.17
Cream	17.98	1.28	Cream	11.26	1.28	Cream	18.76	1.28	Cream	19.73	1.28
Manuf'd	31.14	1.03	Manuf'd	34.77	1.03	Gov't Sales.	1.80	1.28	Manuf'd	27.86	1.03
Composite price	1.76		Composite price	1.78		Manuf'd	23.04	1.03	Composite price	1.80	
						Composite price	1.84				
BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY			GEHL'S GUERNSEY FARMS		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	53.73	\$2.40	Fluid	46.99	\$2.40	Fluid	61.49	\$2.40	Fluid	45.91	\$2.40
Out. Relief.	4.74	2.17	Out. Relief.	2.41	2.17	Out. Relief.	19.70	1.28	Out. Relief.	2.32	2.17
Cream	9.20	1.28	Cream	17.71	1.28	Cream	18.81	1.03	Cream	15.42	1.28
Manuf'd	32.33	1.03	Manuf'd	32.89	1.03	Manuf'd	18.81	1.03	Manuf'd	36.35	1.03
Composite price	1.83		Composite price	1.75		Composite price	1.91		Composite price	1.72	

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. 13 MAY, 1940 NO. 2

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Subscription\$1.00 Per Year

JUNE IS MILK MONTH

The month of June has again been selected as Milk Month. The large chain grocery stores and the variety stores plan to feature dairy products all through the month.

Charles W. Holman, secretary of the National Co-operative Milk Producers Federation, is heading the movement nationally, and he has named chairmen in the different states. The state chairmen will call on others in their respective states to help in this campaign for a greater consumption of dairy products. Your secretary has been named state chairman for Wisconsin.

BUTTER SOMEWHAT LOWER

Butter averaged almost one cent lower for April as compared with March. The other side of the picture shows a gain for April, 1940, of over five cents in April, 1939. The manufactured price was 77 cents for April, 1939, 26 cents lower than for last month.

WARN AGAINST OVER-PRODUCTION

Again words of caution from officials entrusted with the operation of the Federal-State Milk Marketing Order in New York are being widely disseminated throughout the producing territory urging dairymen to take no action serving further to spur the normal seasonal expansion in the milk flow.

The latest of these were uttered in mid-April by Commissioner of Agriculture and Markets Holton V. Noyes, who calls attention to the inevitable decline in net pooled returns arising from the entry into the season of peak milk flow under the

classified price system, and urging farmers to co-operate in preventing increased over-production by the avoidance of additions to their herds.

Commissioner Noyes concluded his appeal by stating: "Certainly this is no time of year to add to production when it is evident that all additional milk will bring only the butter price and pull down the blend price. The normal seasonal increase from the present herds will be sufficient to make the June price uncomfortably low."

Failing any provision whatever for attempts to tie in some form of production control with the establishment of high fixed producers' prices under the A.A.A. milk marketing control program, it is to be hoped that the frequently expressed warnings against over-production may bear some fruit.

COMPOSITE PRICE DROPS SLIGHTLY

Most of the drop in the composite price is due to the lower manufactured price for April as compared with March. Of course there is less over base milk in a 30-day month and production ran slightly higher.

ANNUAL PICNIC AT STATE FAIR PARK

The State Fair Park, through Mr. A. W. Jorgensen, offered us State Fair Park and all of its facilities free of charge for our picnic. Your Board of Directors voted unanimously to hold the picnic at the Grove in State Fair Park on Tuesday, July 16.

There is a beautiful grove with plenty of seats and tables on the south side of the park. Also a ball diamond, a horse shoe court and a place for young people's contests. In case of bad weather, there is plenty of space under cover for thousands of people. Parking facilities are excellent. Tickets on the rides in the amusement part will be at half price for our members.

BREEDERS TO MEET IN MILWAUKEE

The Holstein-Friesian Association of America, largest dairy breed organization in this country, will hold its annual convention at the Hotel Schroeder on June 4 and 5.

Breeders from every state in the Union will attend this annual meeting and the Milwaukee convention will bring a great throng of black and white breeders to this state.

Nature has given us two ears, two eyes and but one tongue, to the end that we should hear and see more than we speak.—Socrates.

PRODUCTION CONTINUES TO MOUNT — TRADE OUTPUT NOT LARGE

Warehousing operations of American cheese in Wisconsin during the past week showed a further increase with total collections of 6,149,704 pounds, an increase of 212,622 pounds or 3.58 percent. As compared with a year ago, there was an increase of 1,022,566 pounds or 19.94 percent. Although the season as far as weather conditions are concerned appears backward, production of American cheese shows full seasonal increase. Much of this increase is attributed to the comparatively less favorable by-products markets, which have forced whole milk into cheese production. Butter receivers in Chicago have noted that milk plant butter receipts are lighter this year, but cheese assemblers in Wisconsin report that the switch has been toward cheese production. Total stocks of American cheese in Wisconsin increased 745,695 pounds during the week, making for an apparent trade output of 5,404,009 pounds as compared with 5,381,129 pounds the previous week and 6,806,113 pounds last year.—U. S. Dept. of Agriculture, Agricultural Marketing Service.

COMMITTEES OF THE HOLSTEIN-FRIESIAN ASSOCIATION OF WISCONSIN

As announced by Pres. Harry J. Hill
College Committee

Chairman, Harvey Nelson, Union Grove; R. Schaefer, Appleton; A. C. Costerhuis, Oconomowoc; Frank Tilotson, Lake Mills; Harry Hill, Sheboygan Falls; A. J. Glover, Fort Atkinson.

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Calf Club Committee

Chairman, John Last, Lake Mills; Ray Pavlak, Monroe; Walter Wieckert, Appleton; Sam Stanchfield, Fond du Lac; Vern Varney, College of Agriculture, Madison; Ben Dibble, Pewaukee.

Fairs Committee

Chairman, George Kieffer, Auburndale; Charles Brace, Lone Rock; Oliver Douglas, Brodhead; George Schumacher, Janesville; Har-

(Continued on page 4)

OTHER MARKETS

(Continued from page 1)

the Chicago Federal Milk Marketing Order.

"To this mass of information there has since been added many more thousands of words, presented to the United States Department of Agriculture in the form of briefs prepared by representatives of producers, handlers and others interested in the Chicago Milk Market.

Producer Vote is Next

"Out of all of this, in a relative short time will come a series of formal amendments, prepared by the secretary of agriculture on the basis of testimony given at the public hearing, for submission to a producer referendum."

New York Uniform Price Reduced

"In announcing the uniform price for March milk the administrator, E. M. Harmon, released the following statement in reference to the basis upon which the price has been computed:

"A uniform price to producers of \$1.92 per hundred weight for milk with a butterfat content of 3.5 percent delivered during March to handlers' plants in the 201-210-mile zone from New York City is announced by E. M. Harmon, administrator of the Federal-State Orders regulating the handling of milk in the New York Metropolitan Milk Marketing area. This compares with a February price of \$2.10."

"The basis for the March uniform price of \$1.92 per hundredweight is a Class I or fluid milk price of \$2.82; a Class II-a or fluid cream price of \$1.90; and the following prices per hundredweight for other classes representing the value of milk used for manufacturing purposes: Class II-b, \$1.828; Class III-a, \$1.428; Class III-b, \$1.534; Class III-c, \$1.134; Class III-d, \$1.109; Class IV-a, \$1.034, and Class IV-b, \$1.076."

MILK GETS BOOST OVER COLUMBIA BROADCASTING SYSTEM RADIO HOOKUP

(Continued from page 1)

Mother (indignant): Is that so! I'll have you understand, doctor, that I set a fine table for my family. My husband always says nothing in the world tastes so good as a plate of fried salt pork in gravy the special way I make it.

Doctor: And is that what Johnnie eats, too?

Mother: Of course. Why not?

Doctor: Look, Mrs. Brown—your Johnnie's only four years old. His body needs vitamins to help him




Kindy Group Service Saves You Money!

You're right — that's right! All the benefits of Kindy Group Service for glasses and optical repairs are available for Milwaukee Co-operative Milk Producers and their families. Use your Kindy Courtesy Card and enjoy special savings.

KINDY OPTICAL CO.
Milwaukee, Wis. 615 No. 3rd St. Ma. 7225

grow, give him good blood, strong bones, sound teeth.

Mother: Oh . . . then I have to give him medicine?

Doctor: Not at all. Your Johnnie needs milk—a quart of milk a day, in addition to a balanced diet of other food. For that matter, it would probably do your whole family good to add milk to the diet. Most grownups need it too. (Fade) It provides essential elements for the body—builds resistance . . .

Announcer: Such scenes occur every day throughout the country. But, in addition to fresh milk as a health food—such dairy products as butter, cheese, evaporated and condensed milk, ice cream—all add much to the daily diets of the Average American family.

LOW-COST MILK PROGRAM APPROVED FOR NEW ORLEANS

The Division of Marketing and Marketing Agreements of the Department of Agriculture recently announced approval of a low-cost milk distribution program for New Orleans, La. The plan will supplement operations under the joint Federal-State orders regulating the handling of milk in that area. It is designed to enlarge markets for dairy farmers supplying the New Orleans marketing area by encouraging consumption of fluid milk which would be made available to low-income families at five cents a quart.

Actual operation of the low-cost milk program is contingent on ac-

HOLSTEIN CALVES — Males and Females. Dam of sire has 11 yr. average of 550 pounds, fat 4.53% test.
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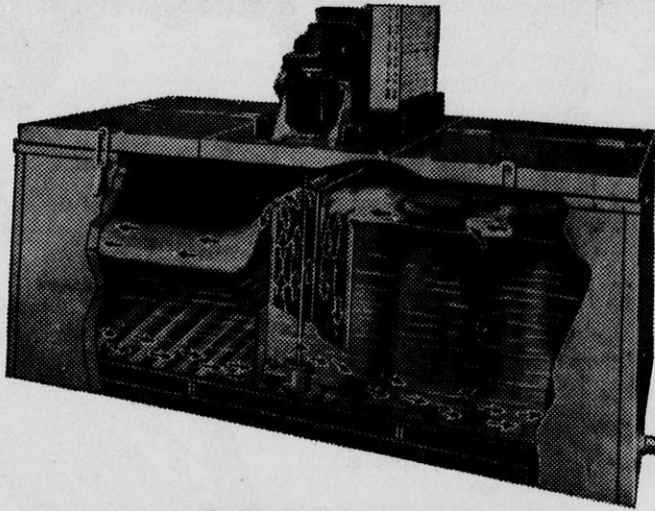
World-Famous STEWART CLIPMASTER

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ceptance of bids from milk handlers desiring to take part in the program, which would operate through June 30, 1940, the end of the current fiscal year. Within the next few days, the department will invite New Orleans handlers to submit competitive bids to supply milk on which payments would be made from Federal funds.

Federal payments of participating handlers would be in addition to the five cents a quart which would be paid by persons on direct relief, W. P. A. employment projects, and on W. P. A. waiting lists in the New

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ZERO-FLOW gives you AUTOMATIC neck-high level — RAPID circulation of water bath — FAST uniform cooling of all milk BELOW 50° in one hour.

WHETHER YOU BUY OR NOT WE ARE PREPARED TO SAVE YOU MONEY. Drop us a line and we will send you FREE literature on milk cooling equipment or let us have our dealer or representative in your locality call on you

Whether you produce one can of milk or fifty we build a cooler to fill your needs.

WILSON COOLERS PROVE MOST EFFICIENT BY TEST. In test made by one of the nation's leading eastern universities of the nine leading milk coolers on the market the Wilson cooler proved to be far more efficient and economical to operate than any other cooler. A recent survey shows that over 70% of all milk cooling equipment sold in the St. Louis area was Wilson. There must be a good reason.

Many Leading Dairymen In Milwaukee Area are Installing WILSON COOLERS

SAVE MONEY. Buy a wet storage cooler that can be converted into an electric cooler at any time. Our wet storage coolers are for use in cooling milk with ice and water. Mechanical refrigeration can be added at any time.

WILSON BUILDS A FULL LINE OF: Electric milk coolers, Ice milk coolers, Insulated water milk coolers, Bottle storage milk coolers, Brine tanks, Ice makers, Sterilizers, Water heaters, Walk-in cold storage rooms, Frozen food storage rooms, Reach-in coolers.

WILSON CABINET CORPORATION • WISCONSIN HEADQUARTERS • **2203 University Ave., Madison, Wis.**

Orleans area. At the end of January, 1940, there were 29,697 cases classified among the three relief categories in New Orleans as follows: Direct relief cases, 9,657; W. P. A. employees, 16,689; and certified on W. P. A. waiting assignments, 3,351.

"Low-cost milk distribution programs are designed to supplement operations under Federal milk marketing agreements and orders regulating the handling of milk in fluid milk markets," O. M. Reed, acting chief of the division's dairy section, said.

COMMITTEES OF THE HOLSTEIN-FRIESIAN ASSOCIATION OF WISCONSIN

(Continued from page 2)

ley Wittig, Green Bay; Fred Klusendorf, Waukesha.

Membership Committee

Chairman, John Wuethrich, Greenwood; Albert Johannes, Two Rivers; G. W. Symons, Edgar; Wm. Meisegeier, Barron; Frank Bell, Columbus; Harry Dix, Menomonie; Lawrence Siebecker, Baraboo; Geo. Weiner, Sparta; George Conway, Janesville.

County Contest Committee

Chairman, Harvey Nelson, Union Grove; Herb Schroeder, West Bend;

E. M. Clark, Wheaton, Ill.; E. C. Thompson, Wauwatosa; Art Collentine, Madison.

Committee on Black and White Shows

Chairman, O. M. Douglas, Brodhead; E. M. Clark, Wheaton, Ill.; A. O. Collentine, Madison; Robert Geiger, Minneapolis, Minn.; Dick Strumbo, Fort Atkinson.

Committee on Constitution and By-Laws

Chairman, James Beattie, Elkhorn; K. L. Hatch, Madison; Art

Collentine, Madison; W. W. Kinyon, Madison; O. M. Douglas, Brodhead.

Committee on Diseases—Research and Control

Chairman, Albert Johannes, Two Rivers; Hugo Schroeder, Waukesha; Walter Ahlers, Grafton; E. C. Thompson, Wauwatosa; Howard Clapp, Oconomowoc.

John Last, Lake Mills, representing the Holstein-Friesian Association of Wisconsin on the Council of Agriculture.

MUENCH TREE SERVICE

Experts in Every Branch of Tree Surgery

PRUNING, TREE FEEDING and SPRAYING

WE SELL FRUIT, EVERGREEN AND SHADE TREES, FLOWERING SHRUBS, ETC., INCLUDING PLANTING

We also specialize in Whitewashing and Disinfecting to Put Your Farm Buildings in First Class Sanitary Condition.

Free Estimates on all Work Cheerfully Given

MUENCH TREE SERVICE

3171 N. Richards St.

Phone Edgewood 2790

Milwaukee, Wis.

THE WISCONSIN JUNIOR FAIR

More than \$20,000 is offered in premiums and transportation expenses by the Wisconsin Junior State Fair which will be held in connection with the State Fair, August 17 to 25, the new Junior Fair premium books just off the press reveal.

Published especially for youth groups of the state, 6,000 copies of the premium lists have been made available, according to Russell E. Frost, Junior Fair chief.

Encouraging Wisconsin boys and girls within the eligible ages of 12 to 20, inclusive, to participate in the Junior Fair and exhibit materials they have produced or grown, premiums are distributed among the various departments of the Junior Fair as follows:

Booths, \$3,000; dairy exhibits, \$6,000; beef calves, \$1,131; colt exhibits, \$1,412.50; sheep, \$1,167; pigs, \$1,410; poultry, \$475; handicraft, \$196.50; crops and potatoes, \$527.25; fruits, \$309; vegetables, \$240; clothing, \$225; home furnishing, needle work, \$112.25; food exhibits, \$48; canning exhibits, \$130.50.

A total of \$4,472.25 in premium money is offered for project activities involving demonstrations, judging contests in dairy cattle, dairy products, poultry, fatted livestock, crops, clothing, canning, foods and nutrition, dress revue, and health contest.

Wisconsin and Minnesota Hybrid

SEED CORN

State tested and sealed

R. C. and E. J. SWANSON
Growers

FOR SALE BY

ALFRED J. MEYER
Hales Corners, R. 1. — Cor. Hy. 41-100

RESIGNS FROM MILK BOARD

David H. Gorman, manager of the Sanitary Dairy Co. at Muskegon, Mich., has resigned as chairman of the Muskegon Milk Marketing Board because, he said, he was convinced that the State Milk Marketing Board "is not interested in the problems of the dairyman." He charged that prices to farmers are kept too low.

SEE FOR YOURSELF!

A BLOW CAN MAKE YOU SEE STARS - IF THE NERVES OF VISION ARE DISTURBED, THE BRAIN MAY REGISTER STARS

CERTAIN FISH WITH LIMITED VISION, CAN ONLY SURVIVE WITH THE HELP OF PILOT FISH WHO FIND THEM FOOD.

THE EYES OF A BEE ARE MADE UP OF HUNDREDS OF TINY EYES

OLD STYLE GLASSES GAVE PERFECT VISION ONLY AT THE CENTER - MODERN LENSES ARE PERFECT CLEAR TO THE EDGE

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST

ASK YOUR WACHO DEALER

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

FLEXIBLAC Protective PAINT for Concrete Silos

Concrete silo owners realize how rapidly they disintegrate due to the destructive action of ensilage juices. This can be prevented by painting the inside of the silo with two coats of Cabot's Flexiblac, which seals the pores and resists the acid juices, thus protecting the silo and preserving the ensilage from mold and decay, often saving as much as 15 or 20% spoilage.

And this durable paint, valuable for so many uses on the farm, is decidedly low in price.

Your name and address on a post card will bring a liquid sample, together with the name of your nearest dealer. No obligation.

SAMUEL CABOT, INC.
Manufacturing Chemists
827 S. Second Ave., Minneapolis, Minn.

Mr. Fletcher Says: . . .

We are now rapidly approaching the time of year when we make a new base. When the base adjustment committee had their last meeting, it was decided to recommend to the Board of Directors that the base plan that has been in effect for the last few years be continued for the coming year. That plan briefly is your total average production for the months of July, August, September, October and November of this year, or the average of the production of these same months during 1938, 1939 and 1940.

This is probably the most liberal base plan used in any major market, because, under it, while the market has an adequate supply of milk at all times, yet during non-base months about 93 percent of all production is included in base.

However, a major production problem has arisen in this market very similar to that in most milk markets. Production is increasing much more rapidly than consumption with the result that the percentage of manufactured milk in relationship to fluid sales is gradually increasing.

There may be many things that cause this outside of base. Better production methods, low value of cash crops, increased farm operating costs and many other things. Whatever the cause—the fact remains that production is high, and going higher from all indications.

How can we control this? Reduce production or increase sales? Let us hope that sales will increase to the point where our difficulties will be solved, but if not, what is the best plan to follow? Should we "freeze" our base where it is now, allowing no further increase on the average price market, until market condi-

tions warrant increases, or continue to have the market more heavily burdened with manufactured goods.

It seems to me as if only a superman could give the correct answer to this problem, but if any of you have a plan that would be of value to the Board of Directors, I am sure they would appreciate hearing from you.

— 0 —

One of the problems faced by producers in markets like ours, where a great number of the shippers house and barn feed cattle during the Summer months, is that of flies.

They must be controlled if we are to obtain the maximum of return on our feed and efforts at that time of the year.

While liming and the removal of barnyard manure at all times of the year is part of the health regulations of this market, from a sanitary standpoint attention to these details will greatly reduce the fly hazard around barns. Clean yards and well limed floors will never make good breeding grounds for flies. With a minimum of flies around a barn, cattle are more comfortable and working conditions are more pleasant.

— 0 —

Many times we are asked the question "Why does Company A or Company B, pay such a low average price?" They say "I wish I shipped to some other company, they must be good because they pay such a high price for milk." "Can't you do something so we can have a higher price for our milk, the same as our neighbors."

Let's analyze this and see what could be done to solve the problem.

Study the various prices paid by the different companies in this market, as reported on the front page of our paper, and you will note, that every company pays exactly the same price for each classification of

milk as used. The companies with a larger percentage of fluid sales in relation to the total intake of milk, have a higher composite price. This means that they have less manufactured milk to contend with.

If the companies who have a large amount of manufactured milk were to sell more, to take in less milk, then their average price would naturally be higher.

However, as a co-operative, it is our duty to see to it that any company, gives to all of their shippers an equal opportunity to ship all their milk daily, and that these shippers share the fluid market and the manufactured milk in just proportions.

With that condition in mind, we will always be faced with the problem of heavier surplus at some companies than others, and the change in the condition can only come by a gradual shifting of shippers, on their own accord, to competing dealers.

A GOOD DEED IN A NAUGHTY WORLD

Jack McAdams, a grocer and meat dealer in Adrian, Michigan, acted on a money-making suggestion offered by Wayne Townsend of the Michigan Live Stock Exchange. Wayne suggested that Mr. McAdams suggest to his customers the advisability of using lard instead of substitutes. At that time this dealer was selling about 75 percent substitutes and 25 percent lard to the housewives. He followed Mr. Townsend's suggestion, and for the past six months the percentage of sales have just reversed themselves. He is now selling 75 percent lard and 25 percent substitutes.

As Shakespeare said, "How far that little candle throws its beams, So shines a good deed in a naughty world."—Nat. Live Stock Journal.

MR. DAIRYMAN!

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 40" 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.

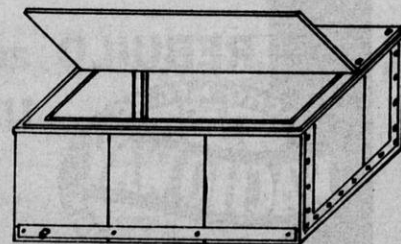
WISCONSIN UNITS COMPANY

Phone Cr. 6177 or Cr. 3664

6639 W. National Avenue

West Allis, Wisconsin

Our Silo Cote Will Lengthen the Life of Your Silo. Write for Prices, etc.



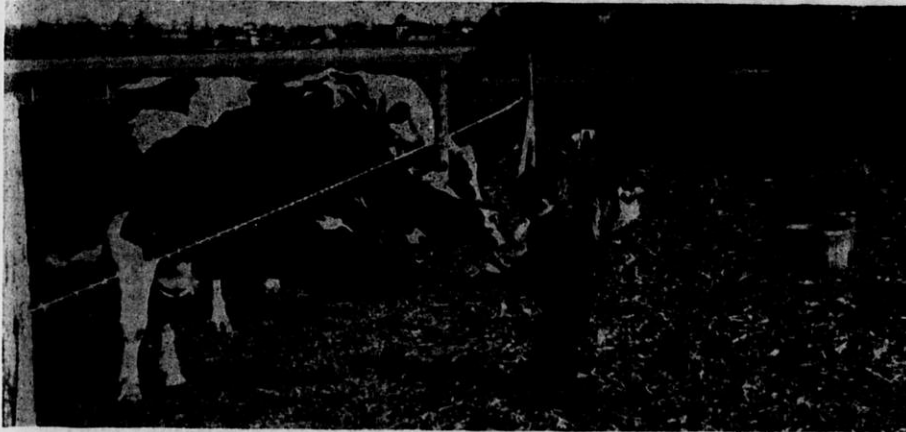
Pfeifer Unit Cooling Tank

Our Tank Saves Many Hours of Water Pumping

PRIME ELECTRIC FENCE UNITS

1940 Model

will be more effective for holding livestock than ever



● MOST IMPORTANT
is the new
LOW PRICES
for a "Prime" Unit

Prime Electric Fences, approved by Wisconsin State Law

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)*

MILK and EGG PRICES are LOW and TAXES ARE HIGH

We are Co-operating With You

Red Cross Chick Starter Mash.....	\$2.14 cwt.
Red Cross Growing Mash	2.04 cwt.
Red Cross Egg Mash 20%	2.09 cwt.
Red Cross Egg Mash 16%	1.84 cwt.
Red Cross Scratch	1.77 cwt.
Red Cross Developer	1.90 cwt.
Red Cross Chick Feed	2.14 cwt.
Red Cross 36% Supplement	3.02 cwt.

• Your results will be equal to other feeds costing you from 25c to 50c more per bag. • You cannot afford to pay more and come out with the present market on poultry and eggs. • Don't be misled by high-powered salesmen; high-priced feed and low egg prices don't make horse sense.

SOLD BY:

STOP & SHOP MARKET
Waukesha, Wisconsin

H. E. BECKMAN
Merton, Wisconsin

CHAS. RIEBOW
2977 S. Howell Ave.
Milwaukee, Wisconsin

HEILEMAN BROS.
Hales Corners, Wisconsin

CUDAHY FLOUR & FEED CO.
Cudahy, Wisconsin

STAPLES SEED & FEED CO.
West Allis, Wisconsin

W. SUCHARSKI
South Milwaukee, Wisconsin

FARMER'S GENERAL STORE
Menomonee Falls, Wisconsin

BOEHLKE HARDWARE STORE
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IRV. THELEN
Caledonia, Wisconsin

MAKOWSKI BROS.
Milwaukee, Wisconsin

PRZYBYLA BROS.
Milwaukee, Wisconsin

LEISTER & ERDMAN
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WISCONSIN HYBRID SEED CORN

State Tested and Sealed
100 and 110 day maturities
Custom Seed Cleaning

•
LOUIS LEMKE, Producer

Route 1, Thiensville

Phone 217F2

2 miles north of Granville Station
Highway "F"

5 Lick 47—If you own McCartney, Michigan, Chore Boy, Page, Clean Easy or other portable, get facts about amazing Grade A milk heads . . . 5 parts replace as many as 47 on some milkers . . . no screws, nuts, threads, clamps . . . time saved in barn and in washing makes Grade A heads worth weight in gold, costs only few dollars. State make, age of milker. Send postal Grade A, Box 0-733, Port Huron, Mich.

Complete Line of

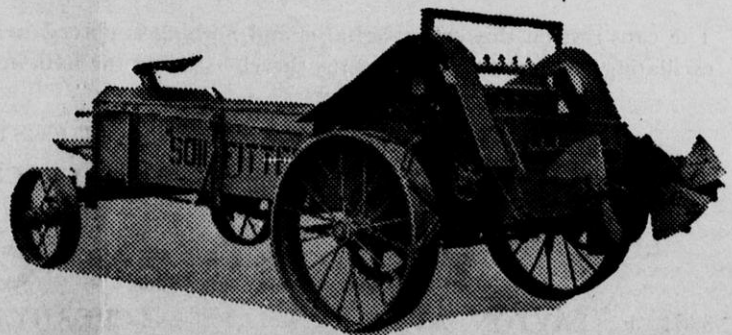
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Get Our Prices Before Buying . . . You'll Be Surprised

Phone: WEst 1380

For a Demonstration of the
New FORD TRACTOR

MILWAUKEE POWER EQUIPMENT CO.
525 N. 22nd St. Milwaukee, Wis.



PRODUCE GOOD MILK...COOL IT PROPERLY

buy . . . THE QUIRK SANITARY MILK COOLER AND CONDITIONER

Manufactured for either eight or ten gallon size cans. And in various sizes to meet your requirements.

THE ONLY REFRIGERATED COOLER THAT CIRCULATES THE MILK AS WELL AS THE WATER

Your own experience proves that water circulation is not enough. The milk in the cans must be circulated as well as the cooling water in order to give you uniform, quick cooling. No other cooler can cool as quickly and in as sanitary a manner because only the Quirk cooler has the PATENTED Krug Cooler Agitator.

Improper cooling will cause high bacteria, bad odors, off flavors, returned milk, loss of income.



Actual tests prove that the Quirk will cool to below 50° in 25 minutes. Saves you time, money and labor.

The cans rest on this cooler-agitator and nothing is placed in the milk. The milk can is subjected to simple oscillating and rotating movements, thereby stirring the milk in the cans as well as the water in the cooling tank.

WITH ALL ITS ADVANTAGES — IT COSTS NO MORE THAN OTHERS
ASK YOUR DAIRY . . . LET US PROVE OUR CLAIMS . . . ASK YOUR CO-OPERATIVE

THE QUIRK COMPANY

3364 E. LAYTON AVE.

CUDAHY, WIS.

SHERIDAN 2634

MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

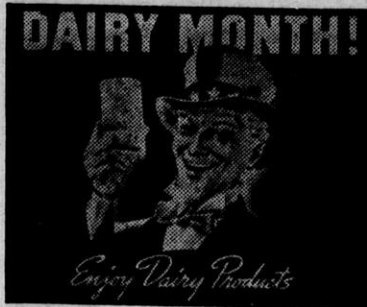
For Farmers"

Volume 13

JUNE, 1940

Number 3

Fluid Price Remains The Same



JUNE — NATIONAL DAIRY MONTH

The following is a list of organizations sponsoring the 1940 Dairy Month: National Co-operative Milk Producers, American Dairy Association, National Dairy Council, Amer-

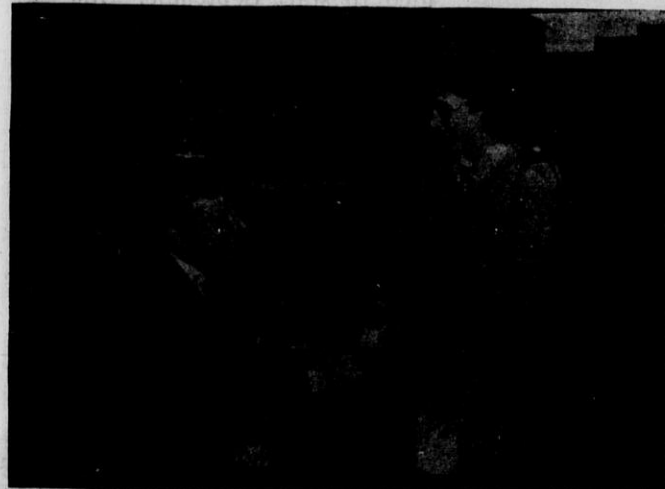
ican Butter Institute, Dairy Industries Supply Association, Ice Cream Merchandising Institute, International Association of Ice Cream Manufacturers, National Association of Local Creameries, International Association of Milk Dealers, Milk Industry Foundation, National Cheese Institute, Institute of Distribution, Inc., National Association of Chain Drug Stores, National Association of Retail Druggists, Independent Food Distributors' Council, National Association of Food Chains. This group fully represents all

branches of the dairy industry and the organized retail outlets for dairy products.

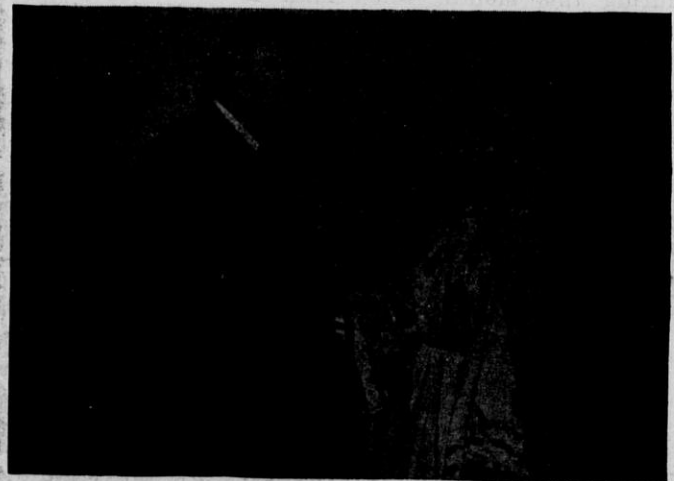
They are united in this important nation-wide undertaking in June, 1940 to offset a possible depressing production situation and to favorably present to the nation of 130,000,000 the nutritional value of dairy products as well as the economic importance of the dairy industry.

United in one aggressive force, those organizations have the merchandising strength to forcefully

(Continued on page 4)



Mayor Carl Zeidler shares a glass of milk with Miss Dolores Kletke, Milwaukee's dairy queen, as Wisconsin's No. 1 city observes the first day of National Dairy Month. Miss Kletke represented the Milwaukee Dairy Council at several functions arranged for dairy month.



Milwaukee's Dairy Queen, Miss Dolores Kletke, is congratulated by Dr. John P. Koehler, Milwaukee health commissioner, as the Milwaukee Dairy Council started its drive in celebration of national dairy month held this June.

MAY PRICES

GRIDLEY DAIRY CO.		LAYTON PARK DAIRY		LUICK DAIRY CO.		FOX DAIRY CO.	
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price
Fluid	48.31 \$2.40	Fluid	50.26 \$2.40	Fluid	52.94 \$2.40	Fluid	52.74 \$2.40
Out. Relief.	2.65 2.17	Out. Relief.	3.68 2.17	Out. Relief.	3.40 2.17	Out. Relief.	.62 2.17
Cream	19.10 1.25	Cream	11.73 1.25	Gov't Sales.	1.77 1.25	Cream	21.71 1.25
Manuf'd	29.94 1.00	Manuf'd	34.33 1.00	Cream	19.15 1.00	Manuf'd	24.93 1.00
Composite price	1.75	Composite price	1.76	Manuf'd	22.74 1.00	Composite price	1.80
				Composite price	1.83		
BLOCHOWIAK DAIRY		SUNSHINE DAIRY CO.		EMMER BROS. DAIRY		GEHL'S GUERNSEY FARMS	
Perct.	Price	Perct.	Price	Perct.	Price	Perct.	Price
Fluid	55.61 \$2.40	Fluid	47.85 \$2.40	Fluid	67.98 \$2.40	Fluid	45.25 \$2.40
Out. Relief.	4.74 2.17	Out. Relief.	2.38 2.17	Cream	16.24 1.25	Out. Relief.	2.29 2.17
Cream	9.98 1.25	Cream	18.23 1.25	Manuf'd	15.78 1.00	Cream	16.15 1.25
Manuf'd	29.67 1.00	Manuf'd	31.54 1.00	Composite price	1.99	Manuf'd	36.31 1.00
Composite price	1.85	Composite price	1.74			Composite price	1.70

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 N. Thirteenth St.
MILWAUKEE, WIS.

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VOL. 13 JUNE 1940 NO. 3

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Subscription\$1.00 Per Year

JUNE DAIRY MONTH

The June issue may seem rather filled up with June Dairy Month publicity, but perhaps we cannot overdo pushing dairy products. Right here and now, it is suggested that we all use more dairy products during this month, when milk is plentiful and most of us have excess overbase.

In this issue are a number of recipes telling how milk and other dairy products can be used to good advantage. If each member of the family would use a pint per day or more during the month of June, it would decrease the amount of milk coming to the city by approximately 450,000 pounds.

ADMINISTRATOR CHANGED

A. W. Colebank, acting market administrator for the Chicago market, reports that the class I price for Chicago milk for May is \$1.683, the composite or average price was not known at the time of the release.

PICNIC COMMITTEE NAMED

President Hartung has announced the following committee assignments for the annual picnic at State Fair Park on Tuesday, July 16.

Speakers and entertainment—
Dineen, Hartung
Prizes—Fletcher, Leicht
Transportation—Miller
Baseball games—Taylor, Bartelt
Young People's Games and Contests—Klussendorf, Wiedmeyer, Baker
Men's Contest—Kiekhaefer, Rausch

Mark that date on your calendar.
A bigger and better picnic.

MANUFACTURED MILK

Manufactured value as figured by our formula is down three cents from the April price, making it \$1.00 flat. Both the skim milk powders averaged slightly lower for the month of May, but butter has been stabilized at 26 cents and presumably the government intends to hold it at that price unless production gets out of bounds. Both sweetened condensed skim and powdered skim appreciated slightly in value during the latter part of the month and June quotations on powdered are half a cent higher on the first day of June, than on the first day of May. Sweetened condensed skim milk being an eighth of a cent higher. This looks rather good, for ordinarily prices are dropping rather than increasing.

Production, of course, is expected to be higher in June than in May, especially since May was a wet month in most of our territories which should insure fairly good pastures in June.

USEFUL BULLETIN

The Agricultural Experiment Station, University of Wisconsin, Madison, has issued a bulletin entitled "Milk as a Food Throughout Life." This bulletin contains many valuable facts and a single copy can be obtained free by writing to the experiment station and asking for bulletin No. 447.

CHEESE — GOOD ATTRACTION

Wisconsin natural cheese, served at national conventions of all kinds from coast to coast, has been influential in bringing many conventions to the Badger state, it is disclosed by the state department of agriculture.

Each year tens of thousands of Americans are given a pleasing "taste" of Wisconsin products and a cordial invitation to visit America's dairyland, through the distribution of thousands of souvenir packages of Wisconsin's famous natural cheese. This is a great stimulus to the state's tourist trade, state officials point out.

Many orders for cheese have come to the state as a result of souvenir packages distributed at conventions. The sale and consumption of natural cheese have been noticeably increased, the department spokesman said.

During the past three months the department has spread the fame of

Wisconsin cheese by sending souvenir packages to the following states: Michigan, District of Columbia, Iowa, Virginia, California, New York, Illinois, Texas.

The demand for souvenir packages of Wisconsin cheese goes beyond the borders of the United States. When the Lions International convention meets in Cuba this Summer, natural cheese from the Badger state will be served to delegates from every state and many foreign countries.

Bryce Landt, Wisconsin Dells, president of the Wisconsin Dairy Industries Association, has been appointed chairman of the committee to develop a national dairy promotional program for the American Dairy Association, according to word received from Dan T. Carlson, Minnesota, president of the newly formed national organization.

Serving on this committee with Landt are representatives from California, North Dakota, Iowa, and Minnesota. This committee meets soon to complete the national promotional program which is scheduled to start September first.

Directors of the Wisconsin Dairy Industries Association, assembled in Madison recently for their June meeting, passed a resolution urging Wisconsin citizens, especially dairy producers, to use more dairy products, as part of the national celebration of June Dairy Month.

THE CALCIUM REQUIREMENT OF THE ADULT

It has long been recognized that calcium is one of the elements in which the average American diet is most lacking.

Recent studies tend to show that adults can store and benefit from greater amounts of calcium in the diet than have been hitherto recommended.

These studies have been summarized to show that:

1. The American diet is often lacking in calcium.
2. Balance studies indicate that the adult's calcium and phosphorus needs are high, and that adults are able to retain calcium and phosphorus readily after depletion.
3. A need for further research on the relationship of calcium deficiency to ailments commonly associated with old age is indicated.
4. It is practically impossible to obtain enough calcium from the daily meals unless they include milk.

—Indianapolis Dairy Council.



June is National Dairy Month, and this delegation of dairy leaders from all parts of Wisconsin met here recently to plan the participation of "America's Dairyland" in the national celebration.

Here you see Governor Julius P. Heil signing the Dairy Month proclamation which urges everyone to "enjoy the delicious, wholesome products of the dairy industry." Officials in the foreground with the Governor are: Ralph E. Ammon, director, state department of agriculture, (his hand is on the big milk bottle); Charles Dineen, secretary, Milwaukee Milk Producers Co-operative, state chairman of Wisconsin Dairy Month program (stand-

ing directly behind the Governor); Ruth Vinger, Argyle, state dairy queen.

Other members of the Dairy Month state committee pictured here are: Milo Swanton, Madison, Wisconsin Council of Agriculture; Arlie Mucks, Wisconsin College of Agriculture; Lee Yorkson, Wisconsin Dairy Industries Association; Harry Klueter, Wisconsin Milk Dealers Association, Madison; and the following producer representatives:

H. F. Schroeder, West Bend; John Last, Lake Mills; Allen L. Fahland, Clam Falls; F. W. Huntzicker, Greenwood; Earl Fletcher, Stevens Point; John J. Purcell, Madison;

L. P. O'Keefe, Stevens Point; Emil L. Dreger, Madison; Ed. A. Hartung, Milwaukee; John R. Chapman, South Wayne; Herbert Eberhardt, Manitowoc; L. A. Markham, Janesville; A. P. Gevelinger, Mineral Point; Fred Bean, De Soto; Walter Ahlers, Grafton; Charles E. Stone, Monroe; Herbert C. Hinz, Sheboygan; Wm. A. Weber, Merton; Leo Lacy, Madison; and E. J. McKee, Madison.

The state committee is inviting service clubs and chambers of commerce throughout the state to devote at least one program during June to a dairy luncheon. The committee also supported Senator Wiley's joint resolution asking the President to proclaim a National Dairy Day.

JOE PIEK SALE

Joe Piek, common dirt farmer, but internationally known as a successful breeder of Holstein cattle, dispersed his entire herd of pure bred cattle on June 6.

Mr. and Mrs. Piek worked hard all their lives and decided to quit the arduous task of caring for a large dairy herd and rest up a bit.

Prices were good at the sale. The herd bull brought over \$700. Ambrose Wiedmeyer sold half dozen head in the sale. He sold a cow for \$440, the buyer being T. Fred Baker who has a farm near the Piek place, which he is stocking with top-notch Holsteins.

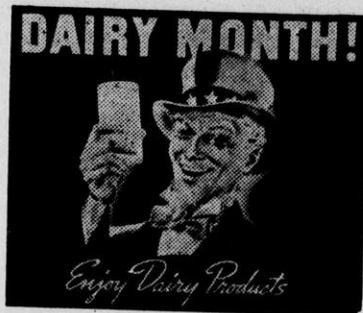
DAIRY COUNCIL TROPHY IS AWARDED



Winner of the Milwaukee Dairy Council trophy at the Meadowbrook Horse Show, Sunday, June 2, Betty Lou Thronson of the Madison Bit and Spur Club is shown astride her mount, Bourbon Lady. Gripping her reins and crop in one hand and holding the horse's blue ribbon between her teeth, Betty Lou could apparently make use of another hand as she accepts her trophy from Mrs. George W. Meier.



When the first of Pennsylvania Central Airline's new twenty-one passenger Douglas DC-3's thundered down the runway at County Airport, Milwaukee, on the company's inaugural run with the new ships, a consignment of Milwaukee milk also went for its first scheduled air trip. Shown in the photo is Miss Dolores Kletke, Milwaukee's dairy queen, handing a bottle of milk to Stewardess Frances Yahn, while Captain Charles Weiblen and Stewardess Jerry Grimm look on. Arrangements for the milk shipment were made by the Milwaukee Dairy Council in honor of National Dairy Month.



JUNE — NATIONAL DAIRY MONTH

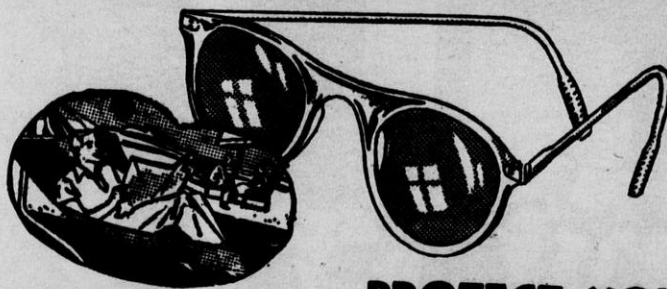
(Continued from page 1)

and effectively get results that are bound to be gratifying and of tremendous economic importance to everyone in the dairy industry; farmer, manufacturer, distributor and retailer. Previous campaigns of this character have brought about substantial increases in sales and gained wide-spread favorable publicity for the dairy industry and its products.

Plans for 1940 DAIRY MONTH are on a wider scale! Nothing is being left undone from coast-to-coast to make this 30-day promotion the greatest of all time. Hours of radio time . . . pages of newspaper space . . . miles of window displays . . . showmanship and salesmanship will center around the products of the dairy industry to boom sales for 30 days in June.

Charles W. Holman, chairman of the 1940 Dairy Month Committee makes this comment: "While it is entirely likely that this year's activity makes the June dairy sales campaign an annual function, there is a particular need this year for this elaborate example of self-help co-operation. Milk production this Spring bids fair to be the greatest in the history of the United States. Many of the large eastern fluid milk markets are overloaded with excess cream and the recent rains over widespread areas undoubtedly portend a pickup in pasture conditions.

"On the first of January there were 25,334,000 milk cows and 5,433,000 heifers from one to two years old estimated to be on farms. This was 246,000 more milk cows and 308,000 more heifers than were estimated to be on farms a year ago. Official records also show that milk production per cow is increasing. On the first of March, our National Milk Production reached a new high being nearly three percent greater than a year earlier. On that date, the per capita production was the highest since 1932 and was six percent above the 1925-29 average.



• 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.

PROTECT YOUR EYES

Protect your eyes from the glare of summer suns on fields and pavement. Ground and polished tinted lenses will do the job without tiring your eyes with the distortion of ordinary sunglasses.

KINDY GROUP SERVICE

extended to Milwaukee Co-operative Milk Producers and their families gives you a competent optical service at lower-than-average cost.

KINDY OPTICAL CO.

Milwaukee, Wis.

616 No. 3rd Street

MArquette 7225

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

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

...NOW...

GUARANTEED CANS AT A LOWER COST



ASK YOUR WACHO DEALER

THE WACHO MANUFACTURING CO.

3048 W. Galena Street

Milwaukee, Wis.

"The general situation is revealed by the fact that between January and March butter prices declined nine percent whereas a year ago in the same period butter prices declined seven percent. This occurred notwithstanding the light storage stocks in private hands.

"The price of butterfat is still somewhat below the average as compared with feeds. Cheese prices have also decreased. In consequence producers generally believe that a campaign of this kind will be productive of great good and that the

various agencies participating will be able to make a demonstration of what team work can do to remove surplus dairy products from the market at the time of the highest seasonal production.

"Co-operating in this drive we will have producer committees and producer co-operatives all over the nation working with distributors, food stores, drug stores, variety stores, restaurants, hotels and railway dining car services. The June push will probably enlist more distributing agencies than at any time before."

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

WASHING MILK and CREAM PAILS

BOTTLE WASHING

WASHING SEPARATORS, STRAINERS, CANS

VACUUM MILKING EQUIPMENT

SAVE MONEY
use **OAKITE**
GENERAL DAIRY CLEANER
For Better Sanitation

BARNs and MILK HOUSE

Cleaner Milk Scores Higher!

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

ASK FOR FREE BOOKLET

Order a supply of Oakite General Dairy Cleaner today. You will like the results it gives and the money it can save you. Write too, for FREE booklets describing this and other Oakite materials for germicidal treatment of equipment and for removing milk-stone.

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

GOOD COOKS USE LOTS OF BUTTER

Scientists have recently discovered that butter is superior to certain other fats because it contains an unknown quality which produces better growth in young animals. Moreover, the animals fed butterfat in these tests were healthier, and had more and healthier young, than the animals fed other fats.

"Good cooks use the most butter." That's an old saying, but it still holds true today. Good cooks know that the liberal use of butter adds a flavor to foods which can be obtained in no other way. Butter improves the flavor of any dish in which fat is used. It has been truly said that butter has the unique power to transform a mediocre meal into a culinary triumph.

And superior flavor does more than merely delight the palate, says the National Dairy Council. Investigators have found that the entire digestive system is affected by hunger and appetite. Thus foods which appeal to the appetite create the most favorable conditions for digestion.

Butterfat is highly digestible and rapidly absorbed by the body. It is unique among food fats because of its high natural content of vitamin A, the important vitamin which helps the body to resist certain infections and is necessary to the growth of children.

TASTY SUGGESTIONS

Finely chopped chives blended with softened butter is a delicious spread on toasted hard rolls as a salad accompaniment.

Mix diced anchovies with cottage cheese and serve in small tomatoes as a luncheon salad.

MR. DAIRYMAN!

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 34" 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.

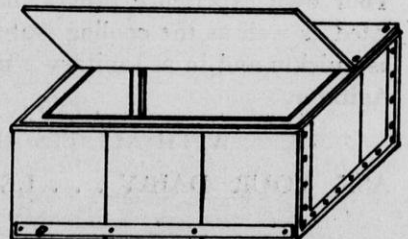
The cover is constructed of one-quarter-inch super plywood top and bottom, with one and one-half inch of Built-Rite insulation between. It has an airtight rubber gasket all around.

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 Cr. 6177 or Cr. 3664 6639 W. National Avenue West Allis, Wisconsin

Our Silo Cote Will Lengthen the Life of Your Silo. Write for Prices, etc.



Pfeifer Unit Cooling Tank

Our Tank Saves Many Hours of Water Pumping

Mr. Fletcher Says: . . .

Dealer's Reports

A serious situation has arisen in our market, involving one of the most fundamental principles of fluid milk stabilization. It is the question of proper reports by distributors, to the department of markets, of the way the milk that they take into their plants is used.

As you know, since 1922 all co-operating dealers in this market have been reporting their sales on a usage basis to the department of markets, and allowing the accuracy of such reports to be checked by the department. Last Fall your organization questioned the accuracy of the reports of a rather large dealer, and that case is apparently headed for the courts for settlement. Since then it is reported that a rather small dealer has taken advantage of this situation, and is also reporting a much larger percentage of manufactured milk than he actually has.

This condition cannot be tolerated in fluid markets, and in the writer's opinion, the blame for this condition rests entirely with the department of agriculture, whether they claim jurisdiction or not.

When they assume the responsibility of having dealers file reports with them, as to how the milk is sold, and these reports are allowed to go to the farmers as they are reported to the department, and are not accurate, that is clearly a case of false reporting. Surely false reports call for action, and the department should change their wavering attitude and come out squarely with the producers, if they wish to do their share to keep the fluid market on a stable basis.

* * *

Sometime ago, I was in a restaurant near the downtown area and I noticed they made an extra charge of five cents for a glass of milk with a meal. I questioned the waitress about this and she said that had always been their practice. I asked if they sold much milk and she stated "very little."

I then questioned the owner as to why an extra charge was made for milk and in broken English he states, "coffee, she costs me one cent, milk three cents, why sell milk?"

While the restaurant operators of Milwaukee in the main are good co-operators with the dairy program, it is people such as this man

who, for entirely selfish reasons, help to create the illusion that milk is a luxury, rather than an essential part of every meal.

They have no interest in the dairy program, and do their share to obstruct the increased consumption of dairy products, so badly needed to take care of the increased production.

* * *

There has been more than the usual amount of trouble with bad odor milk since the cows were turned out to pasture this year and we believe it is caused by the very sappy condition of the types of grass that cause the trouble.

Quack grass and rye previous to the jointing stage when pastured previous to milking creates a "fishy" odor in milk that cannot be removed by aeration, and pasteurization. The housewife not knowing the cause of the disagreeable taste and odor to the milk immediately either changes to another milk man or quits using milk entirely.

For that reason it is highly important that the pasture program be such that cows be gradually accustomed to such feed and afternoon pasturing of such feeds be

PRODUCE GOOD MILK...COOL IT PROPERLY

buy . . . THE QUIRK SANITARY MILK COOLER AND CONDITIONER

Manufactured for either eight or ten gallon size cans. And in various sizes to meet your requirements.

THE ONLY REFRIGERATED COOLER THAT CIRCULATES THE MILK AS WELL AS THE WATER

Your own experience proves that water circulation is not enough. The milk in the cans must be circulated as well as the cooling water in order to give you uniform, quick cooling. No other cooler can cool as quickly and in as sanitary a manner because only the Quirk cooler has the PATENTED Krug Cooler Agitator.

WITH ALL ITS ADVANTAGES — IT COSTS NO MORE THAN OTHERS

ASK YOUR DAIRY . . . LET US PROVE OUR CLAIMS . . . ASK YOUR CO-OPERATIVE

THE QUIRK COMPANY

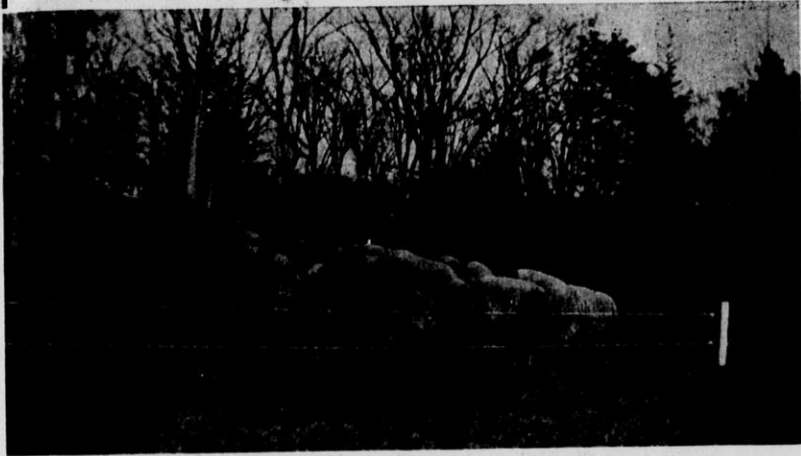
3364 E. LAYTON AVE.

CUDAHY, WIS.

SHERIDAN 2634

ELECTRIC FENCING SAVES MONEY

. . . provided you use the best "Shock Producers"



Delays are costly when live stock fencing is involved. Buy that safe, effective, reliable, approved Prime Controller now.

Prime Electric Fences, approved by Wisconsin State Law

PRIME UNITS . . . "BEST BY TEST"

See

E. J. GENGLER

Phone Hilltop 1926 Station F MILWAUKEE

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

discontinued if possible until the grass has become more mature.

* * *

Once more we are approaching the time of year when we make our new base to be used in 1941. This is no change in the plan from the one in use last year, and because this same plan has been in effect for several years, it should be well understood by all.

Remember that a base plan is used in a market for the sole purpose of furnishing a uniform, adequate supply of milk at all times. It is beneficial to producers for it means that less shippers are needed throughout the year if production is leveled out, nearing to the market needs.

As we have stated, on previous occasions, we believe the best plan to be used during base months by a producer, is to produce an amount of milk as near as possible to the needs of his farm for the balance of the year.

Obviously if he produces a very high base during base months, at a high cost, and does not need it during the balance of the year, he is nothing ahead. On the other hand, if his base production is abnormally low, the amount of overbase milk at manufactured prices during the months the base is effective, may make a total average price so low, it would not pay to ship to the market.

Use sanity in the production of base milk, and not only do you gain but the whole market gains likewise.

MILK CALCIUM IS DENTAL AID

Good teeth are a precious possession, as everyone will agree. Scientists have many theories as to how food affects the teeth, but they know that a well-balanced diet does definitely lessen dental decay. They also agree on the foods which form the basis of such a diet for both adults and children. Milk is the most important of these foods, chiefly because it is the best source of calcium, says the National Dairy Council.

In fact, milk is the only practical source of calcium in our daily diets. One pint of milk supplies as much of this valuable mineral as fifteen or more servings of fruits and vegetables. One glass of milk furnishes more calcium than a serving of any other food.

Besides being essential for sound teeth, calcium is necessary to build and maintain strong bones. Adults as well as children need the calcium of milk every day; for when the diet does not contain enough calcium, this mineral is drained from the bones, leaving them thin and brittle. In this condition, bones fracture easily.

A quart of milk a day for every child, and at least a pint for adults, is a good rule to follow to help keep the body well nourished and healthy.

DID YOU KNOW?

—that the Pilgrims allotted one cow to every six persons? Health conditions were greatly improved after the arrival of the cows in Plymouth.

New
COOL, EASY RUNNING
Electric
ANIMAL CLIPPER

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

NEW ANTI-FRICTION TENSION CONTROL

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. 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. 51 years making Quality products.

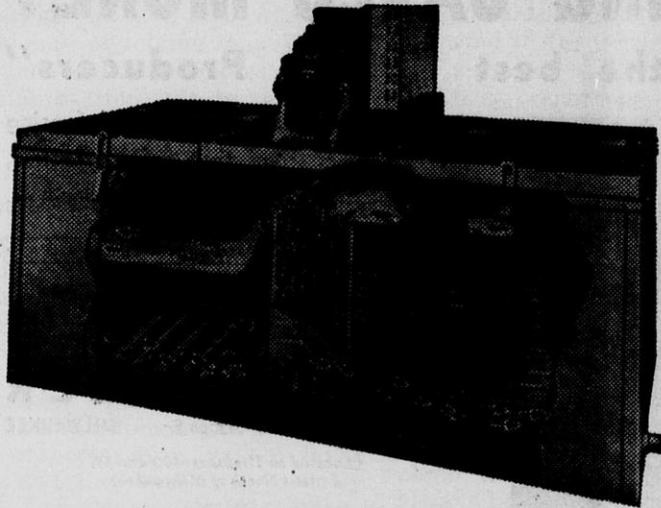
CLADAKIS MOVED TO NEW YORK

N. J. Cladakis who has been the Federal Milk Market Administrator in the Chicago market has been transferred to the New York market with E. M. Harmon who had charge of the New York market going back to the United States Department of Agriculture in Washington.

Evidently the department of agriculture feels that Mr. Cladakis had made good in Chicago, since he was transferred to New York, the largest market in this country.

A. W. Colebank, has been named acting market administrator for the Chicago market by the Secretary of Agriculture.

Let Us Solve Your MILK COOLING Problems



Break-A-Way View of
ZERO-FLOW COOLER

ZERO-FLOW gives you AUTOMATIC neck-high level — RAPID circulation of water bath — FAST uniform cooling of all milk BELOW 50° in one hour.

Whether you produce one can of milk or fifty we build a cooler to fill your needs.

WILSON COOLERS PROVE MOST EFFICIENT BY TEST. In test made by one of the nation's leading eastern universities of the nine leading-milk coolers on the market the Wilson cooler proved to be far more efficient and economical to operate than any other cooler. A recent survey shows that over 70% of all milk cooling equipment sold in the St. Louis area was Wilson. There must be a good reason.

Many Leading Dairymen in Milwaukee Area are Installing WILSON COOLERS

SAVE MONEY. Buy a wet storage cooler that can be converted into an electric cooler at any time. Our wet storage coolers are for use in cooling milk with ice and water. Mechanical refrigeration can be added at any time.

WILSON BUILDS A FULL LINE OF: Electric milk coolers, Ice milk coolers, Insulated water milk coolers, Bottle storage milk coolers, Brine tanks, Ice makers, Sterilizers, Water heaters, Walk-in cold storage rooms, Frozen food storage rooms, Reach-in coolers.

WHETHER YOU BUY OR NOT WE ARE PREPARED TO SAVE YOU MONEY. Drop us a line and we will send you FREE literature on milk cooling equipment or let us have our dealer or representative in your locality call on you

WILSON CABINET CORPORATION • WISCONSIN HEADQUARTERS • 2203 University Ave., Madison, Wis.

MILK and EGG PRICES are LOW and TAXES ARE HIGH

We are Co-operating With You

Red Cross Chick Starter Mash	..\$2.14 per cwt.
Red Cross Growing Mash 2.04 per cwt.
Red Cross Egg Mash 20% 2.09 per cwt.
Red Cross Egg Mash 16% 1.84 per cwt.
Red Cross Scratch 1.84 per cwt.
Red Cross Developer 1.90 per cwt.
Red Cross Chick Feed 2.14 per cwt.
Red Cross 36% Supplement 3.02 per cwt.
Cattle Spray49 per gal.

(containers not furnished)

SOLD BY:

STOP & SHOP MARKET
Waukesha, Wisconsin

H. E. BECKMAN
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CHAS. RIEBOW
2977 S. Howell Ave.
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STAPLES SEED & FEED CO.
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W. SUCHARSKI
South Milwaukee, Wisconsin

FARMER'S GENERAL STORE
Menomonee Falls, Wisconsin

BOEHLKE HARDWARE STORE
Freistadt, Wisconsin

IRV. THELEN
Caledonia, Wisconsin

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Milwaukee, Wisconsin

PRZYBYLA BROS.
Milwaukee, Wisconsin

LEISTER & ERDMAN
Granville, Wisconsin

We Carry In STOCK

SEAMLESS SOLDERLESS MILK CANS

in 8 and 10 gallon sizes

also

PAILS and STRAINERS

Milwaukee Cooperative Milk Producers

FOR SALE

One Guernsey Bull 18 mos. old.
One Just Fresh Guernsey Cow.
Federally accredited herd.

Located at Pt. Washington and
Bradley Roads
Route 6 Shorewood

AUGUST KOEHN

Our Advertisers Deserve Your Patronage

MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

JULY, 1940

Number 4

The Annual Picnic

State Fair Park JULY 23, 1940

The eleventh annual picnic of your organization promises to be a very good one. Many people who have never been at the State Fair Park except at the time of the state fair have a pleasant surprise coming.

The picnic ground or grove south of the administration building is a beautiful place. Splendid lawns and plenty of fine shade trees. A large band stand which will also be used to distribute prizes from is in the center of the grove. It's high enough so that every one can see what is going on. The horseshoe courts will furnish some good contests. There are bleachers for the fans to sit on and enjoy the games. Three baseball diamonds are available. There is a large enclosed lot in which the young people's contests will be staged. Something will be doing all of the time and several different things at the same time.

We are fortunate in having Arthur Lauterbach, manager of the Pure Milk Association as one principal speaker. Mr. Lauterbach has had a wide experience in dairy work and is the owner of a dairy farm himself. Starting out in dairy work with the Land O'Lakes Creameries, he later managed the National Cheese Producers Association and went from there to take charge of the Dairy Section of the United

States Department of Agriculture. After several years with the department, he took over the management of the Interstate Milk Producers Association at Philadelphia. He came from there to Chicago and needless to say he has had plenty of problems to deal with in that turbulent market. A treat is in store for all who can come and hear Art Lauterbach.

Tables and seats under the trees will provide fine places for group-lunches if people care to bring their own lunch. All kinds of eats and drinks can be purchased on the grounds from the people who have the concessions.

Our organization can't sell anything for we get the free use of the park and the people who pay the state for the right to sell food and drink have the exclusive sale of everything. Milk, as usual, will be given away from 11:45 to 12:45.

There will be a special drawing for prizes for the people who register before 12:00 o'clock and those coming later will have a chance at winning prizes but not for the very best ones. Come early. There will be things going on. Prizes for the best babies? Sure! Bring them along.

The state fair management has a diving horse and rider act booked as an attraction for the Amusement Park and promises to put on the act for the benefit of our members. In this act a beautiful horse with a lovely girl in the saddle dives from a platform 40 feet high into a tank

of water. Should be worth going quite a ways to see.

The parking of cars will be a simple matter at the Park with ample space available. If the grounds are dry parking will be allowed in the southwest side of the park, otherwise the north section and the infield can be used.

The Wisconsin-grown strawberry is "going places" via the co-operative marketing route.

Through the efforts of some 350 strawberry growers in Monroe, Jackson and Trempealeau counties it is now in demand in cities as distant as Denver, Colorado, and Butte, Montana, the State Department of Agriculture reports.

Growers in these counties are supplying the market through the Warrens Co-operative Fruit Growers Association. As fast as the berries are packed and crated, they are loaded on trucks and taken to loading platforms at Warrens, Alma Center, Tomah and Blair.

From these points, the strawberries are placed on trucks or in refrigerated freight cars for transport to markets in several states west of the Mississippi river, in the Upper Peninsula of Michigan, in Detroit and Chicago.

The Milwaukee Dairy Council helped promote the use of Wisconsin strawberries by supplying bottle collars to the dealers. The collars carried the message "Insist on Wisconsin Strawberries with Cream."

JUNE PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	44.62	\$2.40	Fluid	49.06	\$2.40	Fluid	48.77	\$2.40	Fluid	50.77	\$2.40
Out. Relief.	2.76	2.17	Out. Relief.	3.61	2.17	Out. Relief.	3.39	2.17	Out. Relief.	0.52	2.17
Cream	16.88	1.27	Cream	10.85	1.27	Cream	18.22	1.27	Cream	20.59	1.27
Manuf'd	35.74	1.02	Manuf'd	36.48	1.02	Manuf'd	29.62	1.02	Manuf'd	28.12	1.02
Composite price	1.70		Composite price	1.75		Composite price	1.77		Composite price	1.78	
BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY			GEHL'S GUERNSEY FARMS		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	55.40	\$2.40	Fluid	46.03	2.40	Fluid	56.80	\$2.40	Fluid	42.47	\$2.40
Out. Relief.	4.43	2.17	Out. Relief.	2.00	2.17	Cream	10.67	1.27	Out. Relief.	1.90	2.17
Cream	8.43	1.27	Cream	17.10	1.27	Manuf'd	32.53	1.02	Cream	14.27	1.27
Manuf'd	31.74	1.02	Manuf'd	34.87	1.02	Composite price	1.83		Manuf'd	41.36	1.02
Composite price	1.84		Composite price	1.72					Composite price	1.66	

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 13 JULY, 1940 NO. 4

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

Subscription\$1.00 Per Year

JUNE MILK MONTH

Low temperatures all through the month of June, probably kept milk sales down and counteracted to some extent the sales promotion that was put on in National Milk Month.

Roadside stands and sales direct from farms to consumers are cutting in on our sales in an ever increasing volume.

Slight Change in Manufactured Price

Manufactured milk price is up two cents over May, due to a higher market for manufactured skimmilk. Butter was a trifle lower for the whole month, but showed a strong tone in the last week of the month, due to low storage holdings and somewhat better demand. Butter markets should hold up good for this season. Skimmilk products are in better demand also and markets may improve.

Slight Change in Composite Price

In spite of heavy production during June the composite price paid by the Milwaukee buyers of milk does not differ much from the May figure.

Heavy consumption of milk could not be expected because the weather was cool but the dairy month promotion probably helped some.

Dry Skim Use Increases

This isn't a picture of accumulating stocks of gold at Ft. Knox—nor the

increase in the national debt!—It is a graphic illustration of the remarkable increase in the sale of dry skim milk used for feeding.

Estimated feed sales in the United States in 1925, the year the American Dry Milk Institute was organized, were 1,000,000 pounds.

Five years later, in 1930, when Feed Service was added to American Dry Milk Institute activities, estimated sales for the year had increased to 44,000,000 pounds.

The latest U. S. D. A. figures (for 1938) show feed sales totaling 160,000,000 pounds! Eight years after Feed Service was instituted, sales of 4,000 carloads or a freight train over 30 miles long!—nearly four times as much as in 1930; 160 times as much as in 1925.

Animal nutritionists in colleges and experiment stations from coast to coast have co-operated enthusiastically in the research and education responsible in large measure for these notable increases. Back of all this, however, is the widespread acceptance of proven facts regarding the unequalled value of milk in the ration for all poultry and livestock. Results emphasize the true economy of using dry skim milk.

Milk Stand Owners Win Court Stay

State Supreme Court to Rule on Control
Law Legality in September

Under a ruling of the state supreme court at Madison, June 24, operators of four cut rate milk stands here will be permitted to sell milk at their own prices pending a decision in September on the question of constitutionality of the new milk control law.

The operators are Gilbert Reuter, John Marriott, Raymond Kunz and Sylvester T. Bauer.

They were recently enjoined by Circuit Judge Otto H. Breidenbach from selling milk at prices less than those fixed by the state department of agriculture and from violating sanitary regulations. Judge Breidenbach granted a stay pending appeal.

When the case came before the high court recently the state department asked that the stay be vacated and the injunction enforced. Counsel for the dealers asked that the stay remain in effect.

The supreme court held that the lower court stay would be effective until the entire case has been decided.

Extra! Extra! Extra!

Because haying is a big job, started late because of the heavy rains and because on many farms all field work is a week behind the usual schedule your Board of Directors has decided that the annual picnic, which was scheduled for Tuesday, July 16, will be held one week later, on July 23 at the State Fair Park. Don't forget the date! Slims Buckaroos will entertain. The girls baseball game will be as good, if not better, than the men's. Casey Jones, world's champion trick and fancy horseshoe pitcher will put on an exhibition that will surprise and delight you. And the prizes—they are coming in at a great rate. Come early and be in the early drawings for the good prizes.

Your milk hauler will deliver tickets which will be good for milk and two free rides on State Fair rides and other tickets which will entitle you to rides at one-half the regular price. Ask your hauler for the tickets, he will have them later on.

Get Your Picture Taken

Director Fred Baker likes to take pictures with a little camera that he carries around and afterwards projects them on the screen for the entertainment of his friends.

Fred says that he will probably take some shots at the annual picnic so be sure to look pleasant while at the park.

Congress Allots Fifty Million More for Surplus Removal

Action by both Houses of Congress just prior to its recess, Saturday, June 22, resulted in the appropriation of an additional fifty million dollars for expenditure under Section 32 of the Agricultural Adjustment Act.

The appropriation took the form of a rider attached to the Work Relief Bill and was sponsored in the United States Senate by Senator Theodore Bilbo of Mississippi. Farm organizations vigorously supported the proposal because of mounting acute surpluses caused by the increasing loss of foreign outlets due to the war situation.

By virtue of the appropriation, the secretary of agriculture, through the Federal Surplus Commodities Corporation, has an additional fifty million dollars to expend for direct purchases of surplus commodities, the development of the food-stamp program, and for other diversion uses in the domestic and foreign markets.

AROUND AMERICA WITH DAIRY MONTH

June Milk Month Doings

NEW YORK CITY: The first governor of Massachusetts, realizing the importance of milk, ordered that one cow and two goats be brought from England for each six people. And evidently the regard of America's governors for the healthful, refreshing value of milk has remained unchanged through the years, for 25 of them, in 1940, proclaimed National Dairy Month, besides numerous mayors and other governmental officials.

Praised highly by the president of the United States, Dairy Month has achieved interesting things of which the following are but a handful among a multitude:

INDIANAPOLIS, IND.: "Holstein Gertrude," glamour cow of Hollywood and a featured player in the movie "Remember the Night" was the guest of honor at a banquet held on the evening of June 12 in the brilliantly-lighted Riley Room of the Claypool Hotel.

As 400 Hoosier dairymen ate sirloin steaks, cheese, ice cream and drank milk, "Gertrude" looked haughtily down her nose at some excellent alfalfa, surveyed the room and lay down. Three associate cows with less glamour but more manners stayed awake and munched their alfalfa in stalls back of the speaker's table which was lined with important men, headed by Lieutenant-Governor H. F. Schricker.

MILWAUKEE, WIS.: Helping to make Dairy Month successful at this point while her touring company played a local theatre, was Patricia Ellis, of movie fame.

Gov. Heil signed a proclamation proclaiming June as Dairy Month as did the mayors of practically every city in the state. Health Commissioner John P. Koehler gave a radio talk on the benefits of dairy products in the diet. Talks were made during June before many of the lunch clubs throughout the state, particularly in Milwaukee, on the benefits of dairy products.

When the first of Pennsylvania Central Airline's new 21 passenger Douglas DC-3's thundered down the runway at County Airport, Milwaukee, on the company's inaugural run with the new ships, a consignment of Milwaukee milk also went for its first scheduled air trip.

STOCKTON, CALIF.: Dairy Week was observed here from June 17 through June 22. "Enjoy Dairy Products" was the week's promotional slogan.

WASHINGTON, D. C.: Over 200 men and women turned out to hear Senator Alexander Wiley (R., Wis.) salute National Dairy Month at a luncheon held on June 12 at the Hotel Willard, here, sponsored by the Maryland-Virginia Milk Producers Association. An interesting talk on Dairy Month promotion was presented by Gertrude Drinker of the Richmond (Va.) Dairy Council.

SANTA BARBARA, CALIF.: "Bossy" had her day here early in June as a procession of cows and calves paraded up the same State Street of this municipality on which, yearly, famous Palomin and Arabian horses tread in Santa Barbara's gala Fiesta Horse Parade.

SPRINGFIELD, OHIO: On June 13, six farm girls of Clark County and six business men of Springfield vied for milking honors as the residents of this city saluted National Dairy Month with a topnotch celebration at Cliff Park.

ROCHESTER, N. Y.: At City Hall on June 13, Mayor S. B. Dicker donned a milkman's cap, jumped into a milk wagon, filled a milk bottle carrier, was photographed and issued a second National Dairy Month proclamation calling upon all Rochesterians to co-operate in its observance.

AKRON, OHIO: The hands that hold the reins of Akron's government have not lost their milking skill after 35 years away from Bossy. Peeling off his coat and grabbing a bucket, Mayor L. D. Schroy recently went to work on a prize Holstein on the Municipal Mall and soon amazed a large audience with his milking prowess. This was one of the events that opened Dairy Month in Akron — a Dairy Month that has been proclaimed both of Milk Champion Governor and Milking Champion Mayor.

Sees Trend to Larger Herds in Milk Sheds

The trend in fluid milk areas of Illinois is definitely toward larger herds, according to Wilfred Shaw, director of milk marketing for the Illinois Agricultural Association.

"Dairy farmers, in equipping their farms to comply with federal standard milk ordinances now in force in 27 Illinois cities, find they get better use of their equipment—barns, milking machines and milk houses—through increasing the size of their herds," Shaw said.

Working for Nothing

Heavy milk production is giving officials of fluid milk producer organizations a lot of gray hairs these days, and causing many of them to wonder how long government-fixed prices can be maintained without disastrous results. Heavy cream production isn't making the lot of the butter trade any too easy, either, and at least until recently, fears that a D.P.M.A. type of operation may long be with us have often been expressed.

Mr. H. V. Noyes, commissioner of the New York Department of Agriculture and Markets, feels that there is a sound solution of the problem which would redound to the benefit of all dairy farmers. His solution, briefly, is that milk producers eliminate one or two of their poorest cows and thereby increase their profits.

With Hoard's Dairyman we agree that "there are very few herds in the United States where the owner could not sell one or two or three—depending on the size of the herd—of the cows that are not paying for what they eat, much less for the time spent in caring for them . . ." We share, too, its bewilderment as to "just why we carry along about 8,000,000 cows in this country that scarcely pay for what they consume and no wages, even though the prices of dairy products were much higher."

It has been said that "the dairy industry is organized to death," but it seems that it still isn't sufficiently organized to undertake the most important job confronting it.—The Dairy Record.

Butter Association

Continues Growth

The Challenge Cream and Butter Association of Los Angeles, Calif., makes a practice of conducting a census of its 24 affiliated units every year. According to the last "census" of this progressive co-operative, there were 32,000 farm families who marketed their butterfat through 40 plants owned and operated by the affiliated units of this association. Of these 32,000 farm families who are making use of their co-operative, 13,000 live in Idaho, 7,500 in Oregon, 2,300 in Colorado, while the remaining 9,200 families live in other western states.

During 1939, this association and its affiliated units marketed over 57 million pounds of butter and in addition, its local units sold about 11 million pounds of butterfat for uses other than butter. Based on the average United States per capita

consumption of butter, this association marketed enough butter in 1939 to supply the butter needs of 3,400,000 American consumers for one year.

OTHER MARKETS

Twin City Milk Producers Bulletin reports that the price received by producers for the St. Paul and Minneapolis for May milk was \$1.51 delivered at dealers plants.

The bulletin further says:

Production this year was two percent higher than a year ago, or a total increase of 958,061 pounds. Even with the lower sales prices and a decided switch from wagon delivery to store delivery, total sales were down two percent as compared with May, 1939.

Chicago Market

As Reported by the Pure Milk Association

The gross blended price for May, 1940, of \$1.46 gross per cwt. (\$1.38 net to P.M.A. Producers) is due almost entirely to the tremendous amount of milk that had to be sold as Class III milk during the milk drivers' strike. In May, 1939, P.M.A. producers received a net price of \$1.344 per cwt. for their milk.

Of course, high seasonal production had something to do with the lower blend, and as we go to press there are no signs of this production going lower. In fact, during the first ten days of June, 1940, the production is averaging almost 50 pounds per herd more than a year ago.

The total effects of the milk drivers' strike are now coming home to the distributor and driver alike. Consumers who were forced to go to stores and plants to get milk during this strike are not returning to the retail delivery routes as expected, and some dairies have lost as high as two out of three of their home delivery customers who now prefer to go to the store and buy their milk at substantially reduced prices.

Talk of Another Milk Strike in New York

Archie Wright, chairman of the Dairy Farmers Union, said at his headquarters June 16 that farmers are far from satisfied with present price conditions, and notices have gone out to all union meetings to vote a course of action. Mr. Wright added that he "did not know what the farmers would vote to do, but

SEE FOR YOURSELF!



AVELINO PEREZ —
THE CUBAN POPEYE
HAS DEVELOPED SUCH
PERFECT CONTROL OF
HIS EYE MUSCLES
THAT HE CAN EJECT
EITHER OR BOTH HIS
EYES FROM THEIR
SOCKETS

FIVE MILLION OUT OF THE
TWENTY-FIVE MILLION SCHOOL
CHILDREN IN THE U.S. ARE
HANDICAPPED BY DEFECTIVE VISION



WHY YOU CAN'T WALK STRAIGHT
WITH YOUR EYES SHUT...WITH EACH
STEP YOU TAKE YOUR BODY IS
THROWN OUT OF BALANCE.... EYES
BALANCE
THE BODY.



**CAMELS BALK
AT NARROW
PASSAGeways**
.....CENTURIES OF
TRAVEL OVER THE
VAST DESERT HAVE
ELONGATED CAMELS'
EYES FOR DISTANCE,
BUT WIDTH FOOLS
THEM COMPLETELY

that if they voted for a strike, the union would certainly put it on."

"The May return of \$1.58 a hundred weight for milk is not satisfactory to producers," Mr. Wright said. "The June price, which will not be known until July 14, is almost certain to be even lower."

The Dairy Farmers Union staged a bitter strike in New York, last year, and its effects are still apparent in the strife that exists between New York distributors and Mayor La Guardia. The Farmers Union is generally believed to have entered an alliance with C.I.O. forces to bring the John Lewis brand of unionism to dairy farming.

One Grade of Milk in New York City After Sept. 1

On May 14 the New York Board of Health adopted an amendment to the sanitary code of that city authorizing only one grade of milk to be sold in New York City starting September 1. The entire bottle cap is to be reserved for the printed information required by the department of health regulations and no trade name or other insignia will be permitted thereon. In the case of

single service fibre containers a space shall be reserved for such required printed information. Trade names and insignias may be used in advertising and statements. Health Commissioner Rice contends that the new ruling is to assure the public that all milk that meets these new standards will be safe and wholesome and may confidently be used for infant feeding. The new ruling will do away with Grade A and Grade B milk. Last year approximately 88 percent of New York sales were in Grade B and 12 percent in Grade A.

"Approved Milk" Only Label

Only one designation may be carried on the label, "Approved Milk." Requirements for the new single grade "Approved Milk" will be a butterfat content not less than 3.3 percent, total solids not less than 11.5 percent; bacterial count on delivery to the consumer not above 30,000, and bacterial count on delivery to the receiving station not above 150,000. Pouring lip of bottle must be completely covered by cap after January 1. Age limit between pasteurization and sale to consumer must not be over 48 hours; all approved milk must be from tubercu-

losis tested cows. The "high-temperature or flash" method of pasteurization approved where milk is heated to 160 degrees F. for 15 seconds.

Milk dealers desiring to sell milk testing 4.2 percent or higher will be permitted to show their butterfat content on the bottle cap.

St. Louis Producers

Request Hearing

The Sanitary Milk Producers of St. Louis, Mo., has formally requested an A.A.A. milk hearing to consider several amendments proposed by the association. The Class 1 (fluid milk) price in St. Louis is now \$2.24 per hundredweight and the association contends that this price is all right for May and June but from July 1 through November 30, the minimum price should be \$2.55 per hundredweight with a drop to \$2.30 for December, January, February, March and April.

The St. Louis order has an unusual provision, which provides for a deduction of one cent per hundredweight in the class prices for each million pounds that total production exceeds 29 million pounds. In other words, if in any month total production was, let's say, 31 million pounds, two cents would be deducted from the Class 1 and Class 2 prices. The Sanitary Milk Producers object to this provision, and desire to register their objections at the hearing they have requested. This request for a hearing is now being considered by the Dairy Section of the A.A.A. and it is expected that action will be taken in the very near future.

It Pays to Behave

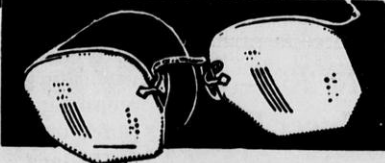
Recent violations of the Wisconsin dairy laws were reported by the state department of agriculture as follows:

Fred S. Sommers, cheesemaker of Amery, pleaded guilty to offering unsanitary American cheese for sale and was fined \$25 and costs in a justice court at Amery. The complaint was made by two state cheese graders.

Alfred Kunz of Stitzer paid \$25 and costs in a justice court at Lancaster after pleading guilty to maintaining unsanitary conditions at his cheese factory and producing unsanitary by-products from milk. The case was tried on a complaint entered by a state dairy inspector.

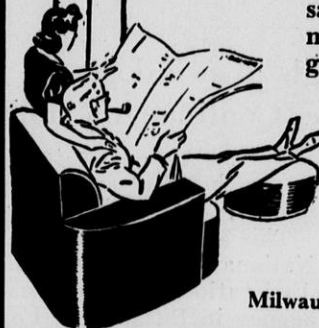
The Mondovi Dairymen's Association, Mondovi, pleaded nolo contendere to a charge of manufacturing butter containing less than 80 per-

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COURTESY
CARD**



**GLASSES
CLEANED and
STRAIGHTENED
WITHOUT
CHARGE**

"I'm glad I saw that Kindy ad!"



Before I got Kindy glasses I never knew what satisfaction with glasses really was. These new glasses are so comfortable and good-looking I don't like to take them off! What's more, my Kindy Courtesy Card entitled me to special savings on glasses and optical repairs for both myself and family. Why don't you get Kindy glasses — soon?

ONE HOUR FREE PARKING
at the Kilbourne Parking
Station across the street with
a purchase of \$1.00 or more.

KINDY OPTICAL CO.

Milwaukee, Wis. 615 No. 3rd St. MARq. 7225

cent fat and paid \$25 and costs. The case was tried in a justice of the peace court at Alma.

A violation of the holding order for American cheese cost Arthur Natzke of Thorp a fine of \$25 and costs in a justice of the peace court at Thorp. The holding order provides that cheese shall be held on the shelves at the factory where made at least two days after the date of manufacture and properly turned and tended until sufficiently dry on all surfaces.

Butter Stabilization Approved for Year

On June 20 the United States Department of Agriculture announced the final approval of continuing the butter stabilization program for the 1940-41 May through April storage season. The Dairy Products Marketing Association has available a loan of seven million dollars from the Commodity Credit Corporation to buy, if conditions warrant, up to 25 million pounds of butter during the coming marketing season.

During the last two marketing seasons (May-April, 1938-39 and 1939-40) the D.P.M.A. purchased 126,973,000 pounds of butter at a cost of \$34,946,000. All of the money previously borrowed by the D.P.M.A. has been repaid to the Commodity Credit Corporation.

During the last season (May through April 1939-40) D.P.M.A. purchased about 13 million pounds of butter of which four million

pounds were sold to the Federal Surplus Commodities Corporation and thus entered relief channels. The remaining nine million pounds were resold to the trade, and thus re-entered the commercial market.

Health Insurance

The New England Milk Producers Association of Boston, Mass., one of several associations who guarantees part of the market value of milk when the member farmer is required by the health department to keep his milk at home due to contagious disease in his family.

The dairyman is, of course, prohibited by health laws to send his milk to market when any member of his household has a contagious disease. Such misfortunes frequently happen in a large milk shed, and the farmer loses his income from milk just at the time when he is in the greatest need. The New England Milk Producers Association uses a system whereby a member receives a check from the association for 75 percent of the market value of the milk the farmer kept at home. The theory of this method is that the value of the milk for feeding purposes on the farm is worth the remaining 25 percent.

Conductor—"Young lady, you'll have to keep your head inside the window."
Young Lady—"I can look out if I want to."

Conductor—"All right, but if you break any of the iron work on the bridge you'll have to pay for it."

Mr. Fletcher Says:

Remember — July 23 —

Your Milk Producer Picnic

Again we are rapidly approaching the time of year when, for a day at least, we try to forget taxes, the war, surplus milk and what have you, and spend one day of solid enjoyment with all our fellow co-operators, on the Milwaukee Market.

Your Board of Directors are going to have many of the old entertainment features so popular with you, and several new ones. The merchants of the milk shed have always been more than generous in donating prizes for you to win, and we believe there will be more than ever this year. The spacious grounds of the State Fair Park assure us of ample space for the biggest crowd we ever had, and we hope that many attend.

Come early. There will be continuous entertainment from ten o'clock on, until late afternoon. It is your day for fun and entertainment and we want all of you and your friends to enjoy it.

This is an outline of the practice employed by a vast majority of the shippers in this market in the production of quality milk of good flavor.

Feeding Program—Feed all strong feeds such as silage, gluten, molasses feeds and so forth after night and morning milking.

Pasture—When pasturing young grass that may create off odors, such as quack, rye or marsh grasses, feed the cows before grazing time and take off from such pasture at least four hours before milking.

Milking and Utensil Care Program For Day Starting With Evening Milking—Rinse all milk utensils, (cans, pails, strainer and milking machine) with cold well water chlorine solution previous to milking. Dry clean udders with rough clean cloth or brush. Milk dry handed.

Place each can as milked in tank when full. Have tank empty when first can is placed in water. Start water flowing in tank directly against side of can. Follow this same procedure with each can as milked. When cooled, close covers tightly on cans.

After milking rinse and brush all utensils thoroughly with cold well water.

Wash with lukewarm well water and washing compound. Rinse with

boiling hot well water. Repeat program for morning milking.

When cans come back from plant, examine for open seams or need of cleaning. If dirty, wash; if not, place on rack dry.

Udders—Have cows' udders examined periodically for mastitis infection. When condition exists, remove milk from such cows from the supply.

This simple program if followed consistently should produce quality milk at all times.—Milwaukee Co-operative Milk Producers.

Pittsburgh Association Sales Continue to Climb

The year of 1940 promises to be a good year for the Dairymen's Co-operative Sales Association of Pittsburgh, Pa. This association, a member of the National Co-operative Milk Producers Federation, and the farmers' sales agency in Pittsburgh, Pa., and a great many smaller towns in Ohio and West Virginia, reports substantial gains in sales in 1940.

According to a report of its manager, the fluid milk sales of this association during the first quarter of 1940 averaged more than seven percent over the same period a year ago, and sales of bottled cream increased over ten percent. The total sales value of all milk marketed by this association during the first quarter of 1940 was about \$2,500,000 which represented an increase of 16 percent over the same period in 1939.

These gains in sales were particularly noticeable in the Youngstown market, in which market fluid sales during the first quarter of 1940 were 13 percent over 1939. In May, 1940, the fluid sales of this association in the Youngstown area were higher than they had been for five years.

License Denied Dairy Co.

The application of the Quaker Dairy Co., Appleton, for a 1940 milk dealer's license was denied by the state department of agriculture Thursday following a re-hearing and review of evidence before the state board of agriculture.

The board affirmed the department's findings that the company paid milk producers a price less than the minimum provided by the market order, that it sold milk and cream for less than the ordered market price, and that it sold milk in illegal-sized containers.

Atty. I. G. Falk, Green Bay, ap-

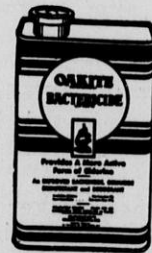
GIVES YOU
LOW
COUNTS
CONSISTENTLY
day in and day out

Don't give bacteria a chance to grow and multiply during the hot Summer months . . . instead, make sure that counts are low by using that powerful, fast, bacteria-destroying material . . .

OAKITE
BACTERICIDE

Due to its more ACTIVE FORM of available chlorine, it gives you a WIDER MARGIN of protection against harmful bacteria that may affect the quality of your milk. Use it on separators, coolers, milk cans, cream cans, utensils, etc., and thus effectively combat bacteria in the same successful, low-cost way as do thousands of dairies, creameries, etc., all over the U. S. who are using this superior germicidal material today to safeguard milk quality.

Order a two-pound can of OAKITE BACTERICIDE from your creamery or dealer today; also ask about Oakite General Dairy Cleaner for cleaning dairy equipment and Oakite Milkstone Remover for removing milkstone deposits.



For FREE booklets, further information and details write to

A. H. BOND
OAKITE PRODUCTS,
INC.

757 North Broadway
Milwaukee, Wis.

peared before the board in behalf of the company.

The original hearing on the company's application was held March 13 at Green Bay.

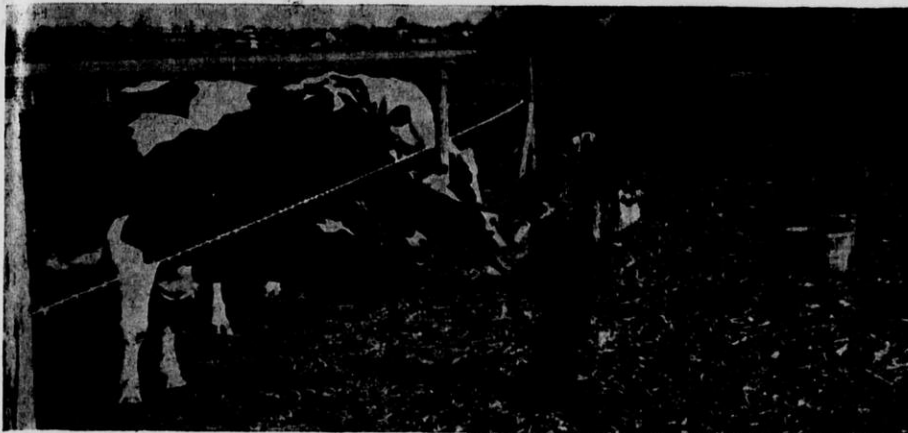
Monthly Milk Sales Report

New York—Daily average sales of fluid milk during May decreased 2.41 percent over the same period a year ago, according to reports from leading distributors in 136 United States markets to the Milk Industry Foundation.

(Continued on page 7)

Electric Fencing Saves Money

... PROVIDED YOU USE THE BEST "SHOCK PRODUCERS"



Delays are costly when live stock fencing is involved. Buy that safe, effective, reliable, approved Prime Controller now.

*Prime Electric Fences, approved by Wisconsin State Law
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PRIME UNITS . . . "BEST BY TEST"

See

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Phone Hilltop 1826 Station F MILWAUKEE

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

Monthly Milk Sales Report

(Continued from page 6)

In May daily average sales totaled 6,514,060 quarts compared with 6,674,887 quarts in May, 1939.

Milk company payrolls in May showed a decrease of 3.17 percent and employment a decrease of 1.68 percent compared with May, 1939.

Did You Know?

—that butter was the only product found in every home covered by a survey recently conducted in New York?

—that contrary to popular belief, dairy cows do not drink much more water in hot weather than in cool weather?

—that milk and ice cream are delivered by airplane to the mining camps in northern Canada? The miners in some localities pay one dollar a quart for milk.

(Continued on page 8)

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

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

PRODUCE BETTER MILK

REBUILD and RETIN YOUR USED MILK CANS

... NOW ...

GUARANTEED CANS AT A LOWER COST



THE WACHO MANUFACTURING CO.

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Milwaukee, Wis.

MR. DAIRYMAN!

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. 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.

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.

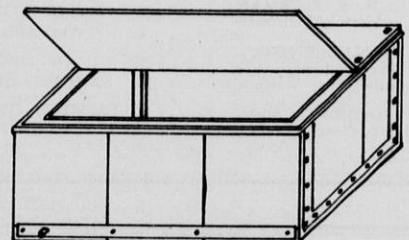
WISCONSIN UNITS COMPANY

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Our Silo Cote Will Lengthen the Life of Your Silo. Write for Prices, etc.



Pfeifer Unit Cooling Tank

Our Tank Saves Many Hours of Water Pumping

NOW! The QUIRK

Streamlined

SANITARY MILK COOLER AND CONDITIONER

Cools ALL the Milk Uniformly . . .
FROM 90° to 45° IN LESS THAN 25 MINUTES

THE ONLY REFRIGERATED COOLER THAT CIRCULATES THE MILK AS WELL AS THE WATER

The Quirk Sanitary Cooler and Conditioner uses the Krug Patented Sanitary Cooler Agitator which does the two things that are necessary for proper, quick cooling

1. It thoroughly circulates the milk in the can
2. It agitates the water in the cooling tank

Saves You — TIME . . . LABOR . . . MONEY

See this new cooler on display at the picnic

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MILK and EGG PRICES are LOW and TAXES ARE HIGH

We are Co-operating With You

Red Cross Chick Starter Mash.....\$2.14 per cwt.	Red Cross 36% Supplement..... 3.02 per cwt.
Red Cross Growing Mash..... 2.04 per cwt.	Red Cross Special Scratch..... 1.55 per cwt.
Red Cross Egg Mash 20%..... 2.09 per cwt.	500 Feet Prison Binder Twine..... 3.95 per bale
Red Cross Egg Mash 16%..... 1.84 per cwt.	600 Feet Prison Binder Twine..... 4.23 per bale
Red Cross Scratch..... 1.84 per cwt.	500 Feet Brantford Binder Twine..... 4.40 per bale
Red Cross Developer..... 1.90 per cwt.	600 Feet Brantford Binder Twine..... 5.35 per bale
Red Cross Chick Feed..... 2.14 per cwt.	Cattle Spray..... .49 per gal.

(containers not furnished)

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H. E. BECKMAN
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HEILEMAN BROS.
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CUDAHY FLOUR & FEED CO.
Cudahy, Wisconsin

STAPLES SEED & FEED CO.
West Allis, Wisconsin

W. SUCHARSKI
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FARMER'S GENERAL STORE
Menomonee Falls, Wisconsin

BOEHLKE HARDWARE STORE
Freistadt, Wisconsin

IRV. THELEN
Caledonia, Wisconsin

MAKOWSKI BROS.
Milwaukee, Wisconsin

PRZYBYLA BROS.
Milwaukee, Wisconsin

LEISTER & ERDMAN
Granville, Wisconsin



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 \$25.00 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, 8592 Roosevelt Road, Chicago, Illinois. 81 years making Quality products.

Did You Know?

(Continued from page 7)

—that butter perfumed by your favorite flower may be bought in Paris?

—that Americans eat more cheese than formerly? An average of 5.34 pounds per person has been used annually during the past five years.

—that there are 101 recognized substances in milk, but no chemist has ever succeeded in putting them together and getting milk?

Remember the Picnic Date, July 23!

NO CHANGE IN FLUID PRICE

Prizes at the Picnic—Who Gave Them—Who Got Them

Having held a picnic at State Fair Park for the first time, your Board of Directors have taken stock and will certainly have a complete understanding with the park management before another picnic will be held at the location.

Everyone probably agrees that the grove is an excellent picnic place. The splendid lawn, with plenty of shade trees and enough seats for a big crowd is fine. The band stand, although a little too high in the air, is a good one.

There should be bubblers all through the grove so that people would not have to go far for a drink of water. The man who controls the concessions should have large refreshment stands right in the grove with plenty of help to serve a large crowd. If he does not want to do that he should turn over the stands to us so that the people could get service.

Of course, there was a hitch in the milk service due to a misunderstanding of the order. At that much more milk was given away than at the last three picnics.

Another year no doubt the supply of milk will be ample and will be available when needed. Outside of the above mentioned drawbacks everything went off well and in spite of the extremely hot weather, it was a good picnic. Probably a greater number were present than at any previous picnic held by this organization. People were scattered all over the grounds at times and there were plenty left in the grove.

Your Board of Directors will be pleased to have your comments on the affair.

LIST OF PRIZES USED IN ADULTS' CONTEST

Men's Contest, Wrench Set—Waukesha Merchants. Men's Contest, 1 Oil Can—Waukesha Merchants. Men's Contest, Pliers—Waukesha Merchants. Men's Contest, Wrench Set—Waukesha Merchants. Men's Contest, 1 Milking Stool—W. A. Connell Implement. Men's Contest, 1 Electric Extension Lamp—Wm. Puetzer Service, N. Berlin.

Men's Contest, 1 Flash Light—Trinburn Electric, Waukesha. Men's

Contest, 1 Flash Light—"Foot's" Sport Shop, Waterford. Men's Contest, 1 Neck Tie—A. M. Rittman, Waterford. Men's Contest, 1 Lawn Chair—W. D. Allen Lbr. & Fuel, Wales. Ladies Contest, 1 Cookie Jar—Boston Store, Milwaukee. Ladies Contest, 1 Box Stationery—H. H. West Co., Milwaukee.

Ladies Contest, 1 Box Stationery, H. H. West Co., Milwaukee. Ladies Contest, Coffee Maker, Waukesha Merchants. Ladies Contest, 1 Casserole—Waukesha Merchants. Ladies Contest, 1 Table Lamp—Harris Furniture, Waukesha. Ladies Contest, 1 Cake Tin—Waukesha Merchants. Penny Scramble, \$5.00—Farmer Mutual Fire Insurance, Germantown, Wis.

5 qt. can Motor Oil, Bartz & Schmidt, Pewaukee—Mrs. John Blank, Cedarburg. 1 Vibrator, Andis Clipper Co., Racine—Emanuel J. Stern, Thiensville. Electric Waffle Iron, J. F. Herda, St. Martins—Opal Hart, Waterford. 5 lb. Sinclair Cup Grease, Bartz & Schmidt, Pewaukee—Joe Petroviak, Hales Corners.

(Continued on Page 2)

\$55,000 ENTERTAINMENT PROGRAM WISCONSIN STATE FAIR — AUG. 17-25

	DAY	AFTERNOON	NIGHT
Aug. 17, Saturday	AVIATION and DEFENSE DAY	Official AMA Motorcycle Races — Sky parade of planes landing on infield—Thrill Program	WLS BARN DANCE on Coast to Coast Broadcast Fireworks — Horse Show
Aug. 18, Sunday	WISCONSIN DAY	AAA Auto Races — Indianapolis Drivers. Circus Acts.	America's Greatest Outdoor Show "STARS OF AMERICA" — Fireworks — Horse Show
Aug. 19, Monday	CHILDREN'S DAY	9:30 A. M. Children's Circus—FREE with milk bottle collars. Afternoon: Harness Races, Circus Acts — Thrill Show	"STARS OF AMERICA" Thrilling Fireworks Horse Show
Aug. 20, Tuesday	AMERICAN LEGION and PIONEER DAY	Harness Races — Circus Acts — Thrill Show	"STARS OF AMERICA" Fireworks — Horse Show
Aug. 21, Wednesday	GOVERNOR'S and FRATERNAL DAY	Harness Races — Circus Acts — Thrill Show	"STARS OF AMERICA"—Spectacular Fireworks — Horse Show
Aug. 22, Thursday	MILWAUKEE and POULTRY and EGG DAY	Official AAA Auto Races — Indianapolis Drivers — Circus Acts	"STARS OF AMERICA"—Sensational Acts — Fireworks
Aug. 23, Friday	DAIRY DAY, PRESS DAY, RACINE COUNTY DAY, and FARM EQUIPMENT DAY	10:00 A. M. "America's Dairyland on Parade" before grandstand. Tickets FREE—call Milk Producers. Harness Races — Circus Acts	"STARS OF AMERICA" Fireworks
Aug. 24, Saturday	YOUTH DAY	THRILL SHOW — Jimmy Lynch and His Death Dodgers direct from New York World's Fair — Circus Acts	"STARS OF AMERICA" Fireworks — Dog Show
Aug. 25, Sunday	AAA NATIONAL CHAMPIONSHIP DAY	National Championship 100-Mile AAA Auto Race — Circus Acts	"STARS OF AMERICA" Fireworks — Dog Show

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Subscription\$1.00 Per Year

Prizes at the Picnic

In this issue considerable space is given to a list of prize winners at your picnic. The names of the people or firms who donated the prizes are also given.

The reader will notice that the prize winners came from all points of the milk shed. The business people who gave the prizes did so because they value the good will of the members of the Milwaukee Co-operative Milk Producers and took this means to display their good will toward you and your organization.

You can show your appreciation by dropping in on your local merchant if he gave a prize and thanking him. You may not have been fortunate this year but your number may come up another time.

State Fair Looks

Like a Big Winner

A pre-fair tour of the State Fair grounds with Manager Ralph E. Ammon, discloses many improvements and changes that will be appreciated by hundreds of thousands of visitors who attend the Wisconsin State Fair at Milwaukee, August 17 to 25.

First stop is under the grandstand. Spot was occupied by a huge beer bar last year. Behold, it has been transformed into one of the finest art galleries in the Middle West. From beer bar to art gallery. The gray cement walls are now covered with knotty pine. A new ceiling hides the overhead seat constructions of the stands. Walls are lined with gray burlap. Paintings will have special tubular lighting.

Biggest piece of new construction on the grounds is the Junior Fair

Cattle barn, 336 feet long, many thousand square feet of floor space, built of lannon stone. Really the first building especially erected on the grounds for the Junior Fair. Will house 400 head of Junior Fair livestock. Horse Show horses use 54 convertible box stalls Saturday, Sunday, Monday. Box stalls then converted into additional tie stalls for Junior Fair cattle. Room in each end of barn on second floor for quarters to be used as dormitories by Junior Fair livestock exhibitors.

Another new livestock barn, 136 feet long, built of lannon stone. Will they get it up in time for the Fair? They always do. This barn will probably house dairy cattle. May be used for horses if there's an overflow. Located just south of that gigantic draft horse barn dedicated in 1939. Only one white wooden barn left now. The old 4-H Club barn, and the manager talks about replacing that next.

Let's see what goes on in that big draft horse barn. Have to make room for more saddle horses. Superintendent Barly expects 137 entries.

Tour moves on, stops next at the State Fair Milk House between the main cattle barn and the coliseum. New venture last year. Proved so popular with exhibitors that the building was too small to handle the milk production in the barns when it was at its peak. Exhibitors have an opportunity to sell milk which otherwise would have little value on the show circuit. This year an addition is being built for the milk house. Another building 10 by 12 feet, farmer size, is being erected and additional cooling facilities installed. Makes a practical demonstration of milk house any farmer can build.

What goes on in the Junior Fair building? Two years ago the reconstruction program added 90 booths, an office, a long glass house for display purposes. 1939 was the first year in many when no changes were made in the Junior Fair quarters. But this year the building crew is at it again. Display cases for home economics exhibits are being replaced by new cases from the home economic department formerly in the crops building. This gives the Junior Fair a considerable increase in display space for a home economic show that outgrew itself last year. In the dining room, a new camp office will be ready for campers. They will find the kitchen enclosed in a screen cage.

ADULT'S CONTEST PRIZES

(Continued from Page 1)

5 lb. Can Shell Grease, Roy F. Stier, Sussex—Billy Metzger, Sussex.
3 lbs. Sunny Corn Coffee, Lobdells,

I. G. A., Big Bend—Ben Schuennemann, Jackson, R. 1. 1 gal. Roof Coating, Cooper & Utter Lbr. Co., Merton—Nancy Ihling, Caledonia, R. 2. 25 lbs. Pillsbury Flour, Nie Hubing, Belgium—Miss Elaine Bittner, West Allis. Pyrex Baking Dish, Waukesha Merchants—Mrs. Salentine, Waukesha, R. 4. French Fryer, Waukesha Merchants—Helen Jante, Hales Corners.

3 cans Chocolate, Borden Co., Waukesha—Effie King, Mukwonago, R. 2. 3 cans Chocolate, Borden Co., Waukesha—Mrs. John Tretow, Hales Corners. 3 cans Chocolate, Borden Co., Waukesha—Donna Blank, Waukesha, R. 2. 3 cans chocolate, Borden Co., Waukesha—Jac Dexheimer, Germantown.

1 Pulley, H. A. Smith & Son, Hartford—Mrs. Carl Eckhart, Richfield. 2 cans Sinclair Polish, Bartz & Schmidt, Pewaukee—Mrs. Gust Keske, Colgate. 5 lbs. Malted Milk, Borden Co., Waukesha—Lucille Wickert, R. 6, Sta. C, Milwaukee. 5 lbs. Malted Milk, Borden Co., Waukesha—Mrs. Walter Wickert, Station C, Milwaukee. 5 lbs. Malted Milk, Borden Co., Waukesha—Alma Kirchofer, Fredonia. Hoover Sterilizer, Universal Milking Machine Co., Waukesha—Lois Mungen, 2182 S. 86th St., West Allis.

25 lbs. Wingold Flour, Holz & Swan, Mukwonago—Robert Scheer, Grafton. 5 lbs. Shell Grease, Roy F. Stier, Sussex—John Drewek, Waukesha. 12 cans Peas, Rockfield Canning Co., Rockfield—Julia Drewek, Waukesha. 12 cans Peas, Rockfield Canning Co., Rockfield—Donald Buth, Sullivan. 12 cans Peas, Rockfield Canning Co., Rockfield—Mrs. W. J. Hughes, Waukesha. 1 Pail Roof Cement, Belgium Coal & Lbr. Co., Belgium—Mrs. Julius Hahn, Hales Corners.

12 cans Peas, Rockfield Canning Co., Rockfield—Mrs. Herman Fickau, Hales Corners. 12 cans Peas, Rockfield Canning Co., Rockfield—LaVern Schlee, Sussex. 12 cans Peas, Rockfield Canning Co., Rockfield—Louis Krueger, Colgate. 5 Gallon Can, Leisner Hardware, Jackson—Lillian Streese, Hubertus. 2 gal. Black Eagle Oil, Black Eagle Oil Co., Milwaukee—Joe Jungbluth, Hartland. 50 lb. Silk Finish Flour, Wm. D. Wolf & Sons, Mukwonago—Edward Roth, West Allis, R. 11. 1 gal. Quik Kill Fly Spray, Laubheimer Garage, Richfield—Nick Acker, Hales Corners. 1 gal. Quik Kill Fly Spray, Laubheimer Garage, Richfield—Mrs. Edwin Bauer, Union Grove, R. 1. 25 lbs. Red Shield Flour, Wm. Steinmeyer Co., Milwaukee—Theo. Bauer, Union Grove, R. 1. 1 Sprayer, H. A. Smith & Son, Hartland—Lorraine Blomberg, Hales Corners. 1 gal. Fly

Spray, Dr. David Roberts, Waukesha—Herbert Voigt, Jackson.

5 lbs. Wadhams Grease, M. G. Gumm, Jackson — Margaret Konrath, Slinger. 1 gal. Fly Spray, Dr. David Roberts, Waukesha — Mrs. Mary Petersen, Franksville, R. 1. 1 gal. Fly Spray, Dr. David Roberts, Waukesha—Mrs. Richard Garvens, Colgate. 1 gal. Fly Spray, Dr. David Roberts, Waukesha—Marie Nero, Cedarburg. 1 gal. White Paint, Fuller Goodman Lumber, Richfield—Eugene Puestow, Rockfield. 1—17 plate Ford Battery, Hornburg Motor, Hartland — Fred Klussendorf, Waukesha. 1 cash Box, Geuder, Paeschke & Frey, Milwaukee—Francis Beres, Waukesha, R. 3. 1 Milking Stool, Mitchell Mfg. Co., Milwaukee—Mary Oudenhaven, Pewaukee, R. 1.

1 Milking Stool, Mitchell Mfg. Co., Milwaukee—Edw. House, Waukesha, R. 4. 5 qts. Quaker State Oil, Noe's Standard Station, 8200 W. National — Ella Lohman, West Allis, R. 11. 1½ Gal. Waterer, Staples Seed & Feed, West Allis — Derold Rathke, Cedarburg. 2 gal. Waterer, Staples Seed & Feed, West Allis—Marcella Riemer, Cedarburg, R. 2. 2 gal. Stanolind, Martin & Rindt, Prospect—Mrs. W. H. Schmid, Germantown. 2 pkgs. Paint Remover, Jackson Lumber Co., Jackson — Margaret Pfister, Waukesha, R. 4. 2 gal. Stanolind, Martin & Rindt, Prospect—H. Guderyon, Hartland.

2 gal. Stanolind, Martin & Rindt, Prospect—Lois Pipkorn, Cedarburg. 2 gal. Bonded Oil, Paul's Service — Elmer Steffan, Mukwonago, R. 2. 4 qts. Shell Oil, Bley Bros. Garage, Belgium—Mrs. Gust Doman, Waukesha, R. 5. 1 milking stool, W. A. Connell Imp., Waukesha — Arline Wilkens, West Bend. 1 Singletree, Thos. J. Maas, Waterford — Mrs. Harold Boldt, Mukwonago, R. 2. 1 paint brush, Sands Lumber Co., Layton Park—John Youngbauer. 1 barn broom, Farm Bureau, Waukesha—Richard Roberts, Waukesha. 1 barn broom, Farm Bureau, Waukesha—Ed. Hetzel, Richfield.

Singletree, Theo. J. Maas, Water-

ford—Robert Fryda, Sussex. 1 Neck Yoke, Jac Hageman, Caledonia — Roger Dabel, Mukwonago. 1 Box Oxydol, Hogensen's Store, Wind Lake — Hildegard Keske, Colgate. Quaker State Oil, Edward's Service, Rochester—Archie Bartz, Sullivan. Lubrication Grease, R. A. Meyer, St. Martins — William Freitag, Jr., Hales Corners. Electric Toaster, H. W. Mealy Furniture & Electric, Waterford—Caryl Fruedenwald, Caledonia. 5 qts. Lubrite, Graf's Garage, Waterford—Mrs. Simon Lennartz, Cedarburg.

1 Tea Kettle, Steinke Hardware, Waterford—Mariam Schunck, West Allis. 1 Wash Tub, Steinke Hardware, Waterford — Ed. Wollman, Waukesha, R. 3. 1 Back Rest, Holtz Motor, Hales Corners — Adolph Schmidt, South Milwaukee. 1 Haddock, J. C. Penny, Waukesha—Mrs. Oliver Wollman, Hales Corners. 1 cocktail set, Edw. J. Jensen, Jewler & Optician, Milwaukee—Virginia Simon, West Allis. 25 lbs. Ryde Calf Flakes, Horn Bros., Muskego—Clarence C. Maerzke, Burlington. 1 Bridge Lamp, Nies, West Allis — Ed. Meyer, Hales Corners, R. 1.

25 lbs. King Midas, Oakwood Flour & Feed, Oakwood — Nancy Merkel, Hales Corners. Box Mixed Groceries, Nevin Store, Waterford—Alice Klein, Waukesha. 2 gal. Penn. Oil, Gamble Store, Waterford—Wm. Preuss, Milwaukee. 50 lbs. Pillsbury Flour, Waterford Mills, Waterford — Bonnie Jean Aulenbacher, Hubertus. 25 lbs. I. G. A. Flour, Waterford Mercantile, Waterford—Henry Ninnemann, Hales Corners. 2 gal. Knock-em Spray, A. Engle Co., Waterford—Eleanor Brickler, West Allis.

3 tine fork, Butzke Electric, Jackson—Geo. Ratke, Cedarburg. 1 Garden Cultivator, J. L. Davis & Son, Waukesha—Ernest Timm, Sussex, R. 1. 50 lbs. Roundy's Flour, Adeshk & Parks, Waukesha—Mrs. Ed. House, Waukesha. 1 Milk Strainer, G. W. Bosch, Durham — Warren Fletcher, Waukesha.

50 lbs. Fireplace Flour, Hoge & Gumm, Jackson—Donald Schowal-

ter, Jackson. 25 lbs. Pillsbury Flour, Kibbekus Market, Wind Lake — Anne Baumgartner, Rockfield. 100 lbs. Family Flock Mash, Rochester Mills, Rochester—Walter Nicolaus, Cedarburg. 25 lbs. King Midas, Horn Bros., Muskego—Evelyn L. Geske, Colgate. 1 gal White House Paint, Big Bend Lumber Co., Big Bend—Mrs. G. Nieman, Mukwonago. 5 tine fork, H. E. Beckman, Merton, John Rausch, Jr., West Allis.

25 lbs. Axle Grease, Shell Oil, Waukesha—Arnold Doman, Pewaukee. 1 gal. Superla Insect Spray, Standard Oil Co., Waukesha—Loretta McCartar, Colgate. 5 qts. Opaline, Schmelter Service, Big Bend—Ethel Koerber, Caledonia. 5 gal. Barn Paint, Wilbur Lbr., Waukesha —Herbert Guenther, Wauwatosa, R. 7. 1 bag Atlas Flour, Makowski Bros., Milwaukee—Harry Krueger, Hartland. B-K Dairy Farm Kit, General Laboratories, Philadelphia —Louis Benson, Franksville, R. 1. B-K Dairy Farm Kit, General Laboratories, Philadelphia—Clyde Rudolph, Menomonee Falls. B-K Dairy Farm Kit, General Laboratories, Philadelphia—Gladys Winkelman, Pewaukee. B-K Dairy Farm Kit, General Laboratories, Philadelphia —Joseph Jungbluth, Hartland. B-K Dairy Farm Kit, General Laboratories, Philadelphia —Barbara Ann Paul, West Allis. B-K Dairy Farm Kit, General Laboratories, Philadelphia—Barbara Gross, Waukesha, R. 3.

Oakite Bactericide, Oakite Products, Milwaukee—Herman Scheer, Grafton. Oakite Bactericide, Oakite Products, Milwaukee—Elaine Fryda, Sussex. Oakite Bactericide, Oakite Products, Milwaukee—Roman Sucharski, Hales Corners. Oakite Bactericide, Oakite Products, Milwaukee —Carl King, Mukwonago. Oakite Bactericide, Oakite Products, Milwaukee—Eileen Pagel, Sullivan, R. 1. Oakite Bactericide, Oakite Products, Milwaukee—Dora Moeller, Sta. F., Milwaukee. Oakite Bactericide Oakite Products, Milwaukee—John

JULY PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	41.34	\$2.40	Fluid	47.30	\$2.40	Fluid	43.76	\$2.40	Fluid	47.30	\$2.40
Out. Relief.	2.34	2.17	Out. Relief.	3.48	2.17	Out. Relief.	2.96	2.17	Out. Relief.	.30	2.17
Gov't Sales.	1.25	1.31	Cream	8.55	1.31	Cream	12.90	1.31	Cream	18.02	1.31
Cream	13.76	1.31	Manuf'd	40.67	1.06	Manuf'd	40.38	1.06	Manuf'd	33.88	1.06
Manuf'd	41.31	1.06	Composite Price	1.74		Composite Price	1.71		Composite Price	1.75	
Composite Price	1.67										
BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY			GEHL'S GUERNSEY FARMS		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	50.62	\$2.40	Fluid	40.14	\$2.40	Fluid	59.66	\$2.40	Fluid	39.34	\$2.40
Out. Relief.	4.57	2.17	Out. Relief.	1.92	2.17	Out. Relief.	7.79	1.31	Out. Relief.	1.93	2.17
Cream	12.74	1.31	Cream	13.78	1.31	Cream	32.55	1.06	Cream	10.65	1.31
Manuf'd	32.07	1.06	Manuf'd	44.16	1.06	Manuf'd	1.88		Manuf'd	48.08	1.06
Composite Price	1.81		Composite Price	1.65		Composite Price	1.88		Composite Price	1.63	

Hart, Waterford. Oakite Bactericide, Oakite Products, Milwaukee—Mrs. E. Thompson, Franksville, R. 1. Oakite Bactericide, Oakite Products, Milwaukee—Edgar Halter, Caledonia.

6 boxes Oakite, Oakite Products, Milwaukee—Earl Lext, Waukesha. 6 bxs. Oakite, Oakite Products, Milwaukee—Mrs. Ben Gall, Belgium. 6 bxs. Oakite, Oakite Products, Milwaukee—Marion Herbst, Thiensville. 6 bxs. Oakite, Oakite Products, Milwaukee—Mrs. Irwin Hintz, Hales Corners. 6 bxs. Oakite, Oakite Products, Milwaukee—Virginia Hennes, Hubertus. 6 bxs. Oakite, Oakite Products, Milwaukee—Violet Dittmar, So. What.

6 bxs. Oakite, Oakite Products, Milwaukee—Mrs. Henry Schattner, Caledonia, R. 2. 6 bxs. Oakite, Oakite Products, Milwaukee—Mervin Freman, Oconomowoc. 6 bxs. Oakite, Oakite Products, Milwaukee—Otis Motz, Colgate. 6 bxs. Oakite, Oakite Products, Milwaukee—Vernon Schneider, Germantown.

1 Can Wyandotte, J. B. Ford Co., Milwaukee—Ora Hahs, West Allis. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Mrs. James Michals, South Milwaukee. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Mrs. Geo. Genske, Waukesha. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Alex Bublitz, Thiensville, R. 1. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Gladys Schefksa, Waukesha, R. 3.

1 Can Wyandotte, J. B. Ford Co., Milwaukee—Robert Konrath, Slinger. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Chas. Boettcher, Caledonia, R. 2. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Clarence Schmitt, Menomonee Falls. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Mrs. Wm. Kumm, Waukesha. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Gilbert Heinrich, Hales Corners, R. 2. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Mrs. Emma Lederer, Mukwonago. 1 Can Wyandotte, J. B. Ford Co., Milwaukee—Dolores Heinrich, Hales Corners, R. 2.

12 Cans Peas, A. P. Super Market, Waukesha—Opal Hart, Waterford. 12 Cans Peas, A. P. Super Market, Waukesha—Miss Florence Mierow, Waukesha. One-half ton Coal, Schneider Fuel, Milwaukee—Erna Gilbert, Jackson. 49 lbs. Cornerstone Flour, Feed Supplies, Inc.—Wm. Kissinger, Jackson. 49 lbs. Cornerstone Flour, Feed Supplies, Inc.—Wendel Ambrus, Pewaukee. 1 Combination Door, Fuller-Goodman Lumber, Pewaukee—Mrs. Henry Zillmer, Pewaukee. Oil Change Order, Emerson Oil Co., Waukesha—Donald Neu, Colgate. 1 year's Subscription,

Tri Town News—Chas. Pickhardt, Wauwatosa. 1 Rose Trellis, Palmertier & Abel, Waukesha—Mrs. Geo. Radke, Jr., Cedarburg. \$1.00 Cleaning Job, Band Bros., Waukesha—Walter Miller, Menomonee Falls. 50 4A Super Mating Chicks, LaPlant Hatcheries, West Bend—Mrs. T. Hamann, Wauwatosa, R. 7.

Subscription, West Allis Star, West Allis—Marvin Boehlke, Germantown. \$5.00 Merchandise Coupon, Wilbur Lumber Co., West Allis—Mrs. Al Basting, Pewaukee, R. 2. 50—4A Super Mating Chicks, LaPlant Hatcheries, West Bend—Robert Barkley, Mukwonago. 1 Doz. Candles, Wadhams Oil Co., Milwaukee—Mrs. Richard Roberts, Waukesha. 1 Can Ajax, Acme Chemical Co., Milwaukee—Herbert Schultz, Saukville. 1 Can Ajax, Acme Chemical Co., Milwaukee—Geo. Miller, Saukville. 1 Can Ajax, Acme Chemical Co., Milwaukee—John Roskopf, Rockfield.

1 Can Ajax, Acme Chemical Co., Milwaukee—Joan Wichmann, Germantown. 1 Can Ajax, Acme Chemical Co., Milwaukee—Frances Krueger, Hartland. 1 Can Ajax, Acme Chemical Co., Milwaukee—Miss Jessie Biegemann, Waukesha. 1 Bag Grade A Mash, Feed Supplies, Inc., Milwaukee—W. J. Hughes, Waukesha. 1 Bag Grade A Mash, Feed Supplies, Inc., Milwaukee—Mrs. Charles Rothe, Jr., Caledonia. 50 Special Mating Chicks, Wisconsin State Hatchery, Waukesha—Miss Evelyn Stair, Mukwonago, R. 2. 50 Special Mating Chicks, Wisconsin State Hatchery, Waukesha—Orville Bluhm, Waukesha. 1 yr. Subscription, West Bend News, West Bend—Arthur Maass. 1 Doz. Candles, Wadhams Oil, Milwaukee—Mrs. Philip Lohman, West Allis, R. 11. 12 Cans Peas, Krier Preserving Co., Belgium—Mrs. Carl Eckhart, Richfield. 12 Cans Peas, Krier Preserving Co., Belgium—Rose Raebel, Hubertus. 1 Bag Grade A Mash, Feed Supplies, Inc., Milwaukee—Ramona Schlueter, Hales Corners, R. 1. 1 Bag Grade A Mash, Feed Supplies, Inc., Milwaukee—August Schauer, Waukesha, R. 3.

Paint Cleaner & Wax, Wadhams Oil Co., Milwaukee—Stanley Poley, Waukesha. Window Cleaner & Spray, Wadhams Oil Co., Milwaukee—Mrs. Chas. Fischer, Waukesha, R. 1. Floor Wax & Oil, Wadhams Oil Co., Milwaukee—Jac Nehrbass, Rockfield. 25 lbs. Gold Medal Flour, Farmers General Store, Menomonee Falls—Pearl Fohr, West Allis. 100 lbs. Salt, Schlaefer's Mill, Menomonee Falls—John Kreuser, Sr., Germantown. 1 Xaust Xtension, Falls, Auto Co., Menomonee Falls—E. Retzer, Fredonia. \$2.00 Merchandise

Coupon, Henry G. Kranz Millwork, Menomonee Falls—Mrs. Leo Hribar, Caledonia.

1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Ardell Schlee, Sussex. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Wm. Willms, South Milwaukee. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Jean Bast, Rockfield. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Ruth Buttles, Lake Beulah. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Charles Neske, Waterford. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Carl Centgraf, Menomonee Falls. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Jos. Snyder, Waukesha.

1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Herman Pahl, Hales Corners. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Elroy Kurth, Waukesha. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Miss June Kreuser, Germantown. \$2.00 Merchandise Coupon, John H. Gessert, Menomonee Falls—Annette Peters, Hartford. 1 bottle furniture polish, Jackson Lbr. & Fuel, Menomonee Falls—Elroy Scheer, Grafton. 1 Bacon, Brazy Meat Market, Menomonee Falls—Dolores Willms, So. Milwaukee. 1 year's subscription, Menomonee Falls News, Menomonee Falls—Ben Wright.

1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Donald Schmitz, Belgium. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mrs. A. H. Clauer, Caledonia. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mr. Wesley Guderyon, Waukesha. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mrs. Eleanor Jones, Waukesha, R. 1. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—J. A. Kawatski, Waukesha, R. 3. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Henry Hales, West Allis, R. 4.

1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mrs. D. C. Nicolaus, Waukesha, R. 4. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mrs. Arthur Maas, Menomonee Falls, R. 1.

1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co., Milwaukee—Mrs. Harry Mierow, Waukesha, R. 5. 1 bag 20 percent Red Cross Mash, Mayr's Seed & Feed Co.,

New COOL, EASY RUNNING Electric ANIMAL CLIPPER

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



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Milwaukee—John Pierner, R. 3, Waukesha. 5 gal. Fly Spray, Fontanazza Produce Co., Menomonee Falls—Irvin Koerber, Caledonia. 1 Thermos Jug, Held Cash Store, Menomonee Falls—Erich Dobberfuhr, Thiensville.

2 gal. Stanolind Oil, Joeeks Service Station, Menomonee Falls—Chas. Schoessow, Thiensville, R. 1. 1 Can Shell Kleanzit, Bast's One Stop Station, Menomonee Falls—Walter Osterling, Hales Corners. 5 qt. Texaco Motor Oil, Blake Motor, Menomonee Falls—Karl Fritz, Rockfield. 5 qt. Texaco Motor Oil, Blake Motor, Menomonee Falls—Wm. Rehberg, Mukwonago. 5 qt. Texaco Motor Oil, Blake Motor, Menomonee Falls—Ronald Rheingans, Random Lake. 5 qt. Quaker State Oil, Chevrolet Agency, Menomonee Falls—Herman Tess, Hales Corners. 1 Sack Red Horn Calf Meal, W. G. Slug & Son, Menomonee Falls—Howard Gilson, Burlington, R. 1.

25 lbs. Purasnow Flour, Merton Feed Co., Merton—Louis Krause, Rockfield. 1 Can Topp Seal Grease, E. Sprung Implement, Merton—Grant Lee Mueller, Menomonee Falls. 1 box Klenzade, Nettesheim & Otto, Sussex—Peter Lohman, West Allis, R. 11. 5 gal. Penn Oil, Hardiman Oil Co., Sussex—Esther Barthel, Thiensville. 12 Cans Corn, Mammoth Spring Canning Co., Sussex—Sylvia Hartmann, West Allis. 12 Cans Corn, Mammoth Spring Canning Co., Sussex—Edwin Ruehle, Waukesha, R. 3. 12 Cans Beets, Mammoth Spring Canning Co., Sussex—Chris Pierner, Waukesha, R. 2.

12 Cans Beets, Mammoth Springs Canning Co., Sussex—Sonia Sande, Wauwatosa, R. 7. 12 Cans Peas, Mammoth Springs Canning Co., Sussex—Howard Wieffenbach, North Lake. 12 Cans Peas, Mammoth Springs Canning Co., Sussex—Mrs.

Otto Meissner, Hartland. 12 Cans Peas, Mammoth Springs Canning Co., Sussex—Mrs. Lillian Roskopf, Menomonee Falls. 12 Cans Peas, Mammoth Springs Canning Co., Sussex—William Kerler, West Allis. 1 picnic Ham, J. E. Elger, Prospect—Helen Mechenich, Menomonee Falls. 300 Filter Discs, Cooler Products, Milwaukee—Vera Harris, Sussex, R. 1. 300 Filter Discs, Cooler Products, Milwaukee—Mildred Duerrwaechter, Colgate.

14 qt. Strainer, Wm. M. Sprinkman Corp., Milwaukee—Roman Kaschner, Jackson. 14 qt. Strainer, W. M. Sprinkman Corp., Milwaukee—Mrs. Earl Breunig, Hales Corners. 1 Buckle Halter, Walsh Harness Co., Milwaukee—Mrs. C. Kohlwey, Germantown. 5 qts. Diamond Motor Oil, Thompsonville Garage, Thompsonville—George Dondlinger, Granville. 1 bale twine, B. C. Duerrwaechter, Germantown—Hugo Duerrwaechter, Colgate. 1 gal. White Paint, Germantown Lbr. & Fuel Co., Germantown—Louis Mierow, Waukesha, R. 5. 3 tine Fork, Becker Garage, Germantown—Florentine Stuetgen, Hubertus. 1 trouble Cord, A. A. Schmidt & Son, Menomonee Falls—Gust Doman, Brookfield.

2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—Elaine Pierron, Belgium. 2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—Jerome Brickler, West Allis. 2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—Jerome Kannenberg, Rockfield. 2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—LeRoy Neu, Colgate. 2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—E. A. Fryda, Sussex. 2 lbs. Beer Kaese, Milwaukee Cheese Co., Milwaukee—Lorraine Pierron, Belgium. 1 box Cigars, Frank Klein, Richfield—Diane Gimmler, Waukesha.

1 Ham, O. J. Klippel, Meat Mkt.



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ville — Walter Radue, Thiensville. One Electric Lantern, A. Hilger & Sons, Thiensville—Mrs. John Sennot, Germantown. One Halter, Otto Hadler Harness, Thiensville—Mrs. Fred Rintelman, Cedarburg. One pr. Lee Overalls, Wirths Store, Cedarburg—Miss Emma Hauerwas, South Milwaukee. One Bathroom Rug, Wirths Store, Cedarburg—Jerry Tretow, Hales Corners, R. 2. 10 lb. pail Lard, Emil Paulus, Cedarburg—Ruth Schoessow, Thiensville. 10 lb. pail Lard, Emil Paulus, Cedarburg—Chas. Winchell, Pewaukee. 1 lb. Red Crown Coffee, Moegenberg Food Shop, Cedarburg—Delbert Guderyon, Waukesha, R. 2.

1 Grease Job, Helbing Motor Co., Cedarburg—Francis Klingheul. 1 Grease Job, Helbing Motor Co., Cedarburg—Edward Dabel, Mukwonago, R. 1. 1 Grease Job, Helbing Motor Co., Cedarburg—Gladys Eckstein, Milwaukee, Sta. D. 1 Grease Job, Helbing Motor Co., Cedarburg—Gabelle Ruege, Pewaukee. 1 Grease Job, Helbing Motor Co., Cedarburg—Evelyn Duerrwaechter, Colgate. 1 Grease Job, Helbing Motor Co., Cedarburg—Frank Savatski, Mukwonago.

25 lbs. Purasnow Flour, Cedarburg Supply Co., Cedarburg—Russell Merkel, Hales Corners. 25 lbs. Purasnow Flour, Cedarburg Supply Co., Cedarburg—Clara Peuschel, Thiensville. 25 lbs. Purasnow Flour, Cedarburg Supply Co., Cedarburg—Robert Dineen, Cedarburg. 25 lbs. Purasnow Flour, Cedarburg Supply Co., Cedarburg, Mrs. Geo. Wolfe, Waukesha. 1 bx. Hog Tonic, Gerritt's Drug, Cedarburg—Mrs. Aug. Parlow, Saukville. 25 lbs. Old Time Flour, Mueller & Heuer, Grafton—Chester McKenzie, Mukwonago. 2 gal. Stand By Oil, Clausing & Liebau, Grafton—Gladys Gierach, Thiensville.

12 Cans Tomatoes, Saukville Canning Co., Saukville—Rudolph Frank, Thiensville. 12 Cans Tomatoes, Saukville Canning Co., Saukville—Wilmer Ehlke, Jackson. 12 Cans Tomato Juice, Saukville Canning Co., Saukville—Grant Christensen, Caledonia. 12 Cans Tomato Juice, Saukville Canning Co., Saukville—Alvin Mutz, Milwaukee, Sta. F. 50 lbs. I.G.A. Flour, Grady's Store, Saukville—Martha Wand-snider, Wauwatosa. 50 lbs. Sunnyfield Flour, A. & P. Co., Cedarburg—Mrs. Ernest Baehler, North Lake. \$5.00 Merchandise Coupon, Oliver Farm Equipment, Waukesha—Mrs. Martin Boehlke, Germantown. One-half Ton Energy Coal, Citizens Fuel & Supply, Milwaukee—Mrs. Clarence Hartmann, West Allis. 1 Sprinkling Can, Ploetz Painters, Milwaukee—Mrs. F. S. Johnson, Burlington.

1 Sprayer, Rowe Bros., Oconomowoc—Mildred Gilson, Burlington. 6 one lb. cans Motor Cup Grease, Valley View Oil Co., Waukesha—Roman Raskopf, Menomonee Falls. 6 one lb. cans Motor Cup Grease, Valley View Oil Co., Waukesha—Henry Centgraf, Menomonee Falls. 1 Leather Ladies Bag, R. Hille & Son, Menomonee Falls—Rita Heaton, West Allis, R. 4. Strainer, Cover & 100 pads, Sears, Roebuck & Co., Milwaukee—Mrs. Burt Harris, Sussex. 1 Sprayer, Sears, Roebuck & Co., Milwaukee—Gertrude Ehlers, Sussex, R. 1. 1 Milk Pail, Sears, Roebuck & Co., Milwaukee—Dolores Wickert, Milwaukee, Sta. C.

\$5.00 Cash, Grafton State Bank, Grafton—Mrs. Albert Burkwald, Menomonee Falls. \$5.00 Savings Account, Waukesha National Bank, Waukesha—Jean Tietz, Germantown. \$2.50 Cash, Belgium Office Pt. Washington St. Bank—Miss Lorena Heidtke, Jackson, R. 1. \$2.50 Cash, State Bank of Hartland—Lillian Koerber, West Allis. \$2.50 Cash, Citizens Bank of Mukwonago—Herman Angerstein, Hales Corners. \$2.50 Cash, Pewaukee State Bank, Merton—Mrs. Ed. Schablow, Waukesha. \$2.00 Savings Account, Bank of Jackson, Jackson—Sylvia Riemer, Cedarburg, R. 2.

2½ gal. Wadhams Oil, Kuphal Service Sta., Milwaukee—George Blodgett, Waukesha. One milking stool, G. Schubert Sons, Thiensville—Willard Fickau, Hales Corners. One Dozen Light Bulbs, Heileman Bros., Fuel & Feed, Hales Corners—Viola Zimdars, Racine, R. 1. 1 Summer Sausage, Meier Food Market, Hales Corners—Russel Paepke, Hales Corners. Five Quarts Filmite Oil, Mertz-Knippel Co., West Allis—Gladys Maass, So. Milwaukee. 50 lbs. Sunnyfield Flour, A. & P. Super Market, West Allis—Palmer Groth, West Bend. 5 qt. Mobiloil, Yunker Hansen Chevrolet Co., West Allis—Wm. Lex, Waukesha. 1 Milk Pail, Buhl Stamping Co., Detroit—Louise Scherzer, Milwaukee. 1 Box Harvesters, Alfred Antoine, Belgium—Ruth Jensen, Franksville. 2 Theater Tickets, Waukesha Theaters, Waukesha—Delmar Butke, Lake Beulah. 2 Theater Tickets, Waukesha Theaters, Waukesha—Orwin H. Barthel, Thiensville. 2 Theater Tickets, Waukesha Theaters, Waukesha—Delores Mechenich, Menomonee Falls.

1 Car Battery, Olsen Publishing Co., Milwaukee—Raymond Schlueter, Hales Corners. \$1 Merchandise Coupon, Enterprise Dept. Store, Waukesha. 1 Bacon Slab, Frozen Foods, Cedarburg—Christ Winkel, Hales Corners. Pair of Singletrees, Wm. Krueger, Cedarburg—Ben Wollen, Hales Corners. One Man's

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Due to its more ACTIVE FORM of available chlorine, it gives you a WIDER MARGIN of protection against harmful bacteria that may affect the quality of your milk. Use it on separators, coolers, milk cans, cream cans, utensils, etc., and thus effectively combat bacteria in the same successful, low-cost way as do thousands of dairies, creameries, etc., all over the U. S. who are using this superior germicidal material today to safeguard milk quality.

Order a two-pound can of OAKITE BACTERICIDE from your creamery or dealer today; also ask about Oakite General Dairy Cleaner for cleaning dairy equipment and Oakite Milkstone Remover for removing milkstone deposits.



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300 Filter Discs, Cooler Products, Milwaukee—Mrs. C. A. Hoffman, Mukwonago, R. 1. One Concrete Mixer, Gehl Mfg. Co., West Bend—T. Dondlinger, Granville. \$10 Merchandise Coupon, Heil Mfg. Co., Milwaukee—Viola Kirchofer, Fredonia. \$10 Cash, Farmers & Merchants Bank, Menomonee Falls—Mary Jane Aulenbacher, Hubertus. One wash tank, sterilizer tank and

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6 mos. to 1½ years—\$5.00 Savings, Waukesha National Bank—Frederick Clyde Westendorf, Sta. C, Milwaukee. \$2.50 Cash, Noll's Bank, Waterford—June Bott, Germantown. 1 Sweater Suit, J. C. Penny, Milwaukee—Peter Lohman, West Allis, R. 11.

1½ years to 3 years—1 Coaster, E. C. Holz, Tess Corners—Sandra Jean Miller, So. Milwaukee. \$3.00 Germantown, Richfield—Alice Neu, Germantown. \$2.00 Richfield State Bank, Richfield—Richard E. Davies, Wales.

FOR SALE—Serviceable Guernsey Bulls, from dams with good D. H. I. A. records. Address Fred Burhop, Route 1, Grafton. Telephone Port Washington 915F2.

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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.

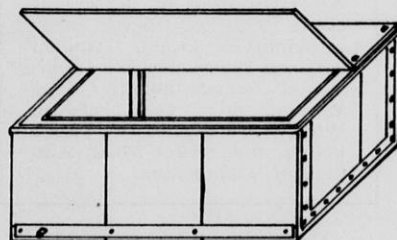
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NINETIETH YEAR
AUG. 17 to 25



WISCONSIN STATE FAIR MILWAUKEE

25¢ NINE BIG DAYS — NINE BIG NIGHTS **25¢**

DAIRY DAY

Friday, August 23

AMERICA'S DAIRYLAND ON PARADE—a gigantic 2-hour parade before the grandstand starting at 10 o'clock.
DAIRY QUEENS — from 60 counties. State Dairy Queen will be crowned as part of the morning program.

STARS OF THE MILKY WAY—20 best dairy cows in America's Dairyland selected for performance, beauty, and value in statewide contest. Crowning ceremony for state star cows of each breed.

Bands, beautiful floats, Junior Fair dairy cattle, finest display of livestock—horses, beef and dairy animals.

Admission by ticket only. Get your tickets from Milwaukee Cooperative Milk Producers.

Butter Ball tickets for the Modernistic Ballroom party in the evening also available through your association.

CHILDREN'S DAY

Monday, August 19

Gigantic children's circus 9:30 A. M. in front of the grandstand. One milk bottle collar is admission ticket. Animal acts and funny clowns. Carnival of famous athletes. Exhibition mile race between World's Champion Chuck Fenske and Walter Mehl. Also football and boxing.

JUDGING PROGRAM

MONDAY — Dairy Cattle, Ayrshires, Brown Swiss.

TUESDAY — Dairy Cattle, Jerseys; Beef Cattle, Herefords, Milking Shorthorns and Red Polls.

WEDNESDAY—Dairy Cattle, Holsteins, Beef Cattle, Shorthorns.

THURSDAY — Beef Cattle, Aberdeen Angus, Dairy Cattle, Guernseys.

FRIDAY—Junior State Fair Cattle, Junior Fair Exhibits.

SATURDAY — Horses, Horse Pulling Contest, Junior Fair Exhibits.

RACE PROGRAM

AUTO RACES — Sunday, Thursday, and Sunday, featuring many Indianapolis drivers in a whirlwind of motor madness.

AMA MOTORCYCLE RACES —Saturday, August 17, one of the most thrilling events of the fair. Nation's most daring riders flirting with death at every turn.

HARNES RACES—4 big days —Monday, Tuesday, Wednesday, and Friday, with speed pacers and trotters competing on the nation's fastest one-mile dirt track.

GRANDSTAND

STARS OF AMERICA—Cast of 200 stars of stage, screen, and radio in a glamorous extravaganza of color, thrills—with spectacular lighting and marvelous music.

WLS—The national barn dance program broadcast on nationwide network direct from the grandstand stage. Complete 4-hour broadcast with your radio favorites in person.

15 CIRCUS ACTS—Acrobats, trained horses, trapeze artists, famous clowns. Every afternoon between races.

GORGEOUS FIREWORKS—Every night, skies aflame with the newest in booming, screaming, multi-colored fireworks.

HORSE SHOW

Five nights in the Coliseum beginning Saturday, August 17. Special Wisconsin classes, Saturday and Sunday. Outstanding exhibition of saddle horses, carriage horses and ponies.

\$55,000 IN ENTERTAINMENT

MILWAUKEE MILK PRODUCER
"By Farmers" MILWAUKEE CO-OPERATIVE MILK PRODUCERS "For Farmers"

Volume 13

SEPTEMBER, 1940

Number 6

Fluid Price Stays at \$2.40

Federation Meeting to be Held in Omaha

The twenty-fourth annual convention of the National Co-operative Milk Producers' Federation will be held in Omaha, Nebraska, at the Hotel Fontenelle, December 4, 5 and 6, according to an announcement made today by Charles W. Holman, secretary.

The Federation is the largest and oldest national organization of commodity co-operative associations owned by farmers in the United States. It has 60 affiliated member units and several hundred sub-members. The farm families owning these dairy co-operatives reside in approximately 40 states.

"A program of unusual interest is being worked out which will deal not only with the particular problems of the member associations, but with great national questions confronting all dairy farmers in the present emergency," said Mr. Holman.

The officers of the Federation are: N. P. Hull, president; John Brandt, 1st vice-president; W. P. Davis, 2nd vice-president; George W. Slocum, treasurer; and Charles W. Holman, secretary.

The directors of the Federation are: G. H. Benkendorf, Modesto, Calif.; John Brandt, Litchfield, Minn.; Carl S. Horn, Omaha, Neb.; Carl Haberlach, Tillamook, Ore.; F. W. Huntzicker, Greenwood, Wis.; W. J. Knutzen, Seattle, Wash.; Albert Klebesadel, Shawano, Wis.; W. S. Moserip, Lake Elmo, Minn.; W. P. Davis, Boston, Mass.; A. H. Lauterbach, Chicago, Ill.; G. W.

(Continued on page 2)

Chicago Wage Arbitration

The Chicago milk dealer-driver wage arbitration was in its fifth week after the dealers had taken up nearly four weeks according to "Pure Milk" issue for August.

The hearing opened July 15 before Monsignor Dennis J. Dunne, pastor of Holy Cross Church "appointed by Archbishop Strich of the Chicago Diocese;" Paul Potter of the Associated Milk Dealers, and Thomas J. Haggerty of the Milk Wagon Drivers Union.

"Not a simple wage controversy as to whether labor is to have more and capital less, or capital more and labor less," said Ernest S. Ballard, dealers' counsel in his opening remarks "but whether this industry shall survive in its present form or not, whether it shall survive for us and for the drivers.

"Back-door delivery of milk, which is the backbone of the industry as it is organized today, cannot live in the face of the 4½ cent differential between doorstep and store price."

Mr. Ballard outlined the downgrade of home delivery sales—46 percent in the decade 1930 to 1940—and stated that the industry can no longer postpone a solution.

"I don't know what strikes cost, but everybody knows that they involve a heartbreaking burden of expense to everyone involved. But the dealers were willing to pay that

(Continued on page 3)

"Down the Hatch!"

The only use for champagne is pretty well indicated by the expression "Down the Hatch!" When milk is mentioned, the same destination usually comes to mind, although the spirit of the occasion is entirely different. Nevertheless, while the gullet was the final trade route for almost all of the 110,000,000,000 odd pounds of milk produced in 1938, by no means did all of it flow down as fluid milk.

For that matter some three billion pounds flowed down the gullet of calves rather than those of human beings, and an indefinite quantity of skim milk, the residue from butter and cream operations, trickled into the gastric apparatus of stock.

As for the rest, more than 32 billion pounds are gulped each year as fresh milk and cream by the people on cities and villages, while another 12 or 13 billions similarly go to their farm contemporaries.

But far, far and away more milk is spread than poured. That is, more milk is skimmed and the cream converted into butter than is used for any other purpose. The butterfat from about 36 billion pounds of milk was used for creamery butter in 1938, and an additional 10 billion pounds were churned on the farm, making a total of more than 46 billion pounds of milk converted

(Continued on page 3)

AUGUST PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	42.73	\$2.40	Fluid	48.01	\$2.40	Fluid	44.75	\$2.40	Fluid	46.63	\$2.40
Out. Relief.	2.27	2.17	Out. Relief.	3.10	2.17	Out. Relief.	2.94	2.17	Out. Relief.	.24	2.17
Gov't Sales.	1.17	1.34	Cream	8.63	1.34	Cream	13.47	1.34	Cream	17.22	1.34
Cream	14.32	1.34	Manuf'd	40.26	1.09	Manuf'd	38.84	1.09	Manuf'd	36.01	1.09
Manuf'd	39.51	1.09	Composite price	1.76		Composite price	1.74		Composite price	1.75	
Composite price	1.71										
BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY.			GEHL'S GUERNSEY FARMS		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	52.33	\$2.40	Fluid	40.46	\$2.40	Fluid	54.32	\$2.40	Fluid	40.83	\$2.40
Out. Relief.	4.57	2.17	Out. Relief.	1.87	2.17	Cream	8.91	1.34	Out. Relief.	1.96	2.17
Cream	12.98	1.34	Cream	13.34	1.34	Manuf'd	36.77	1.09	Cream	10.97	1.34
Manuf'd	30.12	1.09	Manuf'd	44.33	1.09	Composite price	1.82		Manuf'd	46.24	1.09
Composite price	1.84		Composite price	1.67					Composite price	1.67	

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MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 13 SEPTEMBER, 1940 NO. 6

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

Subscription \$1.00 Per Year

The Market

This milk market probably is in as good shape as can be expected, everything considered.

The average consumers buying power is not high. Canned milk at less than half the price of bottled milk is getting some of our business. Roadside stands selling at 20 to 25 cents per gallon get a good play from people who are price conscious and who think that all milk is pretty much the same.

Industrial conditions have improved and people who now have a good job after being out of work for some time may buy more milk when they get the back payments on various things cleaned up.

School vacations are over which means that about the normal number of consumers are in the market.

Cow dealers have done and are doing a big business. Feed is plentiful and cheap. Pasture is good. Everything points to very high production.

Credit Where Credit is Due

In the report on picnic prizes through an oversight, Geuder, Paeschke & Frey Co. prizes were not included.

A milk pail donated by the company went to H. E. Rosenow, Oconomowoc, winner in the milk drinking contest, who drank three quarts of pasteurized milk in three minutes. Wm. Duhnke, Waukesha, drank the second largest amount of milk and received a Cream City Milk Strainer, donated by Geuder, Paeschke & Frey also.

Dairy Stocks About Average

While dairy production has been relatively heavy, there has been a

sufficiently good demand to avoid the piling up of unusual surplus stocks. On the whole, stocks are about average, although butter is below average. The heavy buying of evaporated milk for relief and for export accounted in part for an increase of this class of goods during June of less than a million pounds. In 1939, stocks increased over 80 million pounds. The July 1 figure is the latest available for evaporated milk, and at that time, the quantity reported in manufacturers' hands was 288½ million pounds. On July 1, 1939, stocks were 292 million pounds, and the 1935-39 average for that date was 284 million pounds. Stocks of creamery butter in storage on August 1 this year are reported by the United States Department of Agriculture as 124,244,000 pounds. This is a sharp reduction under last year when holdings on the same date were 165 million pounds. The latter, however, included 32 million pounds which were non-commercial, in that they belonged to the D.P.M.A., the F.S.C.C. or relief agencies. Practically all of the current year's stocks are in commercial hands. Storage stocks of American cheese on August 1 were 115,989,000 pounds. On August 1, 1939, the total was 97,448,000 pounds, and the 1935-39 average is 95,121,000 pounds.—As reported by National Co-operative Milk Producers Federation.

Manufactured Milk

The butter market showed some strength for August, the price averaging above July. Although production was up in the last week in August, the market was good and price improved, and should hold fairly well if production does not go too high.

Most of the butter producing sections of the country have been favored with rain and a price advance like last year is not expected.

Dry skim milk has held the same price through the month. The U. S. Government reported sales as given by manufacturers for July of 26,657,144 pounds for human consumption at an average price of 6.72 cents per pound and 8,631,360 pounds for animal feed at 4.46 cents per pound.

Sweetened condensed milk quotations averaged slightly higher for August than July, but demand was not strong.

New Book on Milk Price

Many will find particular interest in a new book by Charles G. Morris entitled "What Should Be The Price of Milk." The book is from the press of The Olsen Publishing Company, Milwaukee, Wis., and the Editor has had the pleasure of reading one of the first copies.

The book will find interest for many readers for it is the sort of treatment about a highly important subject that will appeal to the average reader. Mr. Morris seems to have had in mind when he wrote the book, a purpose to supply the ordinary milk consumer with an appreciation of the difficulties which are encountered in the production, distribution and sale of milk at a fair price to the farmer, dealer, housewife and ultimate consumer who uses milk as one of the most essential healthgiving items in the daily diet.

The author is a man well qualified to write on the involved subject for he has been closely associated with the milk industry in many capacities since 1905. Besides being born on a farm he is also a practical farmer. Yet Mr. Morris, does not claim to have pronounced the final answer because there are so many angles to the problem.

Without a more detailed summary of Mr. Morris' logical exposition of the subject, suffice it to say that, all who have a stake in the price of milk will find it worth their while to seek a copy of this new book and read it. Particularly is this true for those who know farming or the delivery business from their own experience. For the more technically inclined, there will be found toward the back of the book, charts and other statistical matter that will answer the more involved questions.

Though Mr. Morris in this latest contribution has not given the whole answer, there can be no doubt that he has been successful in his "attempt to present known facts in the hope of obtaining a better understanding of the mystery that has been centered about the price of milk." The list price of the book is \$2.00.

Federation Meeting to be Held in Omaha

(Continued from page 1)

Slocum, Milton, Pa.; C. A. Brody, Constantine, Mich.; W. W. Bullard, Andover, Ohio; Harvey M. Burnet, Waynesville, Ohio; Samuel B. Carter, Richmond, Va.; William R. Cooke, Athens, Tenn.; C. F. Dineen, Milwaukee, Wis.; A. E. Engbretson, Astoria, Ore.; C. R. George, Marion, Ind.

Harry Hartke, Covington, Ky.; C. W. Hibbert, Los Angeles, Calif.; N. P. Hull, Lansing, Mich.; D. H. Kellogg, Superior, Wis.; R. C. Mitchell, Southbury, Conn.; M. R. Moomaw, Canton, Ohio; E. P. Mulligan, Kansas City, Mo.; Otto Pfeiffer, Omaha, Neb.; Fred H. Sexauer, Auburn, N. Y.; R. W. Shermantine, Baltimore, Md.; B. E. Stallones,

Houston, Tex.; Marion Stubblefield, Bloomington, Ill.; B. A. Thomas, Louisville, Ky.; E. W. Tiedeman, Belleville, Ill.; Frank W. Walker, Orange, Va.; B. H. Welty, Waynesboro, Pa.; honorary directors for life are John D. Miller, Susquehanna, Pa., and Frank P. Willits, Ward, Pa.

Chicago Wage Arbitration

(Continued from page 1)

price to get this question before you, because the alternative was worse. They must either get a wage reduction which will permit the business to survive in its present form, or else economic forces will produce a reorganization of the business."

Before proceeding to the specific data presented by the dealers, Mr. Ballard told the arbitrators this is an issue impossible of compromise.

"For reasons over which we have no control, it is a case of all the relief we seek or nothing. By 'all' I mean a reduction which will permit domestic delivery and organized store delivery to continue and hold back and gain back the territory that has been lost."

The union, in cross-examination, contested the figures submitted and attempted to bring out that the dealers precipitated the shift from home to store sales by taking store sales off retail routes.

Following this a dozen or so dealers testified that unless they got relief by way of wage reductions they would be obliged to suspend a large number of routes, thus throwing several hundred drivers out of work. Many routes, they testified are being operated below the necessary quota and, therefore, at a loss. Dr. Raleigh W. Stone, formerly professor of economics in the University of Chicago, was a principal witness for the dealers.

The 25 dealers represented at the hearing employ 88 percent of employed union drivers, but the union contends it has signed up 60 or more small dealers on the present wage basis and that therefore these 25 dealers do not represent a majority of the handlers.

The Milk Wagon Drivers' Union opened its testimony on August 9. Said attorney David A. Riskind, before calling his first witness, Henry Weber, president of the Milk Wagon Drivers' Union:

"We ask the Board to bear in mind that the task performed by the employees is not a single, simple operation but a composite employment requiring a combination of different and varied skills, each of which must be performed with a high degree of competency.

"We will ask the Board to bear in mind the spread of the work-day in which the services are rendered and the unusually hard and long hours that are an inescapable part of this work.

"They are faced today with responsibilities towards the person to whom they sell and with pressure from the seller or dairy owner, who is on the other side. Our evidence will show that this strain has increased because of the multiplicity of the products that have been entered into the market and which our members have been told, and at times actually forced, to sell."

Exhibit A in the drivers' case was Floyd Bryant who pictured for the board a typical day's form from, he said, about four in the morning until five or later at night. He testifies that living expenses for himself, the wife and 12 year-old son total \$225 a month, the amount of his wages:

\$35.00 payments on his home
25.00 for car
2.00 for garage rent
1.00 on furniture
30.00 for groceries
10.00 for milk
2.25 for telephone
2.25 for gas
5.62 for stoker
8.00 taxes
5.00 insurance
15.00 clothes
3.00 (weekly) for union dues and unemployment fund
1.55 haircuts, self and son
1.00 to neighborhood civic group
6.00 on a \$50 doctor bill
1.50 sales tax for customers who refuse to pay it
8.00 for shortages from petty thefts, breakage, and sales of goods below price to keep good will
15.00 in civic organizations to whose benefits he buys tickets to keep the good will of the customers.

The articles of arbitration provide that the vexing problem of vendors shall be submitted to arbitration after settlement of the wage question.

OTHER MARKETS

Resale Milk Price

Lowered in Kansas City

About August 1 Chapman Dairy announced to the public that on August 5 milk prices would be reduced two cents per quart. Regular

single cap milk retailing at 12 cents per quart would be sold for 10 cents, and the price into stores would be 7 cents per quart. Double cap and premium brands would be reduced in like amount. This reduction has been quite generally followed by other distributors and producer-distributors.

A long series of events led up to this reduction. When the producers minimum price in the Order for Class 1 milk was reduced last September 1 from \$2.40 to \$2.20 the distributors with one exception declared they could not reduce their price per quart. It was decided the distributors should pay \$2.40, or a 20 cent premium over the order price, and continue the 13 cent retail price and 10 cents into stores. Competition caused price reductions and discounts became prevalent in the market, and in March the producer-distributors association announced they were going to reduce their retail price to 11 cents per quart. The producers association agreed to take off the 20 cent premium, and the dealers dropped to 12 cents, but refused to meet the producer-distributors price with pasteurized milk, but did meet it with sales of raw milk.

This condition existed all Summer with producer-distributors selling their milk at one cent under pasteurized milk and the pasteurizer selling raw milk one cent less than pasteurized milk. Conditions in the market continued to cause further price reductions to consumers and finally the public announcement on August 1 of Chapman Dairy. The producer Class 1 price has not been reduced, but the blended price undoubtedly has been lowered through sales of raw milk at a lower price. Now that prices appear to be fairly well leveled out, we believe a healthier market condition will follow.—Kansas City Co-operative Dairyman.

*Editor's Note—Prices quoted are on milk testing 3.8 percent fat.

"Down the Hatch!"

(Continued from page 1)

into butter, not much under half of the total milk production.

Growing is U. S. cheese production. Today six or seven billion pounds of milk are manufactured into cheese yearly and production is increasing.

The need for a preserved substitute for fresh milk and cream brings five billion pounds a year into cans as evaporated and condensed milk.

Another four billion slide down U. S. throats as ice cream.

Boston Milk Cooling Order Expensive to Vermont Farms

Considerable concern is being expressed in the Vermont dairying industry over the ruling of the Boston Board of Health effective next January, which provides that all milk of morning production shall be cooled to 50 degrees before it is delivered to the creamery. As more than 60 percent of the state's milk goes into the Boston market, thousands of Vermont farms, large and small, are affected by the ruling. The effect of the ruling, however, will be particularly burdensome to thousands of small dairy farms which haven't now the resources to install new and adequate cooling facilities to comply with the order.—Dairy Digest.

Chicago Price Up — Supply Down

The Chicago blended price for July milk was \$1.70 in the inner zone as compared with \$1.46 for June. Falling off in the supply and a higher differential over condenseries for Class 1 milk made the difference. Through August many dealers tried to get new producers, some buyers coming into the south and southwest part of our milk shed. The Market Administrator for the Chicago market is quoted in his publication "Reporter" as follows: "Perhaps it is well to indicate here some of the factors in connection with seasonal changes in Class 1 and Class 2 prices. The prices provided in the order result in relatively high prices to producers from July through November, lesser prices from December through April and relatively low prices during May and June. The price plan is consequently a recognition of the supply-demand principle with respect to price.

Inasmuch as uniform production during the year coincides more nearly with market demands for milk and cream than does a high Spring and low Fall production, the present price plan is intended to benefit producers who have uniform production. It is intended to encourage producers, through price, to level out production, or if already fairly uniform, to maintain such uniform production. A price plan, such as that incorporated in the Chicago order, acknowledges the fact that it is good business for farmers to supply a market in line with the demand on that market.

Many farmers selling in the Chicago marketing area are already producing milk on a fairly uniform basis throughout the year. An analysis made by this office on farms within

an 85 mile radius of Chicago shows that for every 100 pounds produced during the lowest month, 128 pounds were produced during the peak month. This is an average of three years of data.

In some of the areas farther removed from the market, production shows as much as 200 pounds at the peak for every 100 pounds at the low point.

These facts together with the price plan have significance to every producer in connection with his problems of farm management and marketing. A measure of their significance can, however, only be made and judged by the producers themselves."

Shortage in St. Louis

The fact remains that there is a definite shortage of milk in the St. Louis territory and that dealers are having to bring millions of pounds of milk into St. Louis from outside of the milkshed and that the dairy farmers of the St. Louis district are not going to supply milk to the market until a price is established that will insure them a reasonable income for their investment and effort.

Let's wait with patience for the report of the A.A.A. I hope that the wheels of the government will grind out a decision promptly.

—Popkess' Dairyman's Journal.

"Don't Kid Yourselves"

Producers have more responsibility than the government in seeing that their marketing control program works, warned O. M. Reed, chief of the federal dairy section, speaking this month to New York milkshed farmers.

"You must study the program and make sure that what you want and ask for is fair and reasonable and workable," he said. "Remember, there is a price beyond which prices cannot be raised without creating chaos.

"You have a program that is working to your interest, but you have got to keep working at it because if you are idle other people will be working to destroy it."

Reed told the producers not to "kid themselves" by thinking that they have no need for a co-operative organization simply because they have a government control program.—Denver Milk Market Review.

When tillage begins, other arts follow. The farmers therefore are the founders of human civilization.—Daniel Webster.

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Why not start saving money today, as so many other milk producers and dairy plants are doing, by using this SAFE, amazing material that removes bacteria-harboring milkstone and casein deposits from all milk and milk product processing equipment so easily, quickly! Deposits are thoroughly softened . . . easily removed with light brushing. No long, hard scrubbing with steel wool or abrasives!



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Taken From "What's New in Business" Rust-Proof Nail

A new rust-proof nail of unique design is finding application in a wide range of industries where corrosion is encountered. A series of sharp annular rings give the nail the holding power of a screw. But they are set up at such an angle that in driving they won't disrupt the fibers of the wood. No pilot hole is necessary before driving the nail, and it requires no clinching. Because it is permanently rust-proof—even in salt water—it will not stain wood into which it is driven.

Metal Clip

Saw-toothed metal clips, just introduced in the building industry, are being used as a brace block to produce a stronger wooden frame. The clip is installed simply by hammering its teeth into the vertical stud just under the cross brace, nailing one end of the clip to the stud and bending the other end to be nailed to the cross brace. This saves two saw cuts and three nails from each bracing assembly. In an engineering test, metal-clipped braces stood a weight of 19,060 pounds, while a wooden brace block only 7,510 pounds.

Wheel Within Wheel

Parking your car and maneuvering in traffic are made easier by a new wheel within a wheel. Turning freely on its ball-bearing mount within the steering wheel proper, the small wheel offers a convenient

hand grip for swinging the car around corners or backing up to the curb.

Towing Bar for Auto

Just announced is a new towing bar that attaches to the bumpers without the use of tools. Adjusting itself automatically to bumper heights, the bar is fastened easily by turning hand wheels to tighten the clamps, and it can be released quickly by pressing a thumb lever. The clamp jaws are lined with special fabrics so they will not mar the bumper finish.

Self-Locking Nut

Self-locking nut for all standard bolt thread systems has the same threaded height as standard nuts. On the top, however, an unthreaded but elastic fibrous collar, which prevents vibration from loosening the nut, has been added. It helps seal the bolt against corrosion. The nut can be removed and used again.

Sectional Ladder

An easily portable aluminum sectional ladder has light weight and sections short enough to be carried in automobiles. The 26 foot ladder has five sections of six feet each and weighs only 48 pounds.

Milton Hult Receives Goodrich Award for Distinguished Public Service

Farm Week at the New York World's Fair was celebrated August 12 to 18 with thousands of fair exhibitors co-operating to stage one of the most colorful weeks of the entire Fair.

In honor of the Farm Week celebration, The B. F. Goodrich Company arranged a spectacular program featuring nationally known figures in the various fields of agriculture. Representing the dairy industry of the nation was Mr. Milton Hult, president of the National Dairy Council. Mr. Hult was awarded the Goodrich Award for Distinguished Public Service.

Mr. Franklin J. Rees of the Goodrich Company bestowed this unusual honor on President Hult, saying, "In recognition of your valuable service to our country in the dairy industry; of your constructive contribution to health and human welfare through advancing the adequate use of milk and its products, in accordance with scientific recommendations; and of your successful efforts to promote the best interests of American agriculture, The B. F. Goodrich Company is proud to present the Goodrich Award for Distinguished Public Service."

Accepting the award, President Hult responded with the following remarks about the dairy industry and the important part which the National Dairy Council has played in its progress.

"The National Dairy Council, which it is my honor and privilege to serve as president, is happy and proud to participate in the observance of Farm Week here at the New York World's Fair and in particular, to play a role on this important day—Farm Organizations' Day.

"With grateful appreciation and with a deep sense of humility do I accept the Goodrich Award for Distinguished Public Service. I accept it with the pledge that the National Dairy Council which is honored by my presence here today will continue in the future, as it has done unceasingly for the past 22 years to

"Promote optimum health and human welfare through adequate use of milk and its products in accord with scientific recommendations and thus contribute to an improved national well-being and a more secure American agriculture."

"It is fitting and proper that during this observance of Farm Week and in particular during the observance today of Farm Organizations' Day that the dairy industry and the National Dairy Council should be recognized. The dairy industry is the largest and most important branch of American agriculture. The total sales value of all dairy products in the United States exceeds 3½ billion dollars annually. This is a larger sales volume than is achieved by any other American industry. This national gross income from the sale of dairy products flows into channels of commerce and industry in the form of wages for labor, food stuffs, wearing apparel, trucks, gasoline, oil, tires, building equipment and materials, machinery and in hundreds of other forms. The dairy industry is indeed a vital force in the economic life of America.

"It is not alone for its contribution to the economic life of America that the dairy industry should be recognized here today. The products of the dairy industry: milk, butter, cheese and ice cream with their vitamins, minerals, proteins and other health-giving elements have made a contribution to the improvement of public health and human welfare that is of immeasurable value. It is a significant fact that since 1918, there has been an approximate increase of 32 percent in the per capita consumption of all dairy products in the United States, with its resulting improvement in public health.

It is also significant that during this period of 22 years, the National Dairy Council has been the only organization operating on a nationwide basis that has been at work to increase the consumption of dairy products.

"The National Dairy Council is probably America's largest co-operative enterprise. Its constructive work represents the organized, co-operative effort of tens of thousands of dairy industry members—farmers, processors, distributors and others—working with scientists, nutritionists, doctors, dentists, school authorities and through the publicity channels of newspapers, magazines and radio to attain higher per capita consumption of milk and milk products and thus to contribute to improved public health.

"All about us rage the fires of a world in conflagration. Here in the United States there is an incessant demand for preparedness. From the press, from the radio, from the news reels, we learn of what is being done to give us an adequate defense in the form of airplanes, battleships, guns, tanks and secret weapons!

"It seems timely to call attention to the fact that all of the warring nations are working to improve the diet of their people as they proceed to improve their armaments. They recognize that physical health, emotional balance, mental stability and spiritual courage have always been and will always remain the first line of defense of any nation.

"To this line of defense of our nation, the dairy industry offers its vital, health-giving products. The dairy industry offers its secret weapon—milk and its products—upon which Mother Nature alone holds an exclusive, secret patent. It cannot be produced artificially. Only Nature herself can so perfectly blend all the elements of a well-balanced diet as she has in milk. As the Bureau of Home Economics of the United States Department of Agriculture has said in one simple sentence:

"Milk does more for the body than any other food and does it more cheaply."

"As we gird ourselves for a more adequate defense of America, uncertain of what the trying days ahead hold for us, let us renew our faith in the ultimate victory of Right and Justice, and let us find hope in the future by reflecting upon the words of Dr. E. V. McCollum, one of the world's foremost nutrition authorities:

(Continued on page 6)

Mr. Fletcher Says: . . .

The State Fair Milk House again attracted a good deal of attention on the fair grounds.

Started last year as a project to give the exhibitors a market for the milk produced by their cattle during fair week, and at the same time to demonstrate the most approved methods of sanitation in the production program, the results attained have been rather interesting.

This year nearly 35,000 pounds of milk was taken in during the week. This was sent to the condensery and the exhibitors were paid that price less cartage. By following a production program very similar to what is your every day custom. The bacteria count on this milk was kept very low, the highest for any day of the fair being 50,000.

Some producers who had never shipped to a fluid milk market received a worth while education in production methods. A very unsanitary situation was corrected and as a great deal of this milk was formerly sold to fluid users right at the barn, another leak in sales was stopped.

The State Fair management is to be congratulated on this worthwhile feature and it is my sincere hope that it will be continued.

* * *

Little Things That "Don't Count"

Many times when I have been pointing out some of the "chisels" around this market, those who oppose my efforts to combat these concerns, and get more of your milk in the fluid channels, are inclined to scornfully state that "those things don't count."

Let's see whether they do or not. First let's take the dealers within the market. It has been recognized that there are at least two dealers within the city who have never lived up to the milk control law in fact, or in spirit.

They operate about 100 retail and wholesale routes, and it is my belief that they built those routes, largely because they do not obey the law, the same as the companies you ship to. As that constitutes about 12 percent of the routes of the city, you can readily see where part of your surplus came from.

Next take the commercial roadside stands. They say they "don't count." Yet in a recent check-up, one of these is reported to have sold 980 gallons of milk in one day. There are at least five of these stands, so they account for a large volume of surplus that you carry.

Let us take next the concerns

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operating just outside Milwaukee County, and therefore not subject to milk control according to some versions.

At least two of these are reported to be using surplus milk in the fluid channels outside the ordered areas.

As we expect our buyers to pay fluid prices for all milk sold in the fluid markets, they obviously cannot meet this competition, and some more surplus is added to the burden you carry. Another one of the things that "don't count."

And finally the farms who sell cut price, uninspected milk, and there are many of them, create a burden of surplus for you with the possibilities of a health menace from such uninspected sources.

The authorities in charge of milk control apparently believe that no prosecution of these violations is the safest course to pursue. Personally I do not agree with them. We are paying them, not only to assist in maintaining a fair fluid price, but also in maintaining fair competitive conditions, so all producers may have equal opportunities in marketing.

Any other course but that savors of a racket, or spineless efficiency, and should not be tolerated under any political setup.

Poor Cooling

In a great many instances where milk has been returned tagged "bad odor" the inspectors record shows "stable sour odor."

This would indicate that the keep-

ing qualities of this milk was very poor. What caused this condition to be the dominating influence in the return of milk in this market in the last few months?

A careful follow up of many of these cases of returned milk showed the cause to be poor cooling. Quick cooling of milk and then keeping the milk cold over night is one of the most important factors in making good milk.

Keeping the milk cold over night is the only reason why shippers need insulated tanks properly covered. Milk can be cooled in any kind of a tank but it cannot be kept cold unless the water in the tank stays cold.

If you are having trouble with "bad odor" milk check over your cooling facilities to see whether that may not be the cause.

Milton Hult Receives Goodrich Award for Distinguished Public Service

(Continued from page 5)

"The people who have achieved, who have become large, strong, vigorous people, who have reduced their infant mortality, who have the best trades in the world, who have an appreciation of art, literature and music, who are progressive in science and in every activity of the human intellect, Are the people who have used liberal amounts of milk and its products."

"Bootleg" Milk Warning Given

Shipment of "bootleg" milk into Pittsburgh must cease immediately, City Health Director I. Hope Alexander warned 77 local dairymen after a 1,250 gallon tank truck consigned to a Pittsburgh dairy was apprehended and dumped.

The milk shipped from an Eastern Ohio dairy company, not on the approved list, was dumped by Bureau of Inspection Superintendent Howard Patton, and Milk Inspector Joseph Hague.

"We have learned that two previous shipments, or 2,500 gallons additional was trucked to the local dairy," Dr. Alexander said.

"While we cannot put restrictions on the Eastern Ohio district, we can prohibit the sale in Pittsburgh to any and all dairies, if the milk is from unapproved producers." —Dairy Digest.

Federal Measure Would Tighten Interstate Shipment Regulations

Washington, D. C. — Legislation has recently been introduced into the Senate tightening regulations bearing upon the interstate movement of fluid milk and cream. The measure, offered by Senator Guffey of Pennsylvania, would make it unlawful to ship milk and milk products in interstate commerce when such shipments are made with the purpose of evading state milk control and regulatory laws. It prohibits shipment into any state and sale therein of milk produced in any state with lower standards therefor, unless the product in

question was acceptable under the receiving state's specifications. It likewise would provide a uniform paying price to producers by interstate distributors.

The stated purpose of the bill is to eliminate undermining loopholes in milk marketing orders within the states. Senator Guffey claimed that milk control laws are being broken down by incoming shipments purchased at outside points at lower prices than those prevailing within the controlled area.

Considerable concern over the measure has been expressed in many dairy quarters, especially throughout the central west, on the ground that it would simply act as an added barrier to the free interstate movement of milk in commercial channels.

Minnesota

The United Press reports on the progress of civil rights in St. Paul: Paul Cufer, 25, claimed in court today he was within his Constitutional rights in flirting with a girl on a street car. Sentenced to 15 days in the workhouse, Cufer complained:

"I thought this was a free country where a man has the right to the pursuit of happiness."

Worth Mentioning

Mr. Henpeck (hesitatingly): "Sir I—I think it is just about time I got a raise."

Boss: "Why, we just put a raise in your envelope Saturday."

Henpeck: "Why doesn't my wife tell me these things." —Exch.

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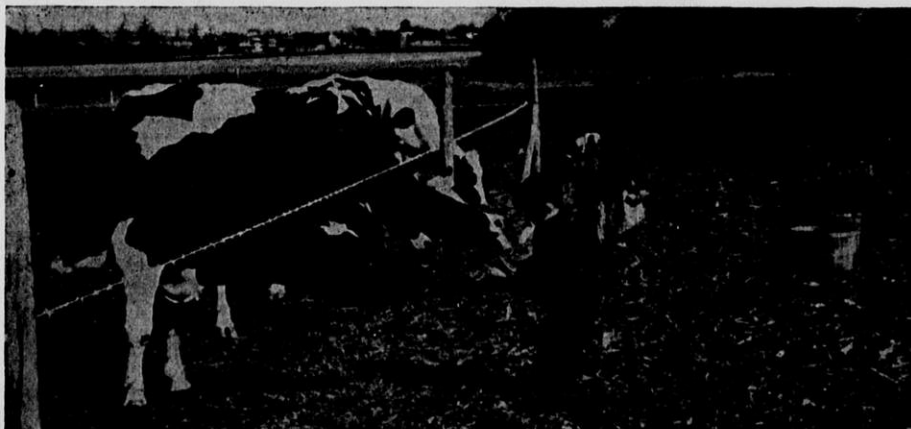
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QUITE NATURAL

Albert Davig ground his teeth in rage the other day when he found a Wisconsin car parked in front of his Bellflower establishment, and on the

license plates were the words: "Wisconsin—America's Dairyland."

"The idea," cried Al, and probably chewed up the license plate.—California Dairyman.

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

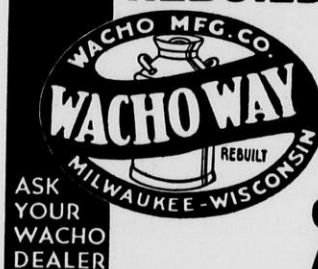
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MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

MR. DAIRYMAN!

The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

The price is right. 5 can tank \$57.50 f.o.b. West Allis. Larger sizes range in price accordingly.

Our insulated milk house and cooling tanks were used by the State during the entire fair, and won the approval of State, Dairies, and field men without question.

Write us for prices when in need of a new milk house, as they are priced to suit any producer. Made in all sizes.

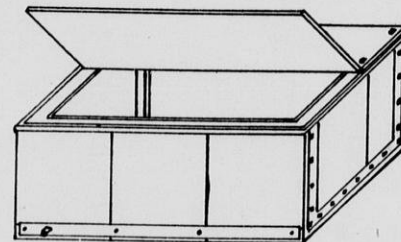
WISCONSIN UNITS COMPANY

Phone Cr. 6177 or Cr. 3664

6639 W. National Avenue

West Allis, Wisconsin

Our Silo Cote Will Lengthen the Life of Your Silo. Write for Prices, etc.



Pfelfer Unit Cooling Tank

Our Tank Saves Many Hours of
Water Pumping

MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

OCTOBER, 1940

Number 7

Production Heavy; Sales Slow

The Dairy Situation

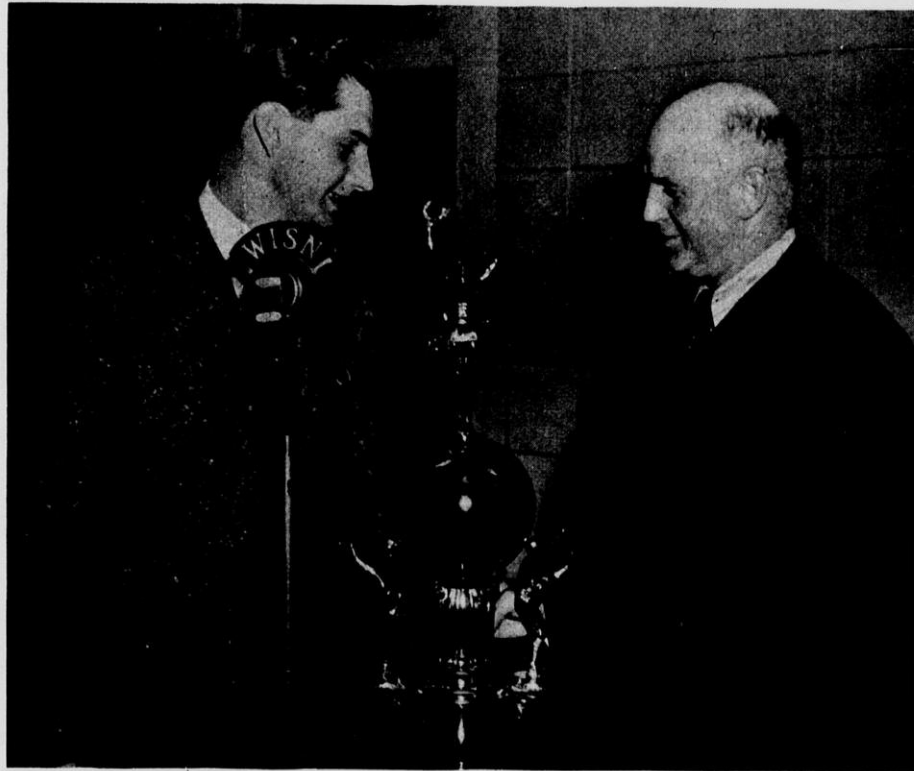
Three factors stand out as of particular importance in the outlook for dairy farmers. First is the moderate but widespread tendency for farmers to increase the number of milk cows. This trend has been in progress for more than two years and promises to continue further. Second is the prospect for a higher level of business activity during the coming year than in the past year, which means greater employment and larger payrolls. Third, further increases in exports of dairy products and a sharp curtailment in imports of cheese are in prospect.

Exclusive of the stocks held by government agencies, total supplies of dairy products for the current out-of-storage season (September 1, 1940 to May 1, 1941) will probably be somewhat larger than for the 1939-40 season. It seems probable that prices paid to producers for milk and butterfat for the period September, 1940 to May, 1941 will average as high as in the same period of 1939-40 if not higher. The improvement in demand conditions and the increased exports are expected to offset the effect of larger supplies on prices.

From August 1 to September 1 this year the decline in milk production was unusually small. Some of the important dairy sections in which the dry weather was serious in early August have had rains and cool weather, and there has been a marked improvement in pastures. Total milk production per capita on

(Continued on page 3)

COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN
MADISON



Paddy Driscoll and Hal Walker, who conduct the Milwaukee Dairy Council's new radio show, "Football Forecasts," take time out after the broadcast to inspect the beautiful gold Dairy Council Honor Award Trophy. This trophy is to be awarded to the high school football star, who, in the opinion of a special committee of high school football officials and newspaper sports writers, has been the most valuable player to his team and school during the 1940 season. The trophy will become the possession of the school represented by the winner and will be returned for competition each season.

SEPTEMBER PRICES

GRIDLEY DAIRY CO.			LAYTON PARK DAIRY			LUICK DAIRY CO.			FOX DAIRY CO.		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	42.92	\$2.40	Fluid	47.94	\$2.40	Fluid	46.06	\$2.40	Fluid	46.52	\$2.40
Out. Relief.	2.13	2.17	Out. Relief.	2.81	2.17	Out. Relief.	2.86	2.17	Out. Relief.	.28	2.17
Gov't Sales.	1.19	1.36	Cream	8.79	1.36	Cream	13.61	1.36	Cream	16.90	1.36
Cream	14.00	1.36	Manuf'd	40.46	1.11	Manuf'd	37.47	1.11	Manuf'd	36.30	1.11
Manuf'd	39.76	1.11	Composite price	1.77		Composite price	1.76		Composite price	1.76	
Composite price	1.72										
BLOCHOWIAK DAIRY			SUNSHINE DAIRY CO.			EMMER BROS. DAIRY.			GEHL'S GUERNSEY FARMS		
	Perct.	Price		Perct.	Price		Perct.	Price		Perct.	Price
Fluid	52.14	\$2.40	Fluid	43.54	\$2.40	Fluid	64.18	\$2.40	Fluid	42.00	\$2.40
Out. Relief.	4.15	2.17	Out. Relief.	1.87	2.17	Cream	8.95	1.36	Out. Relief.	1.93	2.17
Cream	12.86	1.36	Cream	13.58	1.36	Manuf'd	26.87	1.11	Cream	11.31	1.36
Manuf'd	30.85	1.11	Manuf'd	41.01	1.11	Composite price	1.96		Manuf'd	44.76	1.11
Composite price	1.85		Composite price	1.73					Composite price	1.70	

MILWAUKEE MILK PRODUCER

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VOL. 13 OCTOBER, 1940 No. 7

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Council of Agriculture Plans Program

Dates of November 19-20
Selected for Meeting

With its program centering upon "The Effect of World Conditions on American Agriculture," the Wisconsin Council of Agriculture, an organization composed of 37 co-operative farm groups, will hold its annual get-together at Madison Nov. 19-20, it was announced by Milo K. Swanton, executive secretary of the council.

The annual banquet is scheduled to take place at 6:45 p. m. Nov. 19 in the Loraine Hotel, where all sessions will be held. At noon there will be a luncheon-program for women.

"Agriculture's Place in the National Defense Program" will form the theme of the forenoon session of the first day. Prominent speakers are being sought to talk on agriculture's role in keeping up the morale of the people and the immediate problem of feeding and clothing American military forces.

Speakers at the afternoon session will discuss problems of readjustment confronting the American farmer as a result of the present world crisis and problems of world trade.

The session on Nov. 20 will be devoted to business matters and the election of officers and directors.

Composite Price

The composite price for September was slightly higher than for August with practically every dairy. A little boost from the manufactured price and slightly better sales due to vacations being over, made the difference. Production per farm runs high and sales should be better considering an increase in employment. Until people become convinced that fresh, properly pasteurized, bottled milk is a better buy at 11 cents, than canned milk at half that price, or a roadside product of dubious quality at most any price, we can't expect much increase in sales.

Producers who lead the consuming public to think that the product as delivered is not of high quality, are not helping sales. Thank Heavens there are not many of that kind.

Mr. Fletcher's Ideas Are His Own

Recently the question was raised as to whether the articles appearing under the caption "Mr. Fletcher Says" were the opinions of the Board of Directors. Just so that there be no misunderstanding it is set down here, that Mr. Fletcher writes his column himself and anything he may say is an expression of his own opinion and does not necessarily represent the sentiment of the Board of Directors or the editor.

Manufactured Milk Price

A raise of two cents in the September manufactured price over August was due entirely to a slightly higher price for butter.

Manufactured skim milk products were slightly lower. Butter production is high, but consumption is also up, and the market is in good shape at this writing.

October 6, Chicago 92 score butter was reported at 29½ cents. That is tops in Chicago, since February 12 of this year. On the other hand, manufactured skim milk products are worth only a little more than half what they were at that time.

SAFETY FIRST!

Agriculture has the worst record of workers killed at their jobs in 1939. There were 4,300 persons killed, 13,000 permanent and 240,000 temporary disabilities reported for workers on farms last year. The second largest fatality record was found in construction work.

Farmer Fined

Arthur Green, a patron of the Wilton Mutual Co-operative Creamery Assn., Wilton, was fined \$30 and costs in a justice court at Sparta recently for selling insanitary milk and cream. A sentence of 60 days in the county jail is being held in abeyance pending further violations.

Dairy Council Introduces New Football Radio Series

One of the newest radio series to join local air-waves is the Milwaukee Dairy Council's "Football Forecasts," a quarter-hour of interesting information from the world of football heard every Thursday at 7 p. m. over Station WISN. Starring Paddy Driscoll, head coach of Marquette University's Golden Avalanche, in the role of chief forecaster, with Hal Walker, WISN football expert, as assistant, this new series will continue through October and November, winding up with a surprise broadcast on November 28th.

Now in his fifth year as head coach at Marquette, Paddy Driscoll was one of the most colorful All-Americans in the history of football. Recognized by many as one of the greatest place-kickers of all time, he was known to sport fans from coast to coast when he led the famous Great Lakes Naval "eleven" to an undisputed national title in 1917, defeating such well-known grid machines as Yale, Navy, Army, Notre Dame and many others. His brilliant career as a player and his many acquaintances among the "greats" of the football world, more than qualify him as an authority on the nation's football.

In addition to the forecasts of the major college games, Driscoll will also bring to Milwaukee football fans his version of the outstanding "play of the week," and to create extra-interest among young men and women of high school age, he will also feature the introduction of an outstanding athlete from high school football circles. The young men to appear on this program will not be picked at random, however, but will be the choice of a special committee of high school football officials. Selection will be made on ability as a player as well as sportsmanship on the playing field.

Better lighting can be had in your barn if you paint the area above the light bulb on the ceiling with aluminum paint.

The Dairy Situation

(Continued from page 1)

September 1 was the highest on record for that date.

Prices of dairy products have shown little change in the past month. The heavy production of milk in early September has probably delayed the seasonal rise in prices which usually starts at about that time of the year.

In recent years there has been a marked expansion in the amount of milk sold at wholesale by farmers, but relatively little change in the volume of milk skimmed on farms for the sale of butterfat. The prices paid to farmers for milk in August averaged higher than in August, 1939, but the rise in milk prices was not as great as for feeds. However, milk prices in August were somewhat higher in relation to feeds than the long-time average 1920-1934. These price relationships, together with the relatively large supplies of feed in prospect, indicate that milk cows will probably be fed quite liberally during the coming Winter.

Apparent consumption of the principal manufactured dairy products in July was only one percent lower than the record high for the month in 1939. Exports of dairy products continue to expand, and in July were the highest for the month in about two decades and more than five times as great as the 1935-39 average.

Total stocks of manufactured dairy products on September 1 were decidedly less than a year earlier, largely because of the reduction in holdings by government agencies.

—Bureau of Agricultural Economics, U. S. Dept. of Agriculture.

Aliens Should Register

In this issue at the request of the U. S. Department of Justice, an article on alien registration appears.

It's just good citizenship to encourage any known alien to register and to give such persons the facts in case they are not well informed. Read the article.



Appearing at the National Postmaster's Convention in Columbus, Ohio, last week, the ladies pictured here, Mrs. Margaret McGonigle and Mrs. Lila Gable, postal clerk of Sun Prairie, Wis., advertised America's Dairyland.

The Postmasters from the 48 states and the United States possessions were pleasantly reminded of the great Wisconsin dairy industry.

Alien Registration Division

With the Alien Registration program reaching its peak, Director Earl G. Harrison of the Alien Registration Division, is urging that citizens co-operate with non-citizens in helping them to comply with the Alien Registration Act. Passed by Congress as a national defense measure, the Alien Registration program went into effect August 27, and will continue through December 26, 1940. It is estimated that more than 3,600,000 aliens will be registered by that time.

Director Harrison's request for co-operation is partly directed to employers who have non-citizens in their employ. He points out that their sympathy and advice can do a great deal to dispel any fears the alien may have about registration, particularly with respect to the security of their employment. Business leaders probably more than any other group in this country, are aware of the great contributions aliens have made in building up the resources of this country. Many of them realize that their forefathers were, at one time or another, aliens in this nation, and they know that the great majority of non-citizens are as true to the letter and spirit of American laws as are patriotic American citizens.

The co-operation of many employer groups with the Alien Registration Division has already been favorably noted in Washington. Practically without exception, corporations and business firms in communication with the Alien Registration Division have indicated a real desire to be helpful to their employees in meeting the requirements of registration.

Inasmuch as an alien is subject to \$1,000 fine or six months imprisonment if he does not register by December 26, employers have a direct interest in helping their non-citizen workers comply with the law. According to a recent statement to employers from the Alien Registration Division, this interest is purely voluntary and involves "no compulsion." The Alien Registration Act, as passed by the Congress, imposed no obligation whatsoever on employers to see to it that non-citizen employees register. For example, there is no requirement in the registration law that employers "investigate" to ascertain how many of their employees are aliens. The U. S. Department of Justice takes full responsibility for carrying out the Alien Registration Act of 1940.

Perhaps the most difficult problem for some persons will be the determination of their citizenship status. By consulting the official

Regulations and Instructions on Alien Registration available at all post offices or from the Alien Registration Division, such doubts, in most cases, can be removed.

Where any doubt remains, the person in question should be advised to register, since registration will not affect his citizenship status one way or another. Registrants who are in doubt about their citizenship status will be given the opportunity to express that doubt at the time they register.

Information about the requirements of the Alien Registration Act should always include reference to what is required of the registrant after he has registered. All registered aliens must report any change of resident address to the Immigration and Naturalization Service, Department of Justice, Washington, D. C., within five days of such change. Printed forms prepared for this purpose are available at all post offices.

Officials of the Department of Justice have stated that the Alien Registration Act does not represent any change of the government's policy toward those who are not citizens. Employers wishing to cooperate with the Alien Registration Division can allay understandable fears by making it clear that the registration program does not indicate any change of company policy toward non-citizen employees.

Informational literature pertaining to the Alien Registration program will be sent on request to any employer in the United States. Such requests should be addressed to the Alien Registration Division, Department of Justice, Washington, D. C.

OTHER MARKETS

"Volume of Milk Dropping," says The Milk Producer about the Peoria, Illinois Market, continuing "The volume of milk has fallen very rapid-

Statement of Ownership, Management, Etc., of Milwaukee Milk Producer, published at Milwaukee, Wis. — required by the Act of August 24, 1912, and March 3, 1933.

Milwaukee Cooperative Milk Producer, Milwaukee, Wis.

President—Edward Hartung.

Vice President—Fred Klussendorf.

Secretary—Chas. F. Dineen.

Treasurer—Arno C. Kieckhafer.

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 25th day of September, 1940.

J. A. Walt, Notary Public,
Milwaukee, Wis.

(My commission expires June 13, 1943.)

ly the last few days. Please send in all your milk as we will need more milk soon." Sounds queer to us with production per farm away above any other year at this time. Perhaps the Peoria producers have less feed than we have in the Milwaukee Market. The Peoria August composite price was \$1.54.

Detroit's New Base Rules

The Michigan Milk Producers Association of Detroit has announced its base rules for 1941. Under these rules a producer must ship at least 90 percent of his base during the base period of 1940 (August-September-October-November) in order to maintain his base as of January 1, 1941. If a producer ships under this amount, his base will be reduced by the difference between 90 percent of

his base and what he actually shipped during the base period. On the other hand, a producer with a base may establish a new base effective January 1, 1941 on 100 percent of his average shipments during the same base period of 1940 (August-September-October-November).

The base plan was introduced by the Michigan Milk Producers Association in 1923, and except for about three years, has been used in that market ever since. The Michigan association points out that its base plan has played an important part in adjusting production to market needs. The Association calls attention to the fact that from September, 1939 to May, 1940 total production in the Detroit market only increased 18 percent, compared with a jump of 52 percent in the Chicago market where there is no base plan.

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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SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.



From Farm to Hollywood

Queen Dorothy Harrison, from Stoughton, Wis., shown in the center of the picture is saying goodbye to Alice Baker and Ruth Vinger, for-

mer State Dairy Queens, as she leaves for Hollywood.

Queen Dorothy will have a part in a movie showing 4-H Club work while at Hollywood.

Louisville Milk Ordinance Revised Changes Favorable

The Milk Ordinance of the City of Louisville has just recently been revised and amended. This ordinance became effective August 27, 1940. The most important change affecting the producer is one concerning degrading. Previous to the revision, a shipper was degraded without notice when he received four consecutive bacterial counts with an average of over 200,000. With the ordinance at present, when a shipper gets four consecutive counts with an average of over 200,000 during a grading period he is not degraded but is sent a letter showing these high counts and advising him that another sample will be taken in not less than three days and if it is above 200,000 he will be degraded immediately. This gives the producer notice and a chance to correct the high counts. After receiving the letter, if the producer's counts are 200,000 or less until the end of the grading period, he will not be degraded.

Tax on Milk Proposed in Houston, Texas

A group of city government experts employed by the city of Houston, Texas, recently made a recommendation to the City Council that the city increase its revenue by a tax of two cents per hundredweight

on all milk delivered into the city to be paid by farmers, and an additional two cents to be paid by dis-

tributors on all milk they handle. The purpose of this proposed tax was to furnish a fund for paying inspection costs for the milk inspection bureau of the Health Department.

The producers, led by the South Texas Producers Association, vigorously opposed adoption of this tax. Mr. Stallones manager of the Association, informed the City Council that the proposed tax was "unjust, unwarranted, and beyond all probability, illegal."

It is not known how seriously the City Council is taking this recommendation of the "tax experts" but before such a tax is adopted, local authorities are going to hear more from the dairymen of South Texas.

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

ARTHUR HALL
THIENSVILLE WISCONSIN



Don't Let Hidden Bacteria Plunder Your Milk

85% of the bacteria that get into milk and cause it to be rejected come from improperly handled utensils. Protect YOUR milk by disinfecting utensils with DIVERSOL . . . just as your dairy does in their own plant. Simply dissolve in hot or cold water and DIVERSOL is ready to use. Will not rust utensils. Approved by Health Authorities. Order today!

P. S.—Clean Utensils FIRST with DUMORE.

THE DIVERSEY CORPORATION
53 W. Jackson Blvd. Chicago, Ill.

Mr. Fletcher Says: . . .

It may be interesting to some of you to have a brief outline of what the crop situation is in our milk shed.

As you know the territory universally had a very large hay crop. Then it came through with one of the biggest grain crops ever harvested in this territory.

Now the big question is the corn crop. If we take the territory as a whole, the crop is good. But it is very spotty. All of the shed south of Highway 19 has a good crop. Particularly so in the Waterford, Rochester section. The silos are mostly full and many "snow-fence" silos have been put up to take care of the oversupply. In addition they will have a large amount of corn for husking. North of 19 there are many good fields of corn, but along the lake shore the crop is short. The late fall is helping to mature the late planted corn, but many of the shippers in these areas will not get the silos filled.

Many of the shippers have some fields of very good third crop alfalfa. Some of them are cutting these now, and plan on running this through a hammer mill as they need it, to mix with home grown grain. They say this quality hay, prepared this way, is equal to bran in the grain ration.

The use of this hay in this manner will help to lower their cost of production which is highly important at any time.

There is one thing the shippers to this market take pride in, and that is clean milk production. Time after time, when sediment tests are taken, most of the pads will be rated, "clean" or "fairly clean."

This because they are naturally clean people, and because they know that clean milk is the only kind they want to use themselves, and naturally, they desire it for the people who buy their products.

If they should be unfortunate enough to get into difficulty, with the Health Department, through having shipped some milk when the sediment tests showed was not clean they readily and willingly correct the trouble.

Recently, however, a shipper to this market was barred for five days by the dairy, because of dirty sediment. The tests were run by the dairy, the Health Department inspector being present.

He must have felt badly injured by not having the company continue

to accept milk of this kind, for he wrote a letter to the Milwaukee Journal, stating his grievance, and apparently asking for sympathy in his failure to produce clean milk.

In his letter he referred to the fact that the Health Department should be able to determine whether the cause was "threshing dirt, manure or tobacco juice."

Does this man mean to insinuate by that, that farmers spit tobacco juice into the milk? Does he believe that if he creates the impression in consumers' minds, that farmers are as filthy as all that, that they will wish to buy dairy products?

Who is he, a man who was barred for producing unacceptable milk, to attempt to indict all the producers by insinuating that such filthy conditions exist in our market, when exactly the opposite exists in our market, when exactly the opposite is the truth?

When a man writes a letter of that kind to the paper, he may think he did something "smart," but the truth is he created just another bump to the fluid milk industry. Also if the Milwaukee Journal was truly interested in promoting the farmers' welfare, such letters as that, when received, would be placed where they deserve to be—in the waste basket.

Whitewashing

This is the time of year when all producers should whitewash their barns.

The Health Department requires the whitewashing of barns at least once a year, and is very insistent that this regulation be lived up to 100 percent. If possible, this should be done during October or early November, so that the barn may be dry at the time the work is done.

You will get a more satisfactory job at that time of year than later on, and also be in less danger of being caught without the work done as you enter the Winter.

So don't delay. Get this regulation complied with as quickly as possible.

New York Studies Production Increase Threat

More Milk With Lower Blend Brings Production-Control Suggestions

Since the increase in price last Fall, total milk production in the New York market has increased substantially, with the result that the



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ONE HOUR FREE PARKING

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615 N. 3rd St. Milwaukee, Wis.

"blended" price for all milk has not come up to expectations. According to H. V. Noyes, New York State Commissioner of Agriculture and Markets, the amount of milk going into the "lower blend" (all uses except fluid milk, fluid cream, and cream partially protected from national competition) was about five times as great in June, 1940 as in November, 1939. The marketing orders kept the "blend" to producers about 50 cents per hundred-weight over last year but the additional volume of milk in June over November depressed the "blend" about 25 cents per hundredweight.

While this increased production is partly seasonal, the general level of New York's production is up substantially. These facts caused the Metropolitan Co-operative Milk Producers Bargaining Agency to make a study of the situation with the view of finding a solution to this all important problem. A committee after making its study, announced a ten point program which has been presented to the agency for consideration. Among the most important recommendations of this committee were:

- (1) A production adjustment program should be undertaken only as a protection to our marketing order program.
- (2) Aim should be to adjust production to more nearly meet market needs for milk and cream and other products.
- (3) Any plan adopted must be flexible enough to allow normal adjustments by individuals, but

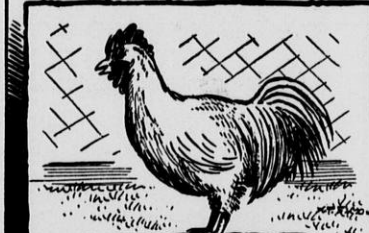
SEE FOR YOURSELF!



DURING A METAL SHORTAGE IN CHINA, SPECTACLES WERE USED AS CURRENCY. THEY WERE VALUED BECAUSE OF THEIR RARITY.



MIRROR EYES.....
A CATS EYES SHINE IN THE DARK BECAUSE THEY HAVE A TISSUE STRUCTURE BACK OF THE RETINA WHICH REFLECTS MOST OF THE LIGHT WHICH STRIKES IT, LIKE A MIRROR! IT CAN SEE AT NIGHT BECAUSE IT CAN OPEN ITS PUPILS VERY WIDE TO ADMIT MORE LIGHT.....



THERE IS A ROOSTER WITH A GLASS EYE IN THE BERLIN ZOO! IN AMERICA, 249,000 PEOPLE HAVE A GLASS EYE. SUCH EYES MAY LOOK ALL RIGHT, BUT THEY CAN'T SEE, OF COURSE. THERE IS NO SUBSTITUTE FOR PRICELESS EYES.....



1 CHILD IN EVERY 5 SUFFERS FROM FAULTY VISION. EVEN TRUANCY CAN MORE OFTEN THAN NOT BE TRACED TO DEFECTIVE EYESIGHT. THE CHILD CANNOT KNOW IF HIS VISION IS DEFECTIVE. AN EYESIGHT EXAMINATION IS THE ONLY MEANS OF DISCOVERING THIS HANDICAP.

for the expense of meeting the requirements of the market.

FOR SALE
Pure Bred Holstein Bulls — age up to 8 months. Dams have 500 lbs. fat yearly.
KROEHLER & KUENZI,
RICHFIELD

COWS
100 Selected Holstein and Guernsey Bangs and TB tested close springers and fresh cows on farm to select from. Located 2 miles West of Jefferson on County Farm Road. Horses and Mules for sale.
KEATING BROTHERS

New **COOL, EASY RUNNING**
Electric
ANIMAL CLIPPER



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

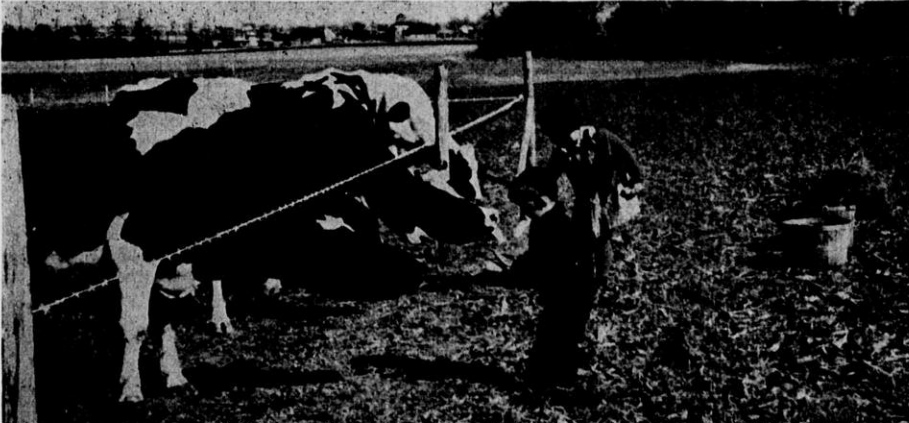
NEW ANTI-FRICTION TENSION CONTROL

STEWART CLIPMASTER
New anti-friction tension control assures perfect tension between blades for cooler, lighter running — faster, easier clipping. Makes blades stay sharp longer. *Exclusives* Stewart design ball-bearing motor in 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. 51 years making Quality products.

- must have sufficient safeguard to prevent abuses.
- (4) Reward for adjusting production must be in line with average cost of performing such service.
- (5) Production in excess of market needs should bear the cost of its handling and disposition, or production in accordance with market needs should be rewarded

Electric Fencing Saves Money

... PROVIDED YOU USE THE BEST "SHOCK PRODUCERS"



Delays are costly when live stock fencing is involved. Buy that safe, effective, reliable, approved Prime Controller now.

Prime Electric Fences, approved by Wisconsin State Law
Approved by Underwriters Laboratories

PRIME UNITS ... "BEST BY TEST"

See
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Phone Hilltop 1826 Station F MILWAUKEE

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

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The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

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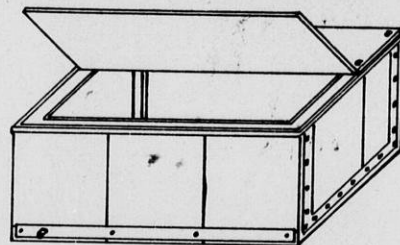
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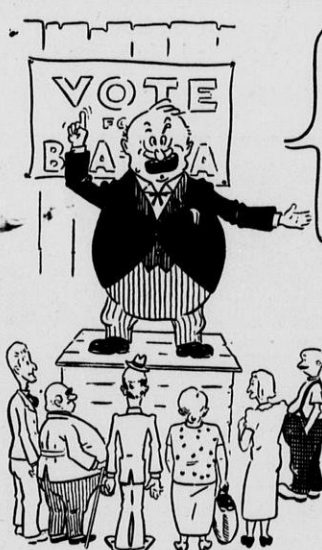
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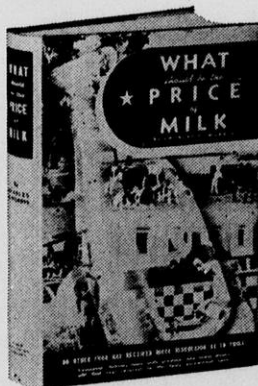
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MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

NOVEMBER, 1940

Number 8

Farmers' Get-Together Conference Nov. 19-20

Main Program on Tuesday, November 19, at Loraine Hotel, Madison

The annual Farmers' Get-Together Conference of the Wisconsin Council of Agriculture will be held at the Loraine Hotel in Madison November 19 and 20. This round-up of Wisconsin farmers is made possible by the joint co-operation of 37 major farm organizations. Undoubtedly this year's program presents the most timely, interesting, and inspirational events that have ever been scheduled. The main sessions and banquet will take place on Tuesday, November 19.

The Farmer in the Picture of War

This state-wide conference for farmers and their wives presents a program of dynamic interest and importance which this year centers on the theme of "The Effect of World Conditions on American Agriculture." What part does farming play in the world drama of war? That is the topic of discussion Tuesday morning, November 19, when Brigadier General Ralph Immell opens the discussion with the address, "The Problem of Feeding, Clothing, and Maintaining the American Military Forces." General Immell is the outstanding military authority in Wisconsin at this time. In the last World War, General Immell wrestled with the problem of feeding and clothing our American soldiers. Hence, his message at this time will be of keen interest to all citizens and to farmers particularly.

What About Farm Prices?

Will agricultural prices and production be boosted? If such a period of expansion is to come, will the farmer later find himself in a worse predicament than he was in, following the last World War? The hope or despair which faces our farmers in the future will be the topic of discussion during the afternoon of Tuesday, November 19, when Leslie M. Wheeler, Chief of the Foreign Agricultural Service of the United States Department of Agriculture, appears before this state-wide farm convention. He will bring from Washington latest information on world conditions affecting farmers.

National Dangers

John Brandt, perhaps the nation's greatest co-operative dairy leader, will bring to the afternoon session one of the most powerful messages ever delivered to farmers when he discusses farm and city responsibility necessary to meet the questionable days ahead.

A New Feature

A brief review of the past accomplishments of the Council of Agriculture will be presented when C. N. Wilson of the Department of Agriculture discusses the operation of the Bonding and Licensing Law which was enacted to protect payments to farmers. A radio news commentator, Philip Grau of Milwaukee, will present an interesting analysis of the operation of the Employment Peace Act, also sponsored by the council.

Banquet Jammed with Fun and Inspiration

To climax this interesting conference, a state-wide banquet for farmers and their wives will be held at the Loraine Hotel the evening of Tuesday, November 19. At this time, Judge Graass of Green Bay will give his address, "The Environment of Youth." On this banquet program will appear Lloyd Harmon, the blind musician who is rapidly gaining fame as an accomplished artist. That this farm banquet will not only be an inspiring affair, but one of great fun and pleasure to all, is assured by the fact that Claude Ebling and Dr. C. A. Deadman are going to appear. Mr. Ebling, County Agent of Rusk County, is known throughout the state for his Scandinavian characterizations and the fact that he can create music with all sorts of gadgets. Dr. Deadman is the greatest known comedian of French dialect whose Paul Bunyan stories have been enjoyed by thousands throughout the United States.

Everyone Urged to Come

Farm people everywhere are urged to attend this interesting and important agricultural conference program Tuesday, November 19. Farm women and students of agriculture should make every effort to be at this Farmers' Get-Together Confer-

Last Base Making Month

The month of November is the last of the base making months for this year. The December base is the same as the first six months of this year. Beginning January 1, each producer may use the base made in the months of July, August, September, October and November, 1940, that is to say, all the milk shipped in those five months is added together and divided by five. The result being the base amount. However, if the average of the bases made in 1938, 1939 and 1940 is higher than the one made in 1940, the producer will have that average base for the first six months of 1941 and for December of 1941.

As notices on slips sent out with milk checks early this year, the Board of Directors reserved the right to make base changes if it deems wise to do so.

Because production has been unusually high this year, there has been some talk about freezing bases at their present height. Also some suggestions that bases should be cut back a certain percentage in order that the composite price would be higher. In all likelihood no change will be made.

It may be wise to consider what ought to be done next year about base plans. Most certainly the present producers are sending in more milk than the market can handle to good advantage.

Diverting excess overbase to an outside plant is allowed providing the diverted milk does not get to a dealer who sells milk in this market. If your buyer refuses to have you divert milk to another plant, that is not a competitor, ask him why and report to this office.

"Saving" the World

When you have learned that one life lived is greater than a thousand lives talked, you will have learned the best way to "save" the world.—O. E. Miller, Ph.D.

ence in Madison November 19. All sessions except the evening banquet are absolutely free. The business meeting of the Wisconsin Council of Agriculture will take place Wednesday morning, November 20.

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VOL. 13 NOVEMBER, 1940 No. 8

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Are You Going?

As noted elsewhere in this issue, The Wisconsin Council of Agriculture meets in Madison on November 19 and 20.

Your organization is a charter member of the Council and has had representation on the board since the organization was formed.

The Council is made up for the most part of substantial conservative farm organizations. It is not one of the so-called Hellraisers, but believes it can help its members most by sound constructive efforts. Organizations have obtained membership in the Council occasionally believing that their own selfish ends could be attained regardless of what happened to other members.

There is no room for that kind of people in a good farm group and they gradually eliminate themselves. Our members are urged to attend the meeting on November 19, for it will be worth while. Take the better half and a few neighbors and enjoy a day off.

Composite Price Higher

Due principally to the higher price of manufactured milk, the composite price is around five cents higher than in September. Manufactured price is up because of a higher price for butter; skim milk products averaging lower than last month. Extraordinarily high receipts at some dairies has held down the price. One dairy reports more milk received in October than in June

Thirty Cent Butter

Butter averaged \$29548 on the Chicago market for October. For the last four days of the month, the price was flat 30 cents and as this is written the price is still holding at 30 cents.

A dairyman who has had a watchful eye on dairy market prices for many years predicts that butter will soon go to 33 cents and then drop off a bit, due to consumer reaction, against a retail price that will get up close to 40 cents per pound.

At any rate, sales are fairly good now and while production is high, butter is moving out of storage in good volume.

Breed Publication

The Wisconsin Jersey Journal published by Wisconsin Jersey Cattle Club came to this desk in October. We note that Dr. A. F. Rheineck of Grafton and Parker Dow of Whitewater, are directors of the State Association. Both men are members of our organization.

Prices Up —

The American Way

(Borrowed Editorial)

Dairy farmers on November 1 learned that the federal-state marketing orders for the New York City market are working for their benefit when the price for class I milk advanced 20 cents per hundred-weight. At the same time the class II-A price went up 15 cents to \$1.95.

These increases come to farmers without any hullabaloo. They come as a result of amendments written into the order, and voted in by farmers, several months ago.

The higher prices begin at an appropriate time—just as farmers are swinging into their Winter feeding program. These prices will continue through November and December, maybe longer. That will depend upon the butter market.

The comforting thing to producers is that these higher prices come at a time when needed. They come in an entirely legal and orderly manner, and without strife, withholding of milk, highway battles or cracking of skulls.

This is the American Way.—The Dairyman's League News.

from the same farms. That dairy expects receipts to fall off somewhat in November.

Council of Agriculture

Neutral in Campaign

During the heat of the past election, political workers on both sides of the fence may have asserted that the Council of Agriculture favored or opposed certain political parties or their candidates. Positively, this is not true! The Council of Agriculture was designed to promote the interests of the farmers of this state and not to promote the interests of any political group. We have always approached basic, economic and social problems affecting the farmer in a spirit of impartiality without political consideration. The directors of the Council come from all major bona fide political parties. The Council of Agriculture follows issues, not men, and supports principles, not parties. The Council has always stood ready to advise with any civic occupational or political group on the basis of what the Council of Agriculture believes is to the general welfare of our people. In this political campaign, the Council maintained a neutral position.

Big Sales Campaign

Starts Soon

The \$250,000 dairy products advertising campaign will soon get under way, headquarters offices having been recently opened in Chicago by the American Dairy Association. Lord & Thomas, one of the largest advertising agencies in the country having been employed to engineer the job. Many leading newspapers and radio stations will be used in the key cities of the country for a schedule of about 33 weeks. Butter and cheese will be pushed in the eastern markets and milk, ice cream, butter and cheese will be promoted in other markets located in states from which contributions come.

Both the Journal and the Sentinel are listed as papers to be used, also stations WTMJ and WISN. Watch for this publicity for you are helping to pay for it.

New Publication

Dairy Farmers Digest is a 12-page paper published at Metuchen, New Jersey. "We tell 'Producers of New York, Vermont, New Jersey and Pennsylvania what is going on in the dairy industry and especially the New York milk shed,'" is the statement appearing at the top of page one. Very favorable to the Federal milk order, it would seem. Also has it in for communists.

October Prices

GRIDLEY DAIRY CO.

	Percent	Price
Fluid	43.78	\$2.40
Outdoor Relief	2.05	2.17
Cream	14.40	1.44
Manufactured	39.77	1.19
Composite Price		1.77

EMMER BROS. DAIRY

	Percent	Price
Fluid	55.82	\$2.40
Cream	11.93	1.44
Manufactured	32.25	1.19
Composite Price		1.89

SUNSHINE DAIRY CO.

	Percent	Price
Fluid	42.85	\$2.40
Outdoor Relief	1.78	2.17
Cream	13.31	1.44
Manufactured	42.06	1.19
Composite Price		1.76

FOX DAIRY CO.

	Percent	Price
Fluid	45.75	\$2.40
Outdoor Relief	.37	2.17
Cream	16.72	1.44
Manufactured	37.16	1.19
Composite Price		1.79

LAYTON PARK DAIRY

	Percent	Price
Fluid	49.21	\$2.40
Outdoor Relief	2.69	2.17
Cream	9.69	1.44
Manufactured	38.41	1.19
Composite Price		1.82

BLOCHOWIAK DAIRY

	Percent	Price
Fluid	50.69	\$2.40
Outdoor Relief	3.41	2.17
Cream	13.58	1.44
Manufactured	32.32	1.19
Composite Price		1.86

LUICK DAIRY CO.

	Percent	Price
Fluid	47.39	\$2.40
Outdoor Relief	2.54	2.17
Cream	13.97	1.44
Manufactured	36.10	1.19
Composite Price		1.82

GEHL'S GUERNSEY FARMS

	Percent	Price
Fluid	43.28	\$2.40
Outdoor Relief	1.76	2.17
Cream	12.36	1.44
Government Sales	5.38	1.44
Manufactured	37.22	1.19
Composite Price		1.77

"Nothing is ever gained by winning an argument and losing a customer."—C. F. Norton.

Laughter may not be convincing but it often sweeps the cobwebs from the brain.

Farmer:—Cows give more milk if you treat them with affection.

City Flapper:—A milkman will do the same thing and besides—who wants to kiss a cow!

* * *

Little Boy—My mother sent me to get a chicken.

Butcher—Do you want a pullet?

Little Boy—No thanks. I'll carry it.

Price Conference Will be Held on October 28

The Board of Directors held a conference with the milk distributors on October 28. Mr. Sears in charge of the Milk Control Division of the Department of Agriculture and Mr. Elmo Eke, an economist for the department, were present.

Conditions in the market were discussed at great length. The dealers said that roadside stands were cutting into sales in greater volume than ever before. Some people seem to be buying their entire supply from the stands while others go out on Sundays and bring in enough for several days, calling on the dealers for their need through the rest of the week.

Farm Bureau to Hold Convention at Monroe

The Wisconsin Farm Bureau Federation will hold its twenty-first annual convention November 13 and 14 at Turner Hall, Monroe, with Pres. H. C. Hemmingway, Janesville, calling the session to order.

According to the announcement of Secy. L. F. Roherty, an outstanding program has been arranged. On Wednesday, Frank White, president of the Minnesota Farm Bureau Federation, will discuss group hospitalization. Entries from five counties will compete in the women's speaking contest on the subject "Producer-Consumer Relations." Entertainment will be furnished by the Rock County Farm Bureau Women's Chorus and the Dane County Farm Bureau Mixed Chorus.

Speakers and their subjects for the dairy forum Thursday afternoon are: Lloyd S. Tenney, Chicago, manager of the Mercantile Exchange, "The Plan of an Open Public Market in the Merchandising of Butter and Dairy Products;" Wm. Hubert, Plymouth, president of the Wisconsin Co-operative Cheese Exchange, "Producers Relations to the Wisconsin Cheese Exchange;" H. D. Allebach, Chicago, Pure Milk Products Co-operative, "Value of the National Producers Committee of Evaporated Milk;" L. A. Markham, Janesville, Pure Milk Association, "Marketing Orders as They Affect Producers of Fluid Milk;" Don Anderson, University of Wisconsin economist, who will make the final summary.

V. B. Hamilton, secretary, Iowa Farm Bureau Federation, will be the guest speaker at the banquet session Thursday evening.

Wisconsin State Fair To be Held August 16-24

The 1941 Wisconsin State Fair will be held August 16 to 24 it was announced recently by Ralph E. Ammon, director of the State Department of Agriculture and manager of the Wisconsin State Fair.

Tentative plans for 1941 assure the Wisconsin State Fair of its finest racing program in history. Auto races will be held Sunday, Thursday and Sunday. Application is being made for three days of Grand Circuit harness races and two days of harness races for Wisconsin horses. In addition, there will be a new race feature, midget autos, and two days of thrill shows.

In preparing the daily program Children's Day was moved up to the opening Saturday, and Youth Day to the first Monday of the fair. Other special days at the fair include: The first Sunday, Wisconsin Day; Tuesday, Legion Day; Wednesday, Governor's Day; Thursday, Milwaukee Day; Friday, Dairy Day; Saturday, Thrill Day; and Sunday, A.A.A. National Championship.

Cheese Market Quiet Prices and Market Steady

The American cheese assembling picture held little of feature during the past week at Wisconsin primary assembling points. Prices remained unchanged following a week of quiet but regular trade. Principal demand during the period under review was on large styles in open market trade although small styles enjoyed a relatively good movement. Warehouse receipts were of usual seasonal proportion and showed a decrease of 168,572 pounds or 3.30 percent from the previous week. In comparison with last year there was an increase of 544,182 pounds or 12.39 percent. Total stocks decreased 727,373 pounds during the week making the apparent trade output 5,662,444 pounds in comparison with 5,647,106 pounds the previous week and 4,342,186 pounds last year. Production conditions continue favorable for the manufacture of cheese based on the current factors of both milk flow and price.—United States Department of Agriculture, Agricultural Marketing Service.

Judge: "Now, sir, you may if you wish, challenge any member of the jury."

Prisoner: "Well, I'm not in very good condition, but I believe I can lick that little guy in the end seat."

Other Markets

"The Milk Producer," Peoria, Illinois, states that 70 percent of the milk received was sold as compliance milk (complied with Health Department rules) and \$1.61 per cwt. was paid for 3.5 percent test F.O.B. Peoria.

The New York September blended price was \$1.92 cents as reported by the Metropolitan Milk Producers News in the near in zone which is 201 to 210 miles from New York. The same paper says that the C.I.O. and Dairy Farmers Union are endeavoring to stir up strife.

Name Wilson Milk Market Administrator

Washington, D. C.—William A. Wilson of South Bend, Ind., was appointed market administrator for the LaPorte County, Ind., milk marketing program recently.

Six Day Milk Delivery Runs Into Union Snag

In an attempt to reduce distribution costs, several milk dealers in Kansas City inaugurated "six-day delivery." Under this plan deliveries are not made on Sundays, which virtually eliminates the necessity for relief route men and, of course, permits every routeman to have Sundays off.

This new plan met with immediate opposition by the local labor union. The Milk Drivers and Dairy Employees Union No. 207 voted 304 to 35 against the six-day system. The Union's opposition is apparently based upon the fact that the relief routemen would be eliminated and that it would not be feasible for employees to make up time lost through sickness by substitution.

—Sanitary Milk Bulletin.

CHICAGO MARKET

The Rightwood Dairy has just won a suit against the government and its Federal milk marketing order.

This company felt that it did not have to comply with the terms of the Federal Agreement and the Judge agreed. The case will probably go to the Supreme Court since there would, no doubt, be other concerns who would try to get out under regulations if the Rightwood Dairy can disregard the requirements of the Federal Agreement.

Chicago Price Hike Starts Trouble

The advance in retail milk prices in Chicago started Federal Assistant Attorney General Arnold on the warpath again.

Price of store milk went from 8½ to 9½ cents on October 1, home delivered milk 13 cents per quart and gallons at 44 cents.

This happened about two weeks after the Federal Government dropped its case of conspiracy against producers, dealers, labor and the Health Department, after the various parties had signed a consent decree to behave in the future.

Mr. Arnold seems to think that the decree has been violated by the action taken to raise prices. Just one thing after another it seems.

The blended Chicago price for September was \$1.76 within the 70 mile zone, the Class 1 price was \$1.989 since production per farm did not seem to take the high trend that we have in the Milwaukee market.

Canned Milk Demand Good

The U. S. Department of Agriculture, Agricultural Marketing Service, reports that the estimated supply of evaporated milk in wholesale grocers' hands amounted to a 38 day supply as compared to a 45 day supply reported at the end of the corresponding quarter of last year or September 30, 1939.

With production unseasonably heavy, this rather light holding would indicate that evaporated milk is moving at a good rate. Heavy exports of canned milk and government purchases for army camps may be the chief reason for light storage. Perhaps the condenseries will pay some premium over the code price if the demand for canned milk keeps up.

The machinist had a finger cut off with a circular saw. Following the accident, the safety committees made an investigation of the affair right on the spot. They were all gathered around the saw, and the safety supervisor started the proceedings by asking the victim to explain exactly how it happened. "Well," he said, "to tell the truth, I can't tell you much about it. I was just standing here, and I put my hand up like this, and . . . shucks, there goes another one."—Co-operative Digest.

Definition of a Good American

A good Samaritan and a good American—these two phrases sound singularly alike and perhaps the small boy who confused them was more nearly wise than mistaken when he used the second in place of the first. The following story was told by Rev. Roscoe Graham in the Goodwill Industries chapel one morning.

A little boy came home from Sunday School and said, "Gee, mom, I heard a swell story in Sunday School. It was about a man who was attacked by a bunch of bandits and thrown into the gutter. A preacher came along and looked at him, but didn't do anything. Another man came along, but he didn't do anything either. Then along came a third man who helped him up, bound up his wounds and took him into the Hotel Schroeder. That man was a good American."—Goodwill Journal.

Smaller Turkeys

The turkey, which formerly spelled Thanksgiving feast, has come to be used for dinners all the year around.

When turkeys were needed for holiday dinners in the earlier days, hunters went out in the woods to shoot the wild birds. Then farmers began to raise turkeys, the larger the better. Now families are not so large and most people have neither stoves nor pans large enough to cook the old-time 50 pound bird. So the turkey is being "streamlined."

The new turkeys are being raised in a few localities and will weigh about 15 pounds when full-grown. They will have no beautiful fan with which to strut about nor will one have a different appearance from the other, since they will all be the same white in color.

The turkey is just one of the many animals which man has changed to fit his own needs. Most of the animals which were once wild are now man's friends and serve his many needs.—Eastern Milk Producer.

FOR SALE

Bulk, soft Pine Shavings. Wonderful bedding for cattle. Also Ohio hay bales in good condition, 6 new blocks.

E. J. GENGLER
Hilltop 1826 Brown Deer Road

The Dollar and the Cent

(Author Unknown)

A big silver dollar and a little brown cent,
Rolling along together they went,
Rolling along the smooth sidewalk.
When the dollar remarked — for the dollar can talk:
"You poor little cent, you cheap little mite,
I'm bigger and more than twice as bright;
I'm worth more than you a hundred fold,
And written on me in letters bold
Is the motto drawn from the pious creed,
'In God We Trust,' which all can read."
"Yes, I know," said the cent,
"I'm a cheap little mite, and I know
I'm not big, nor good, nor bright.
"And yet," said the cent, with a meek little sigh,
"You don't go to church as often as I."

Pure Milk Products

Holds Good Meeting

Pure Milk Products Co-operative, farmers' service organization in the condensery districts held its Eleventh Annual Meeting at Ft. Atkinson on October 29.

This organization has recently tied up with Chicago Grade A which is an organization of producers, shipping milk to the Chicago market. Together these organizations employ a joint manager, Mr. L. K. Wallace.

Pure Milk Products has many locals throughout the state and is probably in better position in regard to number of members than it has been at any time since organization.

The following locals were represented by directors at the Ft. Atkinson meeting: Adell, Belleville, Berlin, Chilton, Clintonville, Junction City, Lodi, Merrill, Middleton, New London, Nichols, Palmyra, Valders, Walworth, Weyauwega, White-water, Sharon, Fond du Lac, Ft. Atkinson, Beaver Dam, Columbus, Wittenberg, Hartford, Hilbert and Slinger.

The Treasurer's report contained the following statement: "Never before in the history of the organization have we been able to present such a satisfying accounting of the financial position of the association as we do today. For the year our income has exceeded our disbursements by \$13,993.78.

State Issues

Vaccination Permits

About 150 permits have been issued throughout the state since the 1939 legislature enacted the law requiring that permits be secured before calves can be vaccinated against Bang's disease, it is reported by the Livestock Sanitation Division of the State Department of Agriculture.

In a new bulletin published by the United States Department of Agriculture, titled "Benefits of Eradicating Bang's Disease," no mention is made of calfhood vaccination, a much discussed question among Wisconsin farmers. Dr. V. S. Larson, state livestock sanitation chief, points to this fact as evidence that vaccination is not yet a recognized method of control. The federal government has been experimenting with vaccination for many years.

"Vaccination might be used as a supplement to the present sanitation program for Bang's disease, but only in herds classed as problem herds," declares Dr. Larson. "By vaccinating all negative calves under eight months of age we can look forward to these animals as replacements in the herd, avoiding the possibility of bringing in outside susceptible cattle that might perpetuate the disease in the herd."

The State Department of Agriculture is following the practice of issuing vaccination permits to herds where there is evidence of active infection, or where some of the cows react to the test even without actual abortions. Permits have been granted under the state-federal testing program where tests continue to disclose new reactors.

"Some states discriminate against the importation of cattle that have been vaccinated as calves regardless of whether or not they are reactors to blood test," Dr. Larson continues. "However, Wisconsin only requires cattle to be negative at the time of importation and never raises the question of previous vaccination."

There is an idea abroad among moral people that they should make their neighbors good. One person I have to make good: myself. But my duty to my neighbor is much more nearly expressed by saying that I have to make him happy if I may.

—R. L. Stevenson.

November Big Convention Month

Heading the list of conventions holding forth in Milwaukee this month is the Wisconsin Educational Association with 14,000 people. Other conventions scheduled for the first half of November are:

- Nov. 2-3—Council of Jewish Federations and Welfare Funds, west central states regional conference.
- Nov. 5—District conference of the ladies auxiliary of the United States Spanish-American War Veterans.
- Nov. 7-8—Wisconsin State Teachers Conference of the Wisconsin Synod.
- Nov. 7-9—South Wisconsin District Teachers Convention of the Wisconsin Lutheran Synod.
- Nov. 7-9—Luther League of Wisconsin.
- Nov. 11-12—Wisconsin Canners Association.
- Nov. 11-12—Wisconsin Utilities Association, Electric Section, Commercial-Technical Divisions.
- Nov. 13-14—Wisconsin and Upper Michigan Florists Association.
- Nov. 13-16—Wisconsin Consistory Ancient and Accepted Scottish Rite of Freemasonry.
- Nov. 15-16—Dental Alumni Association of Marquette University.
- Nov. 17-18—Milwaukee Archdiocesan Council of Catholic Women.
- Nov. 18—Association of Presidents and Deans of Wisconsin Colleges.
- Nov. 22-23—Wisconsin Business Schools Association.
- Nov. 15-16—Wisconsin Federated Humane Societies.

When a plow is rusty, rub slightly with steel wool and cover with paste made of lye and water. Let this stand for half an hour and then start plowing. The rust will wear off and the plow will be bright.

—National Live Stock Producer.

If you put the head of your hammer on the handle when both are hot, you will have less trouble with the head flying off. When hot the iron expands and wood shrinks, and after they have cooled they make a much tighter fit.

More grass and live stock will not solve all the country's agricultural, social and economic ills, but more grass intelligently utilized in a great variety of systems of live stock farming will aid materially in coping with some of agriculture's most perplexing problems.

Mr. Fletcher Says: . . .

As stated in the last issue of our paper this column is conducted by me and any expressions contained therein are my own. Many articles are discussed by the board or by members of the executive committee, but the articles are my expression of different angles of the milk business as I see them.

These articles may not always be orthodox. They may at times appear to be too direct, but they are, I hope, angles of the milk business that in my judgment you may be interested in.

There has never been any favoritism shown in this column, I have written of angles that I thought affected your market but remember the articles have always been my own.

A survey of market conditions, as far as production and sales are concerned, show a rather interesting picture. Milk production has been steadily on the increase. The last week in October shows the production to be about 20 pounds per farm per day over last year. This is equivalent to about 60,000 pounds daily increase for the market as a whole. Part of this has been caused by the late fall with very good pasturage. This may and probably will change some when the cattle get in the barns, but indications are for very high production for the winter months.

On the other hand, a check up with the various dairies shows a slight reduction in sales compared to last year. For the market as a whole, it is not much but seems to be equivalent to about 10,000 pounds of milk daily. This may, and we sincerely hope it will, change for the better with increased employment. However, with an advancing butter market, it is to be hoped that milk markets as a whole will be comparatively good this winter.

The eyes of dairymen everywhere are focused on the big campaign now under way to inform the consumers of the nation relative to the superior food and health values of milk and milk products. They have faith in the wisdom and integrity of the men who are guiding the campaign, and we have been assured that these men will leave nothing undone to keep that faith. The program includes keeping the financial supporters of the movement fully

S.M.A. to Accept Dry Skim Milk From D.P.M.A. for Relief Purposes

The Department of Agriculture announced that the Surplus Marketing Administration will receive 2,360,000 pounds of dry skim milk from the Dairy Products Marketing Association, Inc., for donation to state welfare agencies for relief distribution.

The dry skim milk was purchased by the D.P.M.A. with reserve funds resulting from the butter stabilization program during the last two years. The butter program provides that any net proceeds from resales of butter after retiring loans may be used to buy dairy products for relief distribution. The D.P.M.A., a nonprofit organization of regional dairy co-operatives, was formed in 1938 to help stabilize dairy products market through purchase, storage, and resale operations carried out with Commodity Credit Corporation loans.

D.P.M.A. invited dry skim milk manufacturers and handlers to submit bids up to October 31. The purchases were made on the basis of competitive bids and under the direction of the Department of Agriculture, in accordance with the usual S.M.A. procedure, and subject to Agricultural Marketing Service grade and weight certificates and minimum quality requirements established by the American Dry Milk Institute.

D.P.M.A. will give S.M.A. title to the dry skim milk at the point of purchase, and S.M.A. will donate the product in bulk, with containers for packaging it, to state welfare agencies for relief distribution.

Q. What did the ocean say to the sky?

A. Nothing, just waved.

Women are wiser than men because they know less and understand more.—Stephens.

The world is a looking-glass, and gives back to every man the reflection of his own face. Frown at it, and it in turn will look sourly upon you; laugh at it and with it, and it is a jolly, kind companion.

—Thackeray.

informed regarding expenditures and results gained.—National Butter and Cheese Journal.

No Choice Left

Freedom is dead in Denmark.

Since the occupation of the world's outstanding co-operative dairy country last April, the most stringent measures have been taken to regiment the production of butter and cheese. The Danish dairyman no longer has a choice.

Within each six-mile radius one creamery has been appointed to receive all the milk produced in the vicinity. The others have been forced to quit.

In Denmark the price of milk no longer fluctuates. It is fixed by decree. Payment is made in script money. It is good only at such a discount as the merchant is willing to accept.

Denmark has been responsible for many improvements in dairying methods. But it no longer has any incentive to continue that improvement.

Yes, freedom is dead in Denmark.

(The above article is a reprint from the D. P. M. A. News, October, 1940, issue.)

Milk Shortage Problem

Dayton, Ohio.

The milk shortage problem is with us again. For the past several years producers supplying the Dayton market have not produced a sufficient quantity of milk to meet the market requirements during the Fall and Winter months. As a result it is necessary to go outside of the market to purchase additional milk at a higher price. The purchases of this outside milk amounts to a considerable number of dollars each month. This money would be available to increase the amount of your milk check if you produced the required volume of milk.

In the month of September the milk shortage was four percent of the total milk produced. This is not a high percent in relation to the total milk supply; however, every quart of milk purchased outside of the market takes the place of a quart of milk going to a bottle milk customer. Actually then producers outside of the market are getting the advantage of the bottle milk price for all of the milk that the market is short, this being the amount that our producers fail to furnish.—Miami Valley Co-op Dairyman.

FIERCE as a LION

When Attacking Milk Fat and Dirt on Dairy Farm Utensils



Gentle as a Lamb
To the Hands and Utensils



NEW IMPROVED

DUMORE

Leaves No Film or Scale



Here's the first step to quality milk. Clean utensils with the new IMPROVED DUMORE, the cleanser that's made to order for dairy farm utensils. Economical to use . . . rinses quickly, freely. P.S.—Just before milking, disinfect utensils with DIVERSOL.

Order from Your Dairy Plant

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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. DeLaval 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. 37-L Racine, Wis.

Co-operation in the World

According to a report published by the "Co-operative Project" of New York City, there are 810,512 co-operative organizations or societies of all types in the world, of which 449,040 are classified as agricultural co-operatives or societies. These agricultural organizations have about 65 million members.

Bringing this broad picture down to the dairymen's language, the same report indicates that out of the 449,040 agricultural co-operatives, there are 29,627 associations in the world whose primary business is the handling of dairy products. Records were not available on all of these dairy co-operatives, but the 27,480 associations that reported had 3,918,226 members and did a volume of business of \$2,079,300,000 in 1937.

We hear a lot about the percent of the world's gold and other resources the United States has, but little is known about her "share" of the world's dairy co-operatives. According to this report by the "Co-operative Project" the United States has about eight percent of the dairy co-operatives by number, but about 17 percent of the membership and about 37 percent of the total volume of business of the world's dairy co-operatives. It is of interest to note that in the European countries that have recently succumbed to the German "Blitzkrieg," there are about 6,800 agricultural cooperatives handling dairy products with a total membership of about one and one-half million farmers.

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Eat More Cheese

"A pound of cheese for every family in Outagamie County" has been set as the goal in a dairy sales drive to be conducted by business men of Appleton, Kaukauna and Little Chute, October 17, 18 and 19 to emphasize the high quality of dairy products manufactured under the state's quality improvement program.

The drive is being sponsored with the co-operation of the state department of agriculture, which will furnish the businessmen with dairy product display materials, overseas caps advertising Wisconsin natural cheese, and "Eat More Cheese" buttons. Dairy products awards will be made for the best window displays.

Civics clubs will actively promote sales in general but particularly among their members, while educational programs stressing the health and economic benefits of dairy products to Outagamie County will be conducted in all schools in the county.

It is proposed to make the dairy sales drive the forerunner of an annual Fall dairy festival for Outagamie County.

MR. DAIRYMAN!

The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

The price is right. 5 can tank \$57.50 f.o.b. West Allis. Larger sizes range in price accordingly.

Our insulated milk house and cooling tanks were used by the State during the entire fair, and won the approval of State, Dairies, and field men without question.

Write us for prices when in need of a new milk house, as they are priced to suit any producer. Made in all sizes.

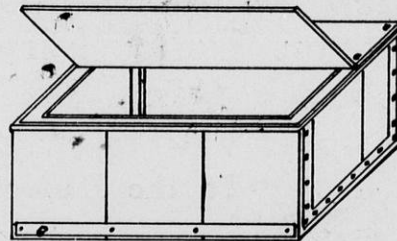
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If in need of a clipper see us first. We sell and service the Stewart and Andis Clippers. Trade in allowance on your old clipper.

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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.

COWS

100 Selected Holstein and Guernsey Bangs and TB tested close springers and fresh cows on farm to select from. Located 2 miles West of Jefferson on County Farm Road. Horses and Mules for sale.

KEATING BROTHERS

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

ARTHUR HALL
THIENSVILLE WISCONSIN

MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

DECEMBER, 1940

Number 9

What Price Milk

Keeping in touch with other major fluid milk markets and noting that butter and cheese prices were trending upward very fast, your Board of Directors decided that the time had come for an increase in the price of milk.

This discussion was further strengthened by the public's acceptance of a higher price for butter and cheese as evidenced by a good consumptive demand. Industry was hiring more people every day which meant that much more money was in circulation. Of course, the roadside stands were still drawing the customers who hunt so-called bargains. Production was still rather high. Weighing all of these factors pro and con, the Directors had informal

discussions among themselves and decided that when the November 26 meeting was held, to ask the dealers for an increase in price. This was done. The Board wanted \$2.70 but the dealers said rather than pay that, they preferred to pay \$2.40 and sell at 11 cents. They also said that there were some items, one-half pints being one, that could not be raised without loss of business to schools and restaurants.

They also cited the four cents differential per point fat as being an added cost. A price of \$2.63 per hundred for 3.5 percent milk was finally agreed on to take effect when and if the Department of Agriculture would order it. All members of the Board present were in agreement on this issue.

Milk Hearing Scheduled

The Department of Agriculture has scheduled a hearing on milk prices in the Milwaukee metropolitan area for Friday, December 13. This hearing is being held as a result of a request for higher prices to the producers by your Board of Directors and also by request of the milk dealers for a higher resale price.

In all probability an upward change will be ordered for the trend is towards higher prices for all commodities. If this raise is granted, the producers should not consider it as an invitation or reason for putting on more cows, or doing other things to increase production. An increase in production would only mean more milk to go into the lower priced manufactured class, with the result that the composite price would be dragged down possibly to as low a price as we now have, with the fluid milk at \$2.40.

There is some possibility of the consumers buying less milk because of the raise in price. If there is a great deal of wrangling about this

raise in price from the producers' angle, certainly consumers will very likely get the idea that there is something radically wrong with the fluid milk industry and come to the conclusion that they should buy their dairy needs in some other form. This, of course, would be unfortunate for the producers.

Bootlegger Arrested

The Milwaukee Health Department brought a court case against a lady who was bringing milk in obtained, she said, from Kewaskum Creamery. Some 15 ten gallon cans of milk were found on the premises.

The milk was being put in gallon jugs or bottles and sold out of a store out on Fond du Lac Ave. Analysis showed that the milk was not properly pasteurized, if pasteurized at all. The place was in an unsanitary condition, according to the complaint and no license had been issued by the city to deal in milk. Judge Neelan imposed a fine of \$25.00 and costs.

Milwaukee County Mid-Winter Fair

Milwaukee County, to most people, is considered as an urban community. What with the metropolis of the state, and a number of good sized cities and villages, it would seem that there wasn't much left for agriculture in the county.

Nevertheless, the farmers get-together at their mid-winter fair, held at the Greenfield Town Hall each year, and put on a nice show. The one held December 4, 5 and 6, was no exception to the rule.

The exhibits, while not extraordinarily large, were of high quality. It is evident that you have got to have good stuff if you want to win at that fair.

A real county spirit prevails among these farm families. They are all acquainted and all deeply interested in what their friends and neighbors are producing. A keen, friendly rivalry is shown throughout.

Good entertainment and instructive lectures help make this fair an outstanding success. The people who put it on and make it a success are the real outstanding farm families of the county.

Resolutions Committee Named at Jan. Meeting

At the annual meeting held on January 24, 1939, a resolution was adopted requiring the naming of a resolution committee 60 days prior to the annual meeting, and that all resolutions be sent to the office of the Secretary of the Co-operative, 30 days before the annual meeting.

Resolutions submitted to be published in the last issue of the Milwaukee Milk Producer prior to the annual meeting.

Mr. Hartung has appointed the following committee: William Weber, Merton; Paul Bast, Jackson; Ray Blank, Grafton, and Clarence Maerzke, Union Grove. Resolutions should be mailed to this office in care of the Resolution Committee for its study and recommendation.

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

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

Phone Marq. 4432 MILWAUKEE, WIS.

VOL. 13 DECEMBER, 1940 No. 9

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Subscription \$1.00 Per Year

Something Fine

Wisconsin Department of Agriculture Bulletin No. 220 for January, 1941, has just come in. This bulletin aside from being a work of art, contains many facts about the state that most of us are not familiar with.

To quote from the Foreward appearing on Page 2:

Wisconsin's National Rank in Agriculture

According to the Wisconsin Crop Reporting Service, the state holds these leading ranks in the nation's agriculture.

First:

- In milk production.
- In the number of silos.
- In the number of milk cows.
- Tame hay production.
- Peas for canning.

All cheese (about half of the nation's total output in 1938).
Casein production (about 35 percent of the United States total).
Condensery products (about 27 percent of the nation's total).

Second:

- Alfalfa acreage.
- Beets for canning.
- Cucumbers for pickles.
- Late cabbage production.
- Cranberry production.

Third:

- Creamery butter production.
- Snap beans for manufacture.

Fourth:

- Oat production.
- Alsike clover seed production.

Differential Now Four Cents

Differential per point butterfat for November is four cents, up or down from 3.5 percent. This is brought about because our agreement with the dealers states that when butter averages below 30 cents for the month, differential per point fat shall be three cents, while an average over 30 cents or up to 40 cents is four cents.

Since milk as it is received by most companies now averages about 3.90 percent, the change in differential has a material affect on the price. The producer whose milk averages less than 3.5 percent is, of course, somewhat harder hit than under the other arrangement, but such producers are in the minority at this period of the year.

Cheesemakers Want Dairy Department

The Wisconsin Cheesemakers Association at its recent annual meeting in Sheboygan advocated the establishment of a state dairy department outside of the department of agriculture. The proposed department would have exclusive jurisdiction of the state dairy industry.

Looks as though the cheesemakers don't like the way the department of agriculture supervises the cheese industry. Perhaps more attention to sanitation in the cheese plants and a more rigid inspection of milk at the receiving door by the cheesemakers would make for a better product and do away with the need of having frequent inspections of cheese factories by the department of agriculture. Also fewer cheesemakers would be in trouble.

Veteran Milk Man Returns to Chicago Board

Mr. John P. Case of Naperville, Illinois, one of the signers of the original articles of incorporation for the Pure Milk Association, has returned to the board of directors of that association.

Mr. Case was unanimously recommended by the delegates from his district to fill the unexpired term of John Theis who has been director from Mr. Case's district since 1938. Mr. Case formerly served eight years as a director, two years as treasurer, two years as president and one year as manager of the Pure Milk Association of Chicago.

Milk Cans Injured by Stirring Rods

A recent check on cans in several dairies showed considerable damage to cans caused by stirring rods being banged and scraped on the bottom and sides of cans. It seems that some producers think that it is necessary to drop the stirrer to the bottom of the can and also to pull it up the side of the can to do a good job of cooling. The reason for stirring milk is to hasten cooling and if the milk is stirred just enough to move the warm center to the outside of the can the purpose is served. Many new cans were found badly scratched right through the tin. Of course, such cans will develop rust spots and as a result will have to be retinned or discarded as unsanitary. That's costly and can be avoided by a little care and by using less energy in stirring.

Manufactured Price

The manufactured price for the month of November is \$1.31, or 12 cents higher than October, due almost entirely to a raise in the price of butter. Butter averaged \$.3230 as against \$.2954 in October. Skim milk products showed a very slight upward trend but nothing to get excited about. Butter ended the month at \$.3375 after starting out at \$.30 and the market at this time looks extremely healthful.

Milk Drivers Threaten Strike in Cleveland

Organized milk wagon drivers threaten to strike at Cleveland, Ohio, if their wages are not raised about \$20.00 per month. They now get a guaranteed wage of \$140 per month and commissions on collections.

You May Now Get "Milk Drunk"

Chemists have developed sherry and sauterne wines from whey. Wonder if "the foster mother of the world" approves.

Leaning over a roadside fence, the hiker watched an old man working in a garden.

"Which weeds are easiest to kill?" he asked.

"Widow's weeds," said the old man.

"Why?"

"You only need to say, 'Wilt thou' to them, and they wilt."

October Prices

GRIDLEY DAIRY CO.

	Percent	Price
Fluid	46.99	\$2.40
Outdoor Relief	2.04	2.17
Cream	16.94	1.56
Manufactured	34.03	1.31
Composite price		1.88

EMMER BROS. DAIRY

	Percent	Price
Fluid	64.89	\$2.40
Cream	14.08	1.56
Manufactured	21.03	1.31
Composite price		2.05

SUNSHINE DAIRY CO.

	Percent	Price
Fluid	49.63	\$2.40
Outdoor Relief	2.12	2.17
Cream	16.80	1.56
Manufactured	31.45	1.31
Composite price		1.91

FOX DAIRY CO.

	Percent	Price
Fluid	49.01	\$2.40
Outdoor Relief42	2.17
Cream	18.78	1.56
Manufactured	31.79	1.31
Composite price		1.90

LAYTON PARK DAIRY

	Percent	Price
Fluid	51.63	\$2.40
Outdoor Relief	2.64	2.17
Cream	12.20	1.56
Manufactured	33.53	1.31
Composite price		1.91

BLOCHOWIAK DAIRY

	Percent	Price
Fluid	53.51	\$2.40
Outdoor Relief	3.54	2.17
Cream	16.96	1.56
Manufactured	25.99	1.31
Composite price		1.95

LUICK DAIRY CO.

	Percent	Price
Fluid	50.88	\$2.40
Outdoor Relief	2.69	2.17
Cream	16.81	1.56
Manufactured	29.62	1.31
Composite price		1.92

GEHL'S GUERNSEY FARMS

	Percent	Price
Fluid	47.66	\$2.40
Outdoor Relief	2.01	2.17
Cream	15.60	1.56
Government Sales	6.25	1.56
Manufactured	28.48	1.31
Composite price		1.90

Council Holds Good Meeting

The Wisconsin Council of Agriculture held its annual Farmers Get-Together on November 19 at Madison, with a good crowd present. President William Hutter opened the meeting with a straight from the shoulder talk given as only Bill Hutter can hand it out. He was followed by Phil Grau, radio news commentator, who gave a very clear analysis of the labor relations law commonly entitled The Employment Peace Act. Mr. Grau pointed out that in sponsoring this legislation, the Council of Agriculture had no thought of being antagonistic to or

(Continued on page 4)

Holstein Breeders Plan Golden Anniversary

The Holstein-Friesian Association of Wisconsin plans to hold its 50th annual meeting at Hotel Manitowoc, Manitowoc on Monday, December 16, 1940.

The Wisconsin Holstein Association is the first state Holstein breeders association to plan a golden anniversary and a big meeting is planned for that occasion. The program follows:

GOLDEN ANNIVERSARY Annual Meeting the Holstein-Friesian Association of Wisconsin

Monday, December 16, 1940
Hotel Manitowoc

- 9:00 a. m. Registration — Hotel Manitowoc
- 10:00 a. m. Welcome—Mayor Martin Jeorgenson
Address—President Harry Hill
Treasurer's Report—John Wuethrich
Report of County Secretaries—Robert Geiger, Fieldman, Holstein-Friesian Association of America
- Report of Committees
- 11:00 a. m. Milk Control Regulations—Charles Dineen, Secretary, Milwaukee Co-operative Milk Producers Association.

Noon—Luncheon

- 1:00 p. m. National Association Affairs—A. C. Oosterhuis, President, Holstein-Friesian Association of America
- 1:45 p. m. Accomplishments of the Holstein Cow—Glen Householdler, Extension Director, Holstein-Friesian Association of America.
- 2:30 p. m. The Herd Test—Tom Webster, Herd Manager, Northern State Hospital; Leonard Seybold, Forest Junction
Herd Classification—R. J. Schaefer, Appleton
Progressive Breeder Registry—E. M. Clark, Fieldman, Holstein-Friesian Association of America
- 3:30 p. m. Tour of City of Manitowoc and Inspection of County Farm—conducted by Reuben Madenwald, Superintendent
- 6:30 p. m. Banquet — Address — Governor Harold E. Stassen, Minnesota
Tuesday, December 17, 1940
- 9:00 a. m. 4-H Holstein Bulls — John Last, Chairman, Calf Club Committee; R. V. Hurley, Dane County Agricultural Agent
- 4-H Demonstration—Gerald Baker, Waukesha
- 9:45 a. m. Bull Associations — R. W. Stumbo, Fieldman, Wisconsin Dairyman's Association

10:30 a. m. Modern Developments in Breeding Dairy Cattle—Dr. E. E. Heizer, Chairman, Dairy Husbandry Department, University of Wisconsin

11:15 a. m. Physiology of Milk Secretion—Dr. W. E. Petersen, University of Minnesota

Noon

- Business Session
- Reading of Minutes—Secretary
- Reports of Special Committees
- Nominating Committee
- Auditing Committee
- Resolution Committee
- Election of Four Directors
- Meeting of Board of Directors
- Election of Officers and other business

"The Purebred" — A New Publication

Growing consciousness that the purebred in every branch of the livestock industry offers the greatest hope for the future demand for greater efficiency in production is again manifested when Lloyd Burlingham, radio farm program originator, lecturer on agricultural subjects, distinguished writer, and for many years the guiding genius of the National Dairy Show, announces that beginning with the December issue a brand new farm publication THE PUREBRED will be published under his editorship.

The new publication will appear in the popular "digest" form—a news service illustrated with pictures which tell the story of what is going on in the world of purebred livestock, beef, horses, dairy, hogs, and sheep. It will "digest" current livestock literature and summaries of sales, shows, and experimental work involving purebred livestock of all breeds. The first issue of THE PUREBRED will feature a report of the 1940 International Livestock Exposition and will carry a picture of the Grand Champion Steer on the cover page.—Wisconsin Holstein-Friesian News.

Federal Order Goes in New Market

Beginning December 1, the milk market of Shreveport, Louisiana, will go under Federal regulation. Issuance of this Federal order is also accompanied by a complementary state order issued under the State Milk Control laws of the state.

The order provides for class prices under an individual handler pool arrangement. Classes established are: Class I, fluid milk; Class II,

(Continued on page 4)

Council Holds

Good Meeting

(Continued from page 3)

ganized labor and Mr. Grau showed very clearly that the working of the act entailed no hardship on organized labor, that in fact there was less strife and labor disputes since this law was enacted. Mr. Grau's talk was well received and closely followed.

Adjutant General Ralph Immell held the crowd in rapt attention, while he discussed defense measures in this country and military policies abroad. General Immell said that we have no business over there and that we should give Britain such munition as we could spare until we had our own defense resources built up so that we could defend ourselves against anyone who would attack us. General Immell also criticized the lack of dairy products in the army ration and suggested that the Council appeal to congress for an increase in present allotment of dairy products, for men in the army. He said that at present there is only 6½ cents a day per man for dairy products in the army.

General Immell said that the present war is a war of commercial plunder, led by men who have one thought in mind, redistribution of the world's productive resources, without knowing what the ultimate result will be.

C. N. Wilson of the Wisconsin Department of Agriculture discussed the licensing and bonding law by the last legislature which requires butter and cheesemakers to guarantee payments to the farmers. Mr. Wilson said that while it could not be enforced 100 percent, he would say that it was a great help to farmers.

L. A. Wheeler, director of the office of foreign agricultural relations, United States Department of Agriculture, talked on the prospects for farm prices in the present world conditions. He said that purchasing power of the European countries will be very low for a long time and governmental restrictive controls of exports and imports will continue.

Mr. Wheeler expressed the opinion that United States, Argentina and Canada will have to reduce their production of stable commodities, and suggests that land which has been producing these surplus products might be changed to dairying. He saw one ray of light in the picture for dairyman, for he said the industrial expansion which would follow the defense program will make a market for many Wisconsin products which in other days were exported.

John Brandt, president of the Land O' Lakes Creameries, held the close attention of the entire audience during his talk. He emphasized the fact that the people must come to understand that they must work hard to make us a prosperous and happy nation. He said that when the European War was over, production will go on a slave labor basis which will make it very hard for us to compete with our short hours and high wages.

Referring to the late presidential campaign he said that never before was there so much talk during election with so little said. He said that he was not too much surprised and not too much disappointed at the result of the election. He also said that shortening of the labor week from 48 to 40 hours meant that longer hours had to be worked on the farm in order to get enough to buy the products which are produced by shorter hours worked in the city.

The banquet held in the Crystal Ballroom of the Hotel Loraine, Madison, on Tuesday evening was well attended. A county agent led the community singing and did a right good job. Dr. Deadman entertained with Paul Bunyan stories and had the banqueters rolling on their chairs. Several other entertainers helped make the evening enjoyable.

Dean Christensen was then introduced by Milo K. Swanton, toastmaster.

The dean introduced A. J. Glover who was the chief speaker of the evening. Mr. Glover told the farmers that co-operative movements should not be used for purely selfish purposes. He said that co-operatives should strive to improve quality and service and induce people to consume more farm products at prices consumers were willing to pay. He suggested that if more thought was given to a program of that kind, it would be more profitable than having farmers going to Washington to attempt to get laws passed, setting the price on farm products. He suggested that it would be a mistake for farm organizations to copy the tactics of some labor organizations who try to attain their ends regardless of other people's rights.

Herman Ihde, former president of the Council for many years and now chairman of the State Board of Agriculture, said that farmers would do well to support the council of agriculture. Particularly in legislative matters.

At the delegates meeting on November 20, a resolution was passed which requested the government to

include more dairy products in the soldiers' diet for the reason that health could be maintained thereby.

The delegates also favored opposing daylight saving or any attempt to change the state law on that subject.

Another resolution stated that an educational campaign for the improvement of dairy products on farms as well as in processing plants is necessary if we are to have better quality of dairy products.

New farm short course buildings for housing students was also asked for.

Dairy promotion through advertising was sanctioned in another resolution. New dairy laboratory for the University of Wisconsin was also asked for in the resolution.

Federal Order Goes in New Market

(Continued from page 3)

fluid cream; Class III, ice cream; and Class IV, all other uses. A relief milk class is also provided at \$2.00 per hundredweight or \$4.45 under the regular Class I price, to apply to milk sold to low income groups if and when such a program is undertaken.

This order will be administered by Howard G. Eisman, the present administrator of the New Orleans market. Mr. Eisman, who has been administrator of the New Orleans order since October 1, 1939, will now be the administrator for both the New Orleans and Shreveport markets.

St. Louis Gets Amended Order Dec. 1 Formula to Bring Higher Prices this Winter

In June of this year the Sanitary Milk Producers of St. Louis, Missouri, appealed to the dairy division for a hearing to consider several changes in their Federal order, including a proposal for higher prices. Hearings were held in the latter part of July, and on November 16 the dairy division announced that the order would be amended in several respects effective December 1.

The amendments will have the immediate effect of pushing the Class I (fluid milk) price up from its present \$2.24 to \$2.54 per hundredweight of 3.5 percent milk. The new price schedule is tied to Chicago butter on a seasonal basis. With 92 score Chicago butter in the 31-34 cent average price range, the Class I price would be as follows: From December through February, \$2.54; from March through June, \$2.44; and

from July through November, \$2.64. With each rise or fall of three cents in the butter price range, the corresponding Class I price for each season would increase or decrease 10 cents per hundredweight. For example if butter reaches the 34-37 cent range, the above Class I prices would be raised 10 cents. The seven butter price range classifications used, start at "Under 25 cents" and then jump three cents for four consecutive classifications, and end with the highest grouping of "40 cents or over." This means that the lowest the Class I price can go in December through February is \$2.24 and the highest is \$2.84.

Chicago Price Up

On November 18 four big Chicago dealers announced an increase from 8½ to 9½ cents per quart to stores, the latter adding one cent to that price. Home delivered gallons went from 44 to 47 cents and one-half gallons from 23 to 24 cents. Home delivered quarts stayed at 13 cents. The dealers claimed that they were losing money. Increased costs all along the line were given as the cause for losses.

The introduction of paper containers have "upped" the cost, some dealers claim.

Cincinnati Gets Price Rise

Since July the Co-operative Pure Milk Association of Cincinnati has been attempting to have their Federal order amended in several respects including an upward revision in class prices. After holding hearings in July and in September, the Secretary of Agriculture issued an amended order effective December 2. Out of 3,967 producer votes cast, only 13 voted against the amendments.

The amendments raise the Class I price (fluid milk) from \$2.35 to \$3.00 until May 1, 1941, when the

price automatically drops to \$2.45 (prices are per hundredweight of 4.0 percent milk).

Sheboygan Cream Price Changed

Adjustments in the price schedule of cream sold on the Sheboygan regulated milk market, effective December 1, were announced by the state department of agriculture.

The butterfat content of coffee cream has been raised from a maximum of 22 percent to a maximum of 24 percent to meet consumer demand for a higher butterfat cream, according to Verlyn F. Sears, chief of the department's milk control division. The butterfat content is to be within the bracket provided, with no tolerance permitted above or below.

The change entails a raise in the retail price from 10 cents to 13 cents per half pint of coffee cream with a 20 to 24 percent butterfat range and from 35 to 45 cents per quart. While no change is made in the butterfat content of whipping cream, the retail price is raised from 17 to 18 cents per half pint and from 60 to 65 cents per quart.

The changes in price were found necessary, Sears said, to permit dealers on the market an adequate margin for their normal operations, and because of increased prices paid for milk going into dairy manufactures.

Producers will benefit under the new order with a raise from 42 cents to 48 cents per pound of butterfat for milk sold as fluid cream.

Some Facts About Butterfat

Commercially, but not nutritionally, butterfat is the most valuable constituent of milk. Originally, when traffic first began in milk and milk products, butter and cheese were the least perishable forms of milk. While whole milk had to be used within a

short time before it spoiled, butter could be kept many days, sometimes weeks. For this reason, milk as a product for sale, came to be valued as a source of butter. That is, the price of milk depended largely on its butterfat content. . . .

" . . . Butterfat then is the key ingredient of milk commercially. It is not the only valuable nutritional ingredient milk possesses. Far from it. Skim milk is a storehouse of essential nutrients. Unfortunately many consumers have been hypnotized by the commercial importance of butterfat and for this reason prize a milk that is extra rich in butterfat above its worth.

"When consumers pay premium prices for "richness" in milk, they are sometimes buying butter at rates that may range anywhere up to \$3.00 a pound.

"When consumers do not look for richness in milk, they can usually rely on their milk ordinance, provided it is a good ordinance and is efficiently enforced, to see to it that they get safe milk which contains a desirable minimum amount of butterfat. Legal butterfat minimums for milk usually range from 3 to 3.5 percent. . . ."—Consumers' Guide.

More Cheese Factories Turn to Co-operatives

Three cheese factories formerly associated with the Wisconsin Milk Pool, recently began to supply Land O'Lakes Creameries with cheese. The factories are: the Gillett Co-operative Milk Pool, Gillett, Wisconsin; the Holland Cheese Factory, Cedar Grove, Wisconsin; and the Cheesville Dairy & Supply Co., West Bend, Wisconsin. In the meantime, the Douglas Cheese Factory of Pine Island, Minnesota, became a member of Land O'Lakes Creameries. This factory joined through the Pine Island Association of District No. 6.

MR. DAIRYMAN!

The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

The price is right. 5 can tank \$57.50 f.o.b. West Allis. Larger sizes range in price accordingly.

Our insulated milk house and cooling tanks were used by the State during the entire fair, and won the approval of State, Dairies, and field men without question.

Write us for prices when in need of a new milk house, as they are priced to suit any producer. Made in all sizes.

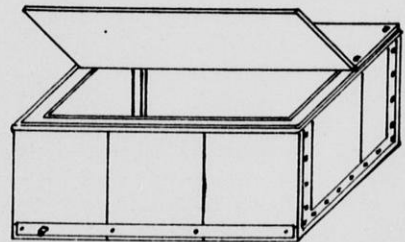
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West Allis, Wisconsin

Our Silo Cote Will Lengthen the Life of Your Silo. Write for Prices, etc.



Pelzer Unit Cooling Tank

Our Tank Saves Many Hours of Water Pumping

Mr. Fletcher Says: . . .

Milk Prices

Your Board of Directors has been battling for many months to maintain the price of fluid milk. Production was high, sales were slow, enforcement of the milk control law was nil, and the outlook was not so hot. Then came a sudden upward surge in employment, increasing purchasing power and sending manufactured dairy products, particularly butter, far above levels that had been anticipated.

At the same time, farmers' costs of production went up sharply. Under those circumstances, the board believed higher prices to the producers which may and probably will mean higher prices to the consumer, were justified. Meetings were held with the dealers and a satisfactory schedule of producer prices worked out. All that remains is formal approval under the milk control law.

That is as it should be. I have stated publicly many times that I believe milk prices should be increased when conditions warrant an increase and should be reduced when conditions warranting decreases prevail.

The point is that, as far as possible, the board must try to make these changes at the time when they will be of the greatest benefits to their members and to the industry.

While they will be heroes when prices are advancing, they may do the membership more good in maintaining stabilization when the time comes for the inevitable drop. If production goes to dizzy heights, if employment drops off, if butter prices drop materially, chiseling will develop in the market and it must be met in an orderly, sane manner or a large volume of sales will be lost, with resultant heavy losses to the co-operating producers. Let us hope this will not happen. Let us hope that prices remain good, that sales stay up and our total production be absorbed. If these things happen for an indefinite period of time the dairy melnium will have been reached. If not, you will have to face the reality of competitive marketing in spite of all the reds, radicals and crack-pots that will arise at that time to condemn your leaders whoever they may be if they are talking sanity. The vast majority of you who are now reading this will not follow them, but sad to say many will to their ultimate sorrow.

Production

Last month in my column I reported to you that production was running about 20 pounds per farm per day above last year with a slight recession in sales. Weather was fine with plenty of pasturage and the result was an abundance of milk. Compare that with the present time. Since November 11, we have had one storm after another, until the day this is written many thermometers register 10 to 15 degrees below zero. Fields are piled deep with snow, cattle are all housed, and production is down in most all cases to last year's production, and in some cases even lower.

While sales are not as good as we would like them, yet not many people are going out to the roadside stands in this kind of weather.

This is the most viewed illustration I can think of, of the fallacy of operating fluid milk markets on a fluid production basis only. If in October and early November we had been on a production basis equal to fluid requirements, we obviously could not fulfill our fluid needs now, and more shippers would have to be taken on the market. If in January we increase our production, as I am convinced we will, then we would again have too much and milk would have to be dropped.

No one can predict accurately production and sales in fluid markets, and for that reason our plan of selling based on a usage basis with as uniform a production as possible, probably returns us more dollars for our total production, with a guaranteed daily outlet, than any other scheme that could be devised.

Mechanical Washer

Throughout this milk shed, many farmers use milking machines. This is necessitated by the fact that there are so many large herds of cattle, and by the fact that competent help for hand milking is difficult to get and keep. They are some of the best labor-saving devices ever introduced to the dairy industry, but they do have their drawbacks. The greatest of these is the difficulty in keeping them sanitary, they must be kept very clean at all times, if the danger of high bacteria count milk is to be avoided. With that in mind, the industry has been trying for many years to develop a method under which a machine could be kept clean with a minimum of effort.

A Waukesha concern has developed such a washer that, under exhaustive tests, seems to do the work very satisfactorily.

This washer consists of a hollow cylinder about 7 inches in diameter, and two feet high. On the bottom of this is a rocker arm, on which the inflations hand in a crock or tub of cold water lye solution. On the bottom of the cylinder is stall cocks to which the milk hose are attached, and the whole thing is connected to the pipe line.

When the vacuum is turned on the inflations bob up and down in the lye solution, which is sucked through them until the cylinder fills up, then the vacuum automatically shuts off, the solution runs back into the container and the process starts over again.

The machine is left running for from five to ten minutes, the milker then rinsed with cold water, and it is considered clean.

Test machines that have been out for as long as ninety days, with no other washing than this method, still produce milk of very low bacteria count. In the main though, I believe the milker should be taken apart at least once a month, and thoroughly cleaned by hand washing. This machine, I believe, is the most practical washer for mechanical milkers I have ever seen, and wherever used seem to be giving very satisfactory results.

KINDY GROUP SERVICE



Offers you and your family substantial savings on glasses and optical repairs. Only first quality materials and craftsmanship go into Kindy glasses. Written guarantee of satisfaction.

ONE HOUR FREE PARKING

At the Kilbourne Parking Station across the street with a purchase of \$1.00 or more.

● USE YOUR COURTESY CARD

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615 N. 3rd St., Milwaukee
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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 or send in your cutting plates or machine for sharpening or repair now.

We Successfully Grind and Sharpen knives, shears, meat grinder knives and plates, lawn mowers hand and power, clipping plates, sickles, silo filler knives, and replacement parts.

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
SHARPENED TO
CUT LIKE NEW **75c**
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.

WE BUY MALTING BARLEY

Send us a postal card—Wait for our buyer.

MAYR'S SEED and FEED

Successors to Hales Milling Company

500 W. OREGON ST.

MILWAUKEE, WIS.

It Pays to Advertise

Long years ago, the world of business pinned their faith to the principle that "it pays to advertise." Many of the great American family fortunes have been built as the result of persistent and well-directed advertising.

An Illustration

The advertising of meat in the past, like the advertising of milk now, had been split up into small, inefficient, and poorly arranged local advertisements. Each butcher lauding the tender and juicy qualities of the meat which he offered, often threw reference to the low quality of meat offered by his competitors. Such advertising set up in the mind of the American housewife

—who controls the American food budget almost to the exclusion of men—serious questions as to whether any meat was worth the price asked in the shop. Finally the downward trend of meat consumption alarmed producers, packers, and retailers alike.

Co-operative Spirit Needed

Adversity breaks down prejudices and builds co-operative spirit. The American Institute of Meat Packers finally convinced all interested parties that the hope of regaining a high favor for meat on the American table depended upon uniting advertising budgets to make possible a gigantic national campaign to be waged in the leading weekly and monthly periodicals and in leading newspapers throughout the land.

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. DeLaval 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. 37-L Racine, Wis.

The Country Weekly

A survey recently made by the State College of Washington Agricultural Experiment Station sets forth some facts about the country weekly which we generally only half realize. Among the facts are: That these papers are as large according to the population in their territories to serve as are the big-city papers; that these papers are faithful chroniclers of the events of the times and of the individuals in its territory; that through both news and advertising they encourage the meeting of village and farm people for trade and discussion in the American way; that they print the type of news that people like because it is close to them; that through the national advertising material the rural areas are kept in step with the metropolitan ones; that they print a larger proportion of farm news than do metropolitan papers.—Exchange.

This program to put meat on the table more often has and will continue to tell millions of housewives the story of the health-giving properties of all classes of meat relating and energy story, but also bringing not only the old proteins, minerals, and energy story, but also bringing the picture up to date by reference to meat as a rich source of vitamin, especially Vitamin B₁ (thiamine).

The question which dairymen may well ask is: "When will the milk and dairy products industry finally bury the competitive hatchet and unite in selling milk the "American way."—Exchange.

Bang's Disease Patent Medicines Exposed

Advertised Remedies Declared Ineffective by Imported Researches

The widely advertised "cure alls" for Bangs' disease called "3-V Tonic" and "Bowman's" have been branded as "ineffective" by the government in a bulletin released under authority of the Secretary of Agriculture, with the co-operation of the Association of Land-Grant Colleges and Universities.

This revealing bulletin, prepared by A. B. Crawford of the Bureau of Animal Industry of the United States Department of Agriculture, and B. A. Beach, professor of Veterinary Science at the Wisconsin Agricultural Experiment Station, gives the results of experiments conducted with these patent medicines. Commenting on the results of their experiments with "3-V Tonic," the authors state: "3-V Tonic was ineffective in preventing pregnant heifers from becoming infected with Bangs' disease or in preventing them from aborting after having acquired it." With respect to the "Bowman's" product, the bulletin concludes: "The results of the experiment, therefore definitely show that the Bowman's product was ineffective either in the prevention or cure of Bangs' disease."

The authors of this bulletin point out that both Federal and state experiment stations have studied the effect of various drugs on Bangs', but that in every case such "remedies" have been found to be entirely ineffective on Bangs' disease. Despite these findings, farmers continue to spend large sums of money for these "cure alls."

Dairy Industry Loses Two of its Leaders

Within the last two months dairy co-operatives lost, through death, two able economists—Dr. John T. Horner, Market Economist for the Michigan Milk Producers Association of Detroit, and Mr. C. E. Sniffen, head of the Costs and Statistics Department of the Dairymen's League Co-operative Association in New York.

Dr. Horner passed away on October 16 after a three-day illness, and exactly one month later, on November 16, Mr. Sniffen died as a result of a cerebral hemorrhage.

Dr. Horner, who received his formal education at Oklahoma University and the Brookings Institute, left behind him a long record of useful

work in the dairy marketing field. He became actively interested in Detroit's milk problems while a professor of Economics at the Michigan State College. After being head of the Bureau of Dairy Research for the Detroit Milk Dealer, Dr. Horner was employed on a full-time basis by the Michigan Milk Producers Association.

The sudden and untimely death of Mr. Sniffen came as a great shock to The Dairymen's League employees and a host of others in the dairy industry. Only 47 years of age, Mr. Sniffen had served the Dairymen's League for 20 years. He was employed by them in April 1921 and in 1928 following the death of R. E. Van Cise was made head of the department of costs and statistics, the position he held at the time of his death. Mr. Sniffen was widely known by dairy leaders throughout the country. Without the benefits of formal education except high school, Mr. Sniffen attained a widespread recognition as an authority on milk handling and marketing statistics. The value of his services to the farmers of New York and to the dairy industry generally cannot be measured in dollars and cents.

"This year send Christmas gifts of Wisconsin natural cheese to your boys in training camps throughout the country."

The state department of agriculture has received so many requests and suggestions from relatives and friends of men serving Uncle Sam all over the world that it now takes this opportunity to pass the idea along to others.

Here are some of the reasons the department enumerates for sending Christmas cheese gifts to soldiers, sailors, and marines.

1. Each Wisconsin boy is given a chance to share with boys from other states a delicacy that gives great enjoyment.

2. Each gift is a reminder of "Home Sweet Home" and no gift is more typical of the Badger State than high quality natural cheese made within its borders.

3. Attractive, tasty and different, gifts of this kind should help the boys to build good will with commanding officers, for even a tough top sergeant will respond to such a delicacy as Wisconsin natural cheese.

The department of agriculture suggests that these Christmas gift cheese packages be sent as soon as possible because the demand is great and the supply limited.



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

NEW ANTI-FRICTION TENSION CONTROL

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 enclosed 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. 51 years making quality products.

COWS

100 Selected Holstein and Guernsey Bangs and TB tested close springers and fresh cows on farm to select from. Located 2 miles West of Jefferson on County Farm Road. Horses and Mules for sale.

KEATING BROTHERS

"Melvin! MelVIN!"

"What, Ma?"

"Are you spitting in the fish bowl?"

"No, but I been comin' pretty close."

Her Father: "Say, it's 2 o'clock. Do you think you can stay all night?"

Suitor: "I'll have to telephone home first."

Three parts rosin, two parts tallow and one part castor oil when heated and stirred will make a compound which when smeared on drive belts will prevent them from slipping.—E. Swanson, LeRoy, Mich.

A beer can opener, one with a sharp triangular point, makes a handy tool for cleaning a horse's hoof.—R. Dunham, Caruthers, Mo.

If you cover all parts of your hay carrier with black axle grease, you will have no trouble with nesting sparrows, as they will be unable to find a foot-hold on your machinery.—F. McNutt, Washington, Kans.

He: "Honey, I've brought something for the one I love best. Guess what?"

She: "A box of cigars."

MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

JANUARY, 1941

Number 10

Resolutions to be Presented At Annual Meeting

ANNUAL MEETING

The following resolutions came before the resolutions committee at a meeting held at this office on January 3, and are published pursuant to action taken at the 1939 annual meeting:

Resolution No. 1

Whereas the Wisconsin Dairy Industry Association functions through a national organization for the purpose of promoting dairy products sales and whereas such organization asks a deduction of one-half cent from each pound of fat handled during the month of August, of each year, to finance this organization, **BE IT RESOLVED**, That we in-dorse this movement and support it through the Milwaukee Dairy Council or through the Milwaukee Co-operative Milk Producers, if the Dairy Council is not functioning, the Milwaukee Co-operative Milk Producers subscribe to this fund in such amount as the board of directors of the Milwaukee Co-operative Milk Producers may desire.

Resolution No. 2

Whereas it is acknowledged by economists, dietitians, doctors, nurses and health workers that the per capita consumption of dairy products is inadequate and **WHEREAS** the promotion of various products, some of which are without merit, promoted through the medium of newspapers, billboards, and radio, are getting the consumer's dollar. **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-fifth annual meeting vote to have a deduction of one cent per hundred pounds of milk made by the various dealers on all milk delivered to the various dealers which is sold for fluid consumption, providing the 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.

Resolution No. 3

Whereas the by-laws of this organization allow all stockholders to vote at annual meetings or special meetings, even though they may not be paying dues, and **WHEREAS** this is manifestly unfair to the stockholders who pay dues, be it resolved that article eight of the by-laws be amended by adding the following words:

"No stockholder shall be entitled to vote at any regular or special stockholders' meeting of this organization unless such stockholder is paying the regular dues set up by the organization for a period of at least 90 days prior to such meeting."

Resolution No. 4

Resolved that we approve of the changing of the regulations of the State Veterinary Department in such manner as to make calfhood vaccination a part of the Bang's disease elimination program for Wisconsin.

Resolution No. 5

Whereas voting at the annual meeting is a long drawn out affair, **THEREFORE BE IT RESOLVED**, That nominations for directors be made immediately after the minutes of the last annual meeting of stockholders are read and that voting on directors begin as soon as nominations are declared closed by the presiding officer. Voting to be by ballot on a blank ballot just as in town elections, each stockholder to register his name and address as he votes, the polls to close at 2:30 p. m.

An Oversight

Through an oversight the name of John Balbach, Jr., as a member of the resolutions committee was omitted in the item regarding the resolution committee in the December issue of this publication. We are sorry that this happened.

Notice will soon go out to all stockholders of the Milwaukee Co-operative Milk Producers for the annual meeting to be held on January 28, 1941.

Stockholders are producers of milk who hold a fully paid share of stock or who have subscribed for a share through signing a marketing agreement which is still in effect. Producers who have never subscribed for or purchased a share may not vote at the annual meeting even though they may be paying dues for services rendered by the organization.

Stockholders are urged to attend this meeting and take a real live interest in their own affairs. A notice signed by the president, Edward A. Hartung, is the only legal notice of the meeting.

Talk of Taxing Chicago Producers

Newspaper reports to the effect that the city of Chicago will attempt to tax milk producers for inspection costs, have got under the skin of the farmers.

Chicago officials claim that its inspection costs run to \$350,000 per year and they propose to draw an ordinance which would provide for a tax of two cents per hundred pounds of milk to meet this cost. Arthur Lauterbach, general manager of Pure Milk, is quoted as saying that 15,000 farmers will register opposition to a tax by Chicago on their milk shipments.

Racine Has Hearing and Price Increase

The State Department of Agriculture held a hearing in Racine on the state of that market on December 23.

Both dealers and producers said that an increase for each was needed. The dealers agreed that the farmers were entitled to have more money and the producers said that the dealers were in very bad shape and that

(Continued on page 3)

MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor
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THE NEW PRICE

After reviewing testimony taken at the public hearing held in Milwaukee on December 13, the Department of Agriculture ordered a price of \$2.63 per hundred for fluid milk testing 3.5 percent fat effective January 1, 1941.

As pointed out in the December issue, an increase in production would be unwise because such action would only mean that more milk would go into the manufactured class thereby pulling down the composite price. Every producer realizes that he can only gain through the rise in fluid price if milk is sold as fluid milk and not as manufactured or even as cream.

To help himself every producer should help to sell fluid milk in every way possible. How can he do this, some one may ask, for he is busy with his farm operation and is not on the city street. Practically every farmer comes in contact with some consumers and some of them meet many of these city people. Well, what can he tell the consumer? The whole truth of course. Tell the consumer that for the milk the consumer is now paying 12 cents a quart, you get \$2.63 per hundred if your test is 3.5 percent and four cents per point more than 3.5 percent if it tests more and four cents less per point if it tests less than 3.5 percent and that the test of milk as delivered by the dealers is about 3.8 percent according to the tests made by the Milwaukee Health Department, making the dealers \$2.75 per hundred.

Tell the consumer that your milk is produced and delivered under the close supervision of the same health department which also sees that it is properly pasteurized, bottled and delivered. That nowhere can a better or safer supply be obtained and that to buy milk not under the above mentioned supervision may be a very dangerous practice. More good, truthful reasons can be given of course, and if you get a chance tell 'em to your city friends.

Of course, there are ways of discouraging people from buying your milk. You can say that the dealer takes the cream off before bottling, that he makes an enormous profit, that he is a robber and most everything else that is bad and that would make the customer dislike to buy milk from him.

The consumer can be told that you got the manufactured milk price for the same milk that he paid 12 cents per quart for and many other things that would make him feel that he should not buy any fluid milk. Of course, such statements would not be true and would not be said by any of the people who read this, for who wants to cut off his nose to spite his face, but they have been made by people who claim to be friends of the farmers.

Let's all do a selling job for its going to be plenty hard even then to get sales back where they were 10 years ago.

Argentine Butter Coming In Poor Quality

Considerable butter came in from Argentina during December due probably to a desire on the part of buyers to get a cheaper product. The quality, however, was said to be so undesirable that further orders were cancelled. Didn't improve the quality of the baked turkey, perhaps.

Warning

Farmers are paying big prices for dairy cows to make more milk. They should be very careful because they are treading on very unstable ground. When the war boom ends, things will be tough for farmers. At any rate we cannot expect to make more and more milk and continue to get a good price for it. Something must be done one way or another to limit production.—Dairy Farmers Digest, New York.

Don't Kill the Goose

Guest Editorial from Sanitary Milk Bulletin, St. Louis, Mo.

The new amended milk order approved by Sanitary Milk Producers and opposed by two small producer organizations became effective December 1.

The immediate effect of this new order is to raise producer prices substantially. It is the result of many months of effort by Sanitary Milk Producers to get more money for dairy farmers. It means the largest single increase received by producers in the St. Louis milk shed during the last 10 years. Evidence presented at the July public hearing by Sanitary Milk Producers in the form of briefs and direct testimony from our members convinced the dairy section at Washington that this raise was justified.

The value of Sanitary Milk Producers to dairy farmers in the St. Louis milk shed has been proven beyond a question. But the securing of these higher prices to producers has not ended the responsibility of Sanitary Milk Producers to our members and to the market. Higher prices can hurt as well as help unless we run our dairy business intelligently.

The full effect of the new increased prices will be felt when the checks for December milk reach our farms in January. Then there will come the temptation to increase production far beyond our present rate. Then is when we must use our heads.

St. Louis needs all the milk now being produced for the market and can even use a nominal increase. But if these higher prices are so attractive that dairy farmers increase production substantially, the inevitable result will be a mounting surplus which means more milk sold in class II and a lower blend price.

There are enough dairy farmers now shipping inspected milk to St. Louis handlers to take care of the market needs if the production is kept fairly uniform throughout the year. The price schedule in the new order encourages even production by increasing the price during the Summer months when milk is hard to make. If dairy farmers will keep this in mind and fit their production to the market demands, the St. Louis market for inspected milk can continue to be one of the best in America.

Don't use the ax of over-production to kill the goose that laid the golden egg.

Manufactured Price

The price to be paid for manufactured milk for December is nine cents higher than for November due to the hike in butter price. Manufactured skim milk did not show much improvement and the demand was weak.

New Uses for Milk

The Bureau of Dairy Industry reports that during the past year several new uses of dairy products have been developed as a result of experimental work conducted in its laboratories.

Among the new uses discovered was a syrup made from the sugar in skim milk. This syrup is clear, has a sweet pleasing taste, will keep well, and is suitable for use on the table or in the manufacture of various sweet goods.

Efforts to develop industrial outlets for dairy products resulted in an entirely new plastic material from lactic acid, which promises to have extensive commercial application in waterproofing and gas-proofing fabrics. The materials entering into the manufacture of this new plastic are relatively inexpensive which should make the commercial production of this product practical.

In addition, the bureau developed a new resin made from lactic acid, which is insoluble in most solvents, but can be dissolved in chlorinated solvents and carbital. This resin makes a colorless lacquer which dries rapidly and adheres well to glass and metal.

Why Milk from Right?

A standard custom among dairymen is to milk cows from the right-hand side. In fact, it's taken for granted, and many a novice has had his milk pail kicked over when he tried to coax an experienced bossy from the left side.

A recent query, however, to the New York State College of Agriculture read: "Please tell me whether there is any scientific or practical reason for milking cows from the right side. I assume I am right in thinking this is a universal custom."

Here's the answer from Prof. W. T. Crandall of the department of animal husbandry:

"There is no scientific reason for milking on the right-hand side, nor any practical reason unless it is that a few cows have become used to being milked from that side and make trouble when the usual procedure

is changed. Calves nurse from both sides as convenient.

"On occasions when cows for one reason or another are milked partially or altogether from the left side, no effect on production is noted unless the cow used to right-side milking resents a change from habitual practice. Most persons, too, are right-handed which probably makes it easier for them to work on that side."—Milk Market Review.

Freight Rate Reduction on Oleo Proposed

Oleomargarine Manufacturers Seek Preferential Rate

During the past several years the shippers of oleomargarine have made numerous attempts to secure lower freight rates on oleomargarine than those rates applying to butter.

Another similar proposal has been launched recently which, if adopted, would reduce substantially the rate on oleomargarine but would, of course, leave the rate on butter unchanged. The proposal as made would only apply to the "official classification territory."

The existing rates on butter and oleomargarine are identical, being 48 percent of its first class rate on carload shipments and 70 percent of the first class rate on less than carload quantities. The rate as proposed for the "official classification territory" on oleomargarine is 37½ percent of the first-class rate on carload lots of 55 percent of the first-class rate on less than carload shipments.

On January 7 a public hearing will be held on this proposal in Chicago.

Here is Why Price Is Based on Butter

In a discussion on flexible milk prices as a means of maintaining market stability, R. W. Bartlett of the University of Illinois recently answered a number of questions frequently asked by dairymen and consumers. One of these questions was:

"Why is so much importance placed upon butter prices in arriving at the price of market milk?"

The answer, said Dr. Bartlett, is merely that butter prices constitute the best index available for measuring changes in supply and demand conditions for the dairy industry.

"Consumer incomes," he explained, "are quickly reflected in changes in butter prices, and the prices paid to producers for milk to be con-

densed or to be made into cheese or ice cream must be kept in line with butter prices since about three-fourths of all the milk manufactured is used for butter and since milk can easily be shifted from one manufacturing use to another.

"For the country as a whole, only about 30 percent of the total milk supply is consumed as market milk, and about 50 percent of the total volume of milk in most fluid markets is sold as sweet cream or is manufactured into products sold on the basis of butter prices."

Another Frequent Question

Another question that frequently occurs to consumers is whether, under a flexible price plan under government control, artificially high prices can be prevented. Dr. Bartlett's answer was:

"As long as new producers are permitted to enter the market at any time and as long as old producers are permitted to increase their production, any attempt to establish artificially high prices will soon be thwarted through over-production."

This, of course, is simply another way of stating a fact which most Denver fluid shippers fully understand—that there is a "right" price which is as high as possible without being so high as to discourage consumption on the one hand and encourage too great production on the other.—Milk Market Review.

Danger in Overproduction

In every market where an increase in fluid price has been made, a warning has been sounded against increased production. In this milk shed, stories are going around about farmers paying as much as \$140 for cows, not fancy cows, but just plain ordinary ones. Is it sound to pay such prices?

Racine Has Hearing and Price Increase

(Continued from page 1)

the only solution was an increase to 12 cents per quart and a price of about \$2.60 per hundred to the producers.

Bootleggers, mostly farmers who sold direct to the consumer, without complying with health regulations or obtaining a license, were blamed by both sides for causing bad conditions in the market. Since the hearing, an order has been issued by the Department of Agriculture naming a fluid milk price to the farmers of \$2.61 and 12 cents per quart to the consumer.

Plans for Co-operative Week

Plans for observing Co-operative Week in Wisconsin, February 17 to 21, inclusive, are being developed throughout the state this week by local committees of co-operative leaders conferring with their county agricultural agent and two members of the state committee co-ordinating arrangements for the observance.

Representing the state committee at these meetings will be Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture, committee chairman, and R. E. Fisher, marketing specialist of the state department of agriculture, committee secretary.

The schedule was arranged to bring these representatives of the state committee, county agents, and other co-operative leaders together as follows:

January 6—Office of County Agent R. T. Glassco, Janesville, 1:30 p. m.; joint meeting at 7:30 p. m. in Racine Hotel, Racine, with County Agent E. A. Polley, Racine, and County Agent E. V. Ryall, Kenosha.

January 7 — Plankinton Hotel, Milwaukee, at 10 a. m., with County Agent R. C. Swanson; at 7:30 p. m. at Sheboygan, in the office of County Agent G. W. Lycan.

Land O'Lakes Opens First Plant in North Dakota

Valley City is site of first Land O'Lakes plant in North Dakota.

The Land O'Lakes Creameries has announced the opening of a new plant at Valley City, N. Dak., to facilitate the handling of poultry and butter in that city.

This new plant furnishes ideal operating facilities and, in addition to the handling of turkeys and poultry, will become the truck terminal for Land O'Lakes operations in North Dakota. The plant will make it possible to render more economical and efficient service on butter shipped out of North Dakota as well as Land O'Lakes butter shipped in from Minneapolis.

Rising Butter Prices

Different this year than last has been stabilization's role in the butter market. On December 1, 1939, D. P. M. A. and Surplus Marketing Administration held 18,098,000 pounds of butter, one-fifth of all United States storage holdings. Last year,

State Fair Department Heads Named

Ralph E. Ammon, director of the state department of agriculture and manager of the Wisconsin State Fair, recently announced the appointment of the following department superintendents for the Wisconsin State Fair, August 16 to 24:

Draft Horses—Harvey Nelson, Union Grove, farmer.

Cattle—Fred Klussendorf, Waukesha, dairy farmer.

Sheep—R. E. Fisher, state department of agriculture, Madison.

Swine—Burlie Dobson, Lancaster.

Poultry—C. Howard King, state department of agriculture, Madison.

Fur show—Maurice J. Fitzsimons, Jr., Fond du Lac.

Dairy goats—Clem Weiss, Waukesha, goat breeder.

Farm crops—C. J. Ritland, Chipewa Falls, farmer.

Livestock sanitation—Dr. V. S. Larson, state department of agriculture, Madison.

Horticulture—E. L. Chambers, state department of agriculture, Madison.

Bees and honey—James Gwin, state department of agriculture, Madison.

Dairy—L. G. Kuenning, state department of agriculture, Madison.

Home economics—Mrs. Milton Koegel, Milwaukee, and Mrs. Fred Rust, West Allis.

from December to February, D. P. M. A. turned nine million pounds of butter back into the market, thus restraining prices from undue, erratic movements. This year, although prices in June and July were only 26½ cents compared to this month's 35½ cents, stabilization has played no role in the market.

Survey of the effects of high December prices on the butter industry gave buttermen cause for concern over imports, butter substitutes and Surplus Marketing Administration's blue stamp program. Last September Washington officials had promised to move 75 million pounds of butter through S. M. A. during the year ending July 1, 1941. Average month this fall saw blue stamp but-

Dairy Fieldmen's Conference at Madison College of Agriculture

Thursday, February 6, 1941
Morning Program

How the College can Help the Fieldman on Quality Improvement — Dr. H. C. Jackson, Department of Dairy Industry, University of Wisconsin.

The Problem of the Shifting Patron — Mr. L. G. Kuenning, chief of the Dairy Division, Department of Agriculture.

The Fieldman's Job—Dr. E. H. Parfitt, Evaporated Milk Association, Chicago, Ill.

Cooling Milk—Mr. Dave Nusbaum, Department of Dairy Industry, University of Wisconsin.

Cleaning and Sterilizing Farm Utensils—Prof. E. Wallenfeldt, Department of Dairy Industry, University of Wisconsin.

Afternoon Program

Straining Milk—Dr. K. G. Weckel, Department of Dairy Industry, University of Wisconsin.

What Can We Expect of Quality Tests?—Prof. E. G. Hastings, Department of Ag. Bacteriology, University of Wisconsin.

Selling the Farmer on Quality—Mr. C. H. Williams, The Pet Milk Co., New Glarus, Wis.

A Dairy Demonstration by State Champion 4-H Club Team—Betty Lee and Elton Broege, Janesville, Wis.

Do Our Present Laws Protect Health?—Mr. Harry Klueter, Wisconsin Milk Dealers' Association, Madison, Wis.

ter sales reach two million pounds, which, if continued, would total barely one-third of the promised amount. As the price rose S. M. A. began to show signs of hesitation. After naming butter first on the list of December's surplus commodities (because it began with "b") blue stamp officials are finding it increasingly difficult to justify keeping butter on the list, may be forced by further price rises to stop calling it "surplus."

Imports Increase

Increased prices are already helping Argentina's butter surplus to hop a 14-cent tariff wall. Mounting imports are being delivered at 33¾ cents, duty paid, promised to be

much larger this month after a strong November growth. From Cuba during October and November had come shipments large enough to indicate what might happen with another penny or so rise in price.

Because of the recent price rise Chicago's retail butter sales had fallen 10 percent in November's last two weeks, in spite of Thanksgiving and "butter-baked" turkeys. Alert chain grocers had brought out oleomargarine, displayed it more prominently. This month's sales of the substitutes were beginning to assume serious size and made old hands in the butter business recall how busy the oleo plants had been during World War I. In October the output of margarine jumped 29 percent, or a full six million pounds over a year ago, was this month by all evidence still at that peak. What could possibly be done to keep high butter prices from encouraging a habitual use of substitutes was fast becoming this month's butter problem No. 1.

Customers Lost

The experience of stabilization has been that high butter prices turn consumers away, force them to buy substitutes. Not bad at first, this use of substitutes becomes a habit that takes months to break. It will be Summer before many of the customers lost this month can be coaxed back to butter again.

Had the producers' stabilization agency had in its hands the supplies that it had last year, the butter market could have been kept in harness to work for the producer and the consumer in an intelligent, far-sighted manner.

This month's blue stamp complications, rising import figures and high oleo output led dairymen to one conclusion: Had butter producers received two cents a pound more for their flush production, they could have well afforded to discount the present market three cents and profit more thereby.

Many Groups to Meet at Farm-Home Week

Madison, Feb. 3-7

Important problems and questions confronting agriculture in the months that lie ahead will occupy the consideration of Badger farmers and homemakers when they gather at the College of Agriculture, Madison, for the 1941 state Farm and

Home Week, February 3 to 7, inclusive.

Opening their program Monday morning, February 3, they will consider how agriculture will fit into the national defense program. They have asked R. M. Evans, A. A. A. administrator, Washington, D. C., to address them on "The A. A. A. and National Defense." Scheduled also for the opening program is W. A. Katterhenry, chairman of the state A. A. A. committee, who will outline the problems of the A. A. A. in Wisconsin.

Five-Busy Days

Each of the five days will be given over to the consideration of important farm problems. Monday is agricultural conservation day; Tuesday, dairy and co-operative day; Wednesday, meat and nutrition day; Thursday, rural young people's day; and Friday, war and agricultural day.

On Tuesday, co-operative day, the program will deal with the financing, bonding and licensing of co-operatives and other discussions bearing upon co-operative management.

Many statewide farm groups are planning meetings during the week. These include the Wisconsin livestock breeders' association; the Wisconsin agricultural experiment association; Wisconsin muck soil farmers; the Ayrshire, Brown Swiss, Guernsey, Holstein and Jersey breeders; the various swine breeders; beef breeders; horse breeders; poultry improvement associations; and sheep breeders' association.

Important Home Program

Miss Blanche Lee, state home demonstration leader, and her staff are planning programs of special interest to homemakers. Included in their program are sessions dealing with modernizing the farm kitchen; house construction, interior decorating, family health, nutrition, and others. In the home economics building will be exhibits and demonstrations of table settings and color schemes; homemade mattresses; farm women's handicraft; economic and adequate diets from home produced food supplies; household equipment; and textiles and clothing.

In keeping with its usual custom the university will take occasion to extend honorary recognition to several men and women who have made outstanding contributions to improved conditions on the farm. This

will be done at the farmers' and homemakers' banquet held Monday night, February 3, in the Memorial Union. Other features of the week include the "Little International" livestock show, an exhibit of quality seed grains, a drama clinic, and an exhibit of rural art and literature.

Young People Have Day

Held again this year will be the rural young people's day. On Thursday, February 5, Clarence A. Dykstra, president of the university, will address young people on "Youth and Service in a Democracy." Coming from various sections of the state will be a number of young men and women to take part in round table discussions. Considered at these meetings will be: "How may young farm couples attain a farm and a satisfactory home life?" "What are the urban job opportunities for rural young men and women?" "What are the opportunities in rural areas for craftsmen?" and "What is rural youths' opportunity for service in the community?"

Sectional conferences planned for the week include a wide variety of timely farm and home topics. Among them are poultry, soils, dairy co-operatives, farm building, farm water supply and sewerage disposal, veterinary science, farm power and machinery, farm forestry, dairy herd improvement, breeding and nutritional problems, dairy manufacturing, crop production, farm orchards, plant diseases, and others.

Farmer Fined

Madison—William Rathbun, Jr., who sells fluid milk to Madison consumers at his farm near this city, recently was adjudged guilty here in superior court of selling adulterated milk and paid a fine of \$25. The defendant appeared December 23 on a complaint issued by the State Department of Agriculture and pleaded not guilty. When the trial was held on December 27, however, he pleaded *nolo contendere* and was ordered by the court to pay a fine of \$25 or serve 15 days in jail.

Heh, Heh!

Fond Mother (Writing to her soldier son): "Well, son, I hope you have been punctual in rising every morning so that you haven't kept the regiment waiting breakfast for you."

Mr. Fletcher Says: . . .

Cold Water

In the cleaning of milk utensils, it is doubtful as to whether all producers appreciate the value and importance of cold water in the sanitation program.

So much stress has been laid on the necessity of hot water, and it is necessary, that cold water and its proper use has been neglected.

When cleaning any milk utensils, it is necessary to not only rinse the utensils as soon after milking as possible with cold well water, but it should be thoroughly brushed as well. This removes the butterfat from the surface, and leaves the utensils in proper condition for washing. If after this has been done a luke warm well water, to which has been added a good washing compound, is used for washing the utensils, and then they are scalded dry with boiling hot water, the utensils will be truly in a clean, sanitary condition.

Those of you who have had a great deal of trouble with "milkstone" will find that the foregoing program will practically eliminate that condition.

Dairy Equipment

This is just a reminder to you that your office has for sale, a complete line of dairy utensils at reasonable prices. With the present demand for steel, due to the war situation it might be wise for many of you to examine your cans, pails, and strainers carefully, and should any of them need replacing, get them now. Prices may advance at any time.

The Health Department insists that open seamed or rusty utensils will not be permitted in use, and it would be just good judgment to replace them, if necessary, before they are condemned.

Commercial Roadside Stands

Much has been written and said in regard to the so-called commercial roadside stands, yet we find many producers who do not understand this competitive problem that is so aggravating in trying to maintain a stabilized milk market.

These stands are truly milk dealers. They do not produce any milk, but go into cheese factory or condensery districts and buy the milk they use from those plants. The

farmers shipping to those plants receive, in practically all cases, straight cheese prices for their milk and are not even familiar with what becomes of their products. Naturally, their farms are not under any inspection except such as exists or does not exist, for cheese markets.

The plants also come under only such sanitary requirements as exist for cheese factories.

The milk is taken into the plant, put through what they call a pasteurization process, put into 10-gallon cans or other containers, and brought by truck to the stands in the outlying area of this market. It is then put up in gallons, half gallons or quarts and sold over the counter. These stands or plants only come under what little inspection is rendered by state inspectors, and from practical experience we know that is almost nil.

The help, both within the plants and at the stands, are paid on whatever basis they can be hired on and do not even compare with wages paid in fluid milk markets.

This milk, we believe, could constitute a health menace to the community. Milk is one of the finest foods in the world, but it must be produced and processed under proper sanitary conditions in order that it be safe to use at all times.

It is truly unfair competition for you as farmers. You live up to rigid sanitary requirements in the production of your milk, and are entitled to, and should receive, fair compensation for such efforts. Yet as long as this uninspected, cheap milk may compete with you on the price level it does now, your marketing problem remains a difficult one.

Department Enforces Laws

Madison — That low quality can have no place in the production of Wisconsin dairy products is illustrated by a court case instituted by the state department of agriculture recently against a creamery and a patron for failure to conform to state sanitation requirements.

The incident typifies the seriousness of a problem confronting dairy plant operators from time to time.

A patron of the Pigeon Falls Co-operative Creamery, Oliver Iverson of Independence, was advised by the plant manager to discontinue delivering cream to the creamery because

of insanitary conditions on Iverson's farm.

Iverson then started sending his cream to the Independence Co-operative Creamery, Independence, where it was accepted after a fieldman for that creamery had inspected Iverson's farm. Immediately after this inspection, however, another checkup was made at the farm by an inspector for the state department of agriculture who found conditions insanitary for the production and delivery of cream.

The department inspector brought Iverson and Oscar Betthausser, manager of the Independence Co-operative Creamery, into a justice of the peace court at Whitehall, where the patron pleaded guilty to a charge of producing and selling insanitary cream, and the manager, appearing in behalf of the creamery, pleaded guilty to a charge of manufacturing butter from insanitary cream.

Both Iverson and the creamery were fined \$25 and costs.

Producers to Vote on New York Order Second Time

The New York State Department of Agriculture and Markets on December 27 officially announced that a new referendum will be held on the amendments to the New York Order. This action follows the failure of these amendments to receive the necessary two-thirds producer approval in the first ballot held December 21.

The United States Department of Agriculture on December 27 announced that a new referendum will be held on the amendments to the New York Order. This action follows the failure of these amendments to receive the necessary two-thirds producer approval in the first ballot held December 21.

In making this announcement, Secretary of Agriculture Wickard stated, "We are holding a new referendum because of evidence that many producers in the New York milk shed did not realize that the federal order regulating the handling of milk in the New York market would have to be suspended if the amendments to the order were not approved by at least two-thirds of the producers."

In the first vote on these amendments, about 60 percent of the producers voting favored the amendments but two-thirds, or 66.6 percent approval is necessary for adoption. As the matter now stands, the

(Continued on page 7, column 2)

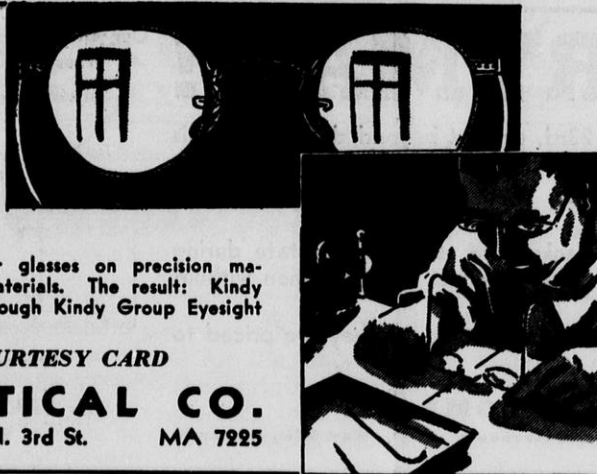
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December Prices GRIDLEY DAIRY CO.

	Percent	Price
Fluid	51.58	\$2.60
Outdoor Relief	2.15	2.17
Cream	18.42	1.65
Manufactured	27.85	1.40
Composite price		1.95

EMMER BROS. DAIRY

	Percent	Price
Fluid	62.13	\$2.40
Cream	18.37	1.65
Manufactured	24.50	1.40
Composite price		2.05

SUNSHINE DAIRY CO.

	Percent	Price
Fluid	54.50	\$2.40
Outdoor Relief	2.13	2.17
Cream	18.42	1.65
Manufactured	24.95	1.40
Composite price		2.01

FOX DAIRY CO.

	Percent	Price
Fluid	54.99	\$2.40
Outdoor Relief	.39	2.17
Cream	21.32	1.65
Manufactured	23.36	1.40
Composite price		2.01

LAYTON PARK DAIRY

	Percent	Price
Fluid	54.85	\$2.40
Outdoor Relief	2.80	2.17
Cream	13.16	1.65
Manufactured	29.19	1.40
Composite price		1.99

BLOCHOWIAK DAIRY

	Percent	Price
Fluid	64.90	\$2.40
Outdoor Relief	3.85	2.17
Cream	20.19	1.65
Manufactured	11.06	1.40
Composite price		2.11

LUICK DAIRY CO.

	Percent	Price
Fluid	55.59	\$2.40
Outdoor Relief	2.60	2.17
Cream	18.82	1.65
Manufactured	22.99	1.40
Composite price		2.02

GEHL'S GUERNSEY FARMS

	Percent	Price
Fluid	51.14	\$2.40
Outdoor Relief	1.96	2.17
Cream	17.66	1.65
Government Sales	6.74	1.65
Manufactured	22.50	1.40
Composite price		1.98

Producers to Vote on New York Orders Second Time

(Continued from page 6)

amendments have been defeated, but Secretary Wickard is going to hold a second referendum on the same amendments and (according to Secretary Wickard) if they do not receive the necessary two-thirds producer approval this time, the entire order will be suspended.

Commenting on this new referendum, Secretary Wickard stated, "In the event that the producer-vote in the new referendum is unfavorable, the department will have no other course than to suspend the present federal order in the New York milk market effective February 1, 1941." Continuing, Mr. Wickard explains, "It is an established policy of the Department of Agriculture to suspend an order in instances where the producers in a referendum have failed to approve proposed vital amendments. There are both legal and administrative reasons that make such a policy necessary."

Unless the secretary of agriculture changes his mind, producers in New York will have to approve the amendments as proposed, or do without their federal order.

Many New York producers, unwilling to take this ultimatum from the secretary, are seeking some solution to the problem. The Dairy-men's League Co-operative Association has already sent a petition to Secretary Wickard, requesting him to give the co-operatives a "full hearing" before any contemplated action is taken on suspension of the order.

The National Adopts Resolutions

At its annual meeting held at Omaha on December 4, 5 and 6, the National Co-operative Milk Producers' Federation adopted a number of resolutions, some of which are as follows:

We are definitely opposed to the continuance or entry of retail food distributors into the field of procuring or manufacturing as the first processor of agricultural products and we are of the opinion that their function should be the retail distribution of such products.

To expand the national consumption of dairy products by co-ordination, educational and advertising campaigns.

To protect the public health by continuous provision of adequate funds to indemnify cattle owners for the slaughter of animals infected with diseases such as tuberculosis, Bang's and mastitis.

To protect the public health by requiring all dairy products imported to conform to the same health standards as are required of domestic producers.

The Federation pledges whole-hearted support and co-operation to needs of this country in a program for national defense. In such a program, however, care should be exercised to prevent unnecessary reductions in governmental appropriations essential to carry forward programs for the maintenance of fair prices for American farmers such as Section 32 funds and additional appropriations supplemental thereto.

MR. DAIRYMAN!

The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

The price is right. 5 can tank \$57.50 f.o.b. West Allis. Larger sizes range in price accordingly.

Our insulated milk house and cooling tanks were used by the State during the entire fair, and won the approval of State, Dairies, and field men without question.

Write us for prices when in need of a new milk house, as they are priced to suit any producer. Made in all sizes.

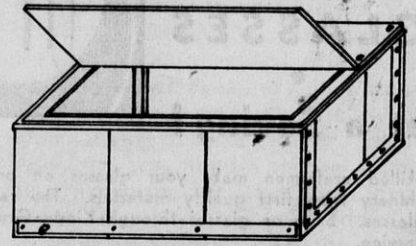
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Sale starts at 12 noon in heated pavilion

100 Purebred Holsteins

T. B. and Blood Tested. Many from Certified Herds.
Consignments include —

From CHRIS MAYER—Cool Stream Dolly Ormsby with 603 lbs. fat at 6 yrs., 4.1%; 492 lbs. fat at 3 yrs., 4.3% test; 465 lbs. fat at 4 yrs., 4.3%; 397 lbs. fat at 2 yrs., 4.1%. She is a granddaughter of Sir Ormsby Beechwood and will be fresh at sale time to service of Skylark Butter Boy Fobes whose daughters are making over 400 lbs. fat as 2-yr.-olds, all records on twice a day milking. (Certified.)

FORREST GUNDERSON consigns Ormsby Bonheur Ollie, an Admiral Ormsby Fobes bred cow. Fresh at sale time. (Certified.)

A. J. CULL sends a 3-yr.-old Homestead cow from a dam with two records of over 470 lbs. fat. Heavy in calf to Godfreys Ormsby Francisco.

JOS. SCHNEIDER sends an Ormsby bred cow with 469 lbs. fat, 305 days and was member of the 1st prize Produce of Dam at the Calumet Co. Fair. Also another young cow with 393 lbs. fat in 305 days, heavy in calf to one of the best bulls that ever came from John Zoberlin's herd. Also a number of calves around 4 to 6 months of age.

There will be 20 bulls of serviceable age or near serviceable age. There will be Bred heifers and many choice young cows, springing and fresh.

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MILWAUKEE MILK PRODUCER

"By Farmers"

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

FEBRUARY, 1941

Number 11

The President Says:

Your Board has always done what they thought best for our stockholders and the industry. I am pleased that they have elected me as President and I will assure you that I will do everything in my power to promote a more friendly relationship between the producer-distributor and consumer public.

Now that the annual meeting of the stockholders has been held, I wonder why only 533 attended the meeting and voted. Our membership consists of about 2,800. In a co-operative as we have, certainly there should have been a better attendance so that we, as directors, are certain what all of you want. A farmer should be willing to spend one day a year, and I ask that every one of you attend the next annual meeting.

I certainly welcome the newly-elected directors and trust that they will be able to fill the position of the directors that the voting stockholders replaced. Working with said directors for the past year. I found each to be very efficient and sound in their judgment. Your association will feel the loss of their valuable advice and guidance.

The outcome of the voting was as follows: Kurtz, 267; Maerzke, 254; Lekfield, 251; Dobbertin, 249; Wiedmeyer, 231; Weber, 227; Klusendorf, 200; Kiekhaefer, 197; Christensen, 188. The four receiving the highest number of votes were declared elected as directors.

I am pleased with the attendance at the Farm and Home Week at Madison. Many things of great interest invited all. The Slogan, "We Go Forward Together," impressed me. All of you should see your representative and get behind the Building Program for the Agricultural Department of the University of Wisconsin.

The great change in American agriculture is creating profound problems, keep abreast with the times, get all your free literature from both the Department of Agriculture of Madison as well as Washington, D. C.

A Bit of History

As the only present member of the original Board of Directors elected in April, 1916, when the organization was formed, I believe it will be interesting and perhaps informative if I set down a few facts regarding this organization.

Milwaukee Co-operative Milk Producers was organized in April, 1916, under the name of Milwaukee Milk and Cream Shippers' Association, with capital of \$10,000. The original paper, articles and By-Laws were worked out by economists and legal authorities attached to the State University. Efforts were made at this meeting to pledge all shippers to get their representative dealers to pay for all milk delivered to them.

Surplus milk was a big problem at that time, and during the year following the first meeting, the Burwood Creamery in the southern part of Milwaukee County was offered to the organization for \$3,000, and it was decided by the Board of Directors to purchase this plant, use it for manufacturing surplus milk into butter and cottage cheese.

The organization had a rocky road during those first years and found itself badly in need of funds. At the annual meeting in 1917, it was voted to amend the By-Laws by increasing the capital stock from \$10,000 to \$15,000, and to allow milk haulers who were hauling milk from members for hire, to purchase a share of stock and have full stockholders' rights. The meeting also approved the action of its manager in purchasing the Ideal Dairy Company, a bankrupt retail milk business, for \$24,500. Borrowing of \$50,000 was authorized, such amount to be borrowed from a bank, and since the credit of the organization was not of the best, the Directors were required to sign as individuals. Thus began the first major financing of the co-operative. The co-operative was also authorized to sell bonds against the property, in order to raise money. In November of that year the Board voted, at the suggestion of the manager, that the retail milk business of the

Mr. T. Fred Baker, newly elected president of the Co-operative, asked me to remain on as editor of this paper for February. Accordingly this issue is my responsibility as it has been since the first issue in April, 1928.

CHARLES DINEEN.

The Dairy Outlook

The outlook for the producers, processors, handlers and distributors of milk is regarded as somewhat optimistic by authorities in Washington who are in close contact with the milk production and marketing situation. Weekly figures are not available on the butterfat-feed price ratios, but changes in prices during the past month indicate that relationships have improved considerably for dairymen. The relation of butterfat prices are now a little more favorable relative to feed prices than at this time last year.

Farm Home Week

Draws Huge Crowd

Fine weather, good roads and a good program well advertised drew a record crowd to Madison for Farm-Home Week, February 3 to 7.

Your Board was well represented at this worthwhile gathering.

Farmers from all over the state listened to good talks and entered into discussions as well as rubbing elbows with others which has a broadening effect on people.

Co-operation

"A broad definition of co-operation might be—working together intelligently and willingly for mutual objectives. Co-operation calls for the submerging of minor differences in order to secure major objectives. It calls for sportsmanlike acceptance of defeat by minority and sportsmanlike and magnanimous acceptance of a victory by majority. These elements are the same in the family, village, town, city, state or nation. It calls for the practical expression of the principles of the Golden Rule and the Sermon on the Mount." — President Sexauer of Dairyman's League.

Ideal plant be closed out as a losing venture. Making of cheese in that plant was considered.

(Continued on page 3)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
R. 2, Cedarburg

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Sixteen Short Years

Sixteen years ago at the persistent insistence of a majority of the members of the Board of Directors of the Milwaukee Co-operative Milk Producers I reluctantly became your full time secretary. The job didn't look very attractive, membership had dropped off to a point where less than one-third of the producers were paying dues. A staggering debt made bankruptcy proceedings loom like a dark cloud over the organization. But such good men as Kerler, Hartung, Wick, Kiekhaefer and others promised to help and the job

was undertaken. A great big bleak office up a high flight of stairs in the Pabst Corporation Bldg. One scared little stenographer was the only person present except when the field man came in early in the forenoon or about five in the afternoon. Few visitors came in for there was little reason for anyone to come to a place that was more like a morgue than a live producers' headquarters.

The first job that needed attention seemed to be more check testing service for the members. The Board agreed that some money might be spent to set up a small laboratory in the outer office (prior to that the field man had to test his samples in a milk plant laboratory), and soon a second man was employed.

Things brightened up and with more service came an appreciation by the members who in turn said a good word to their neighbors. Perhaps the morgue-like atmosphere of the headquarters, coupled with a natural desire to be out and moving prompted me to get out and solicit new support. Not an easy job, for most of the members who had withdrawn were rather sour. With dues at three cents per hundred and the small amount of service given, the reception was rather cool and in some cases decidedly hostile. But a start was made with the help of Bill Kerler, and things got easier as the list of new signers grew. Only one dealer gave the office a list of names of people who had deductions made, lacking a list, intelligent canvassing could not be done.

Most of the dealers furnished a list of supporters when they became convinced that the new regime did not intend to wreck their business and from then on the work progressed better.

Names of new signers were listed in a book and soon the list became quite impressive. The book was then carried when out soliciting and was a great help in some cases.

Income increased as the list grew and more laboratory help was employed. Debts were reduced and credit which was practically non-existent became good.

Relations with some dealers were very strained, but gradually a better feeling developed and goodwill was established. The Health Dept. looked on the organization as a set-up designed to help the poor producer keep on making poor milk. This attitude changed when the Health Dept. found that it was the aim of the organization to produce good milk so that people would use

(Continued on page 3)

Hail and Farewell

The Milwaukee Milk Producer will have finished its thirteenth year when the March, 1941, issue comes off the press.

Month after month for the last thirteen years we have tried to make this little publication a source of information for the members. We have tried to keep it on a high plane so that it would meet with the approval of the good people who support the Milwaukee Co-operative Milk Producers. No off-color advertising has ever been accepted. No patent medicine ads, phoney jewelry ads or even high rate political advertisements have gotten into these columns. We are rather proud of this record.

The getting out of this little sheet has made considerable extra work, but if the paper has kept you informed or been a help to you in any way, these thirteen years of editorial work have been well repaid.

Again, Hail and Farewell.

CHARLES DINEEN.

Butter Takes a Dive Manufactured Milk Lower

Butter averaged almost four cents per pound lower in January than December. The high day was January 1 with $32\frac{1}{4}$ cents and the low day was January 13 with an average of \$0.30185 for the month.

Condensed skim milk was a small fraction higher while powdered skim was a trifle lower.

Consumers evidently considered that butter prices were too high in December, for sales fell off very much and in Chicago oleo sales picked up in proportion.

Butter sales are reported as somewhat better and with payrolls getting higher every day, a better butter market is almost sure to develop. As compared with January, 1940, butter was lower last month, but skim milk products were much stronger; in fact, skim milk powder was more than $2\frac{1}{2}$ cents per pound higher.

Higher prices as stated above are almost bound to come due to good industrial conditions.

Frankly

A bewildered man entered a ladies' specialty shop. "I want a corset for my wife," he said.

"What bust?" asked the clerk.

"Nothin'. It just wore out."

—Lehigh Burr.

A Bit of History

(Continued from page 1)

The need of more money was evidenced at the annual meeting held in January, 1918, when the stockholders voted to increase the capital stock from \$15,000 to \$20,000. Reluctance on the dealers' part to make deductions from the producers' checks for the organization was also discussed. In November, 1918, the manager suggested to the Board that he take action to sell the Burwood Creamery if the purchase price could be gotten for it. The Board instructed the manager to make such deal if possible.

In January, 1939, the stockholders considered the possibility of individual contracts entered into between each member and the representative dealer, which would require the dealer to purchase all milk used through the association and pay the co-operative one cent per each eight gallon can delivered by the members to the dealers. No action, however, was taken on this matter.

In June, 1919, the Board voted to employ a canvasser to sell bonds against the co-operative property. The Board also voted to increase the manager's pay to \$300 per month. Big business was expected that year for the Board met in July and voted to rent space from the Pabst Brewing Company for the purpose of setting up a plant to process milk. It instructed the manager to endeavor to induce the dealers to turn over all surplus milk to the co-operative for processing. When the plant was finished in January, 1920, the annual meeting was held in the quarter rented from Pabsts at 9th and Prairie Sts., Milwaukee. Principal discussion was on raising money to finance the plant and equipment. No definite action was taken, it was moved, seconded and carried that the meeting adjourn to March 16, 1920, at the same place.

At this meeting it was voted to again amend the By-Laws so that capital stock would be increased to \$75,000. Pressure methods to make all producers sign for the deduction of two cents per each eight gallon can were adopted at the annual meeting in 1921. The resolution said that whenever a milk hauler's load was signed 90 percent for deductions the hauler should leave the other 10 percent of the milk stand. Members also voted against daylight saving legislation. They also listened to a resolution which said, among other things, that the officers should take immediate steps to save the or-

ganization, not by calling for more money to tie up in a business that was a losing one, but by working to eliminate the "middle dealers, who have always skinned the producer and consumer." To accomplish this properly the resolution "said the association should engage in the retail business by establishing milk stations in each ward or section in the city like the city of Milwaukee sells Army and Navy goods, potatoes, and condensed milk, or by taking over the business of some distributor and selling stock to the people in the city, whom we should have co-operated with long ago, instead of with the dealers." If none of these things work then we should ask the city to take over the entire milk business. No action was taken on the proposition. The matter of buying a creamery at Freistadt was taken up by the Board in 1921 and a committee was named to consider this matter. The motion was then made that the association plant be sold. The motion was lost. Motion was carried that the price of milk go by default so that the non-members would realize what is being done for them. Contract forms were ordered for the members to sign. A stockholders' meeting was held in June, 1921.

At this time the retail price of milk was considered and it was resolved that milk should never sell below nine cents a quart without the consent of the producers and that the producer were to have one-half of the retail selling price. Motion was also made to rescind the action taken at the last meeting regarding no price being set. Motion was carried, also a motion that unless 75 percent of all shippers were signed on the contracts such contracts could not be effective, and that these contracts must be signed within 60 days or they will be declared void.

A special meeting of the stockholders was held on October 29, 1921, the subject being the signing of a pooling contract. A Mr. Bruce from New York told how the New York farmers run their business through the pooling plan. A resolution was introduced which would authorize the Board of Directors to use their best judgment in the handling of the association plant, to close, sell or lease, as they see fit. The motion was lost and no action was taken on the pooling plan.

The Board met on November 2, 1921. Principle action being taken was that no stock be redeemed from producers by association because of

the weak financial condition of the co-operative. A committee was named to consider proposition to rent the butter-making equipment which had been installed in the Pabst plant. Two members of that committee were Edward Hartung and this writer.

In January, 1922, the Board of Directors decided that the time had come to buy milk by weight test and fat instead of by can regardless of test as had been done in the past. The classified price of buying was put into effect the following month. This plan provided that the fluid milk price would be bargained for each month by the dealers and representatives of the producers and that milk not used in fluid channels would be paid for according to a formula which took into consideration butter prices and the price of sweetened condensed skim milk, skimmilk powder and cottage cheese.

Space will not permit bringing this article up-to-date at the present time.

Sixteen Short Years

(Continued from page 2)

more of it and that while the producers' organization stood up for its members if it believed they were not treated right, it did not condone the production of low grade milk.

Perhaps the decision of the Milwaukee Health Department to enforce the T. B. test ordinance in 1926 brought about what might have been the most critical period of the organization's existence to that day. Chicago had set a dead line by which all herds had to be tested in order that milk from such herds could go into Chicago. A very disastrous strike and withholding of the milk was the order of the day. Many Chicago shippers lost their market permanently because of this trouble. Some producers in this area felt that it would be very costly for them to test, having little confidence in the reliability of the test. However, conferences were held by all parties concerned and with the help of the then head of the State Dept. of Agriculture, John D. Jones, Jr., the testing program was worked out so that there was little friction. No farmers lost their markets except a few who decided to sell their cows or stay out of the market until such time as they were forced to test by the area test methods. This was a very advanced step and placed the Milwaukee market in a good position since the market got milk from T. B.

(Continued on next page)

tested herds without any strikes, riots or other trouble.

It pleased the Board of Directors to know that stock again had value. The dues were reduced to 2c per hundred and even then the money accumulated in such amount that property was purchased and the building now occupied was erected and equipped. All stock outstanding was brought in except membership share which each active stockholder was requested to hold so long as he continued to produce milk for this market. The dues were again reduced in 1932 to 1½c per hundred or just one half of what they were in 1926. A stock accrual was also set up so that every producer who paid dues in 1931 had ½ of one cent per hundred of milk set up to his credit for stock. Some producers who did not own stock at the time, then paid the difference between the accrual and the book value of stock. Others who had a share paid the difference and were then paid out the value of one share, some still have the accrual forthcoming to their credit and there is enough money in reserve to pay this accrual out in full as well as to pay for stock for retired producers.

With the advent of the depression new dealers looked for some way of making a living, got into the market buying milk on different plans and telling the farmers that they would have no surplus and making other promises. These dealers, in order to get volume cut prices, gave more fat per bottle, and did most everything else that could be thought of to wreck a market. In order to cure these detrimental practices a control law was enacted at the request of your Board of Directors with the result that for a time at least, the market improved. Gradually most of these dealers disappeared from the market, but not without leaving the farmers without milk checks for a considerable time. Milk Control has been in the picture ever since and while it may have been the means of getting the farmers a higher fluid price, it also worked to their disadvantage, because the chiseler was generally uncontrolled and the producer shipping to a reliable company, lost fluid sales as the dealer lost.

Whether better control can be obtained is a question that will be decided in the near future. The market is now in pretty good shape except for competition from roadside stands.

The organization is functioning well, the equipment is practically

new in many instances, the building has been kept up at all times, is free from debt and probably in as good condition as when built. The office and laboratory personnel is very efficient. It pleases me to leave the organization as Secretary in excellent condition in every respect with the good will of the dealers, the health department and everyone which it must contact.

CHARLES DINEEN.

State Fair Will Feature Dairy Products

More exhibits of dairy products that will stimulate consumer-buying and greater accent on the dairy cow were recommended at a meeting in Madison January 21, for the discussion of Dairy Day at the 1941 Wisconsin State Fair, August 22.

About 65 dairy leaders from all parts of the state attended the meeting, offered suggestions for improving Dairy Day, and promised their co-operation in making this year's program the greatest any state fair has ever attempted.

Credit for the success of Dairy Day was given to the dairy industry by Ralph E. Ammon, director of the state department of agriculture, who pointed out that each year the industry plans the kind of observance it wishes. A. C. Thomson, Fort Atkinson, chairman for Dairy Day, presided at the meeting.

A banquet for herdsmen and cattle exhibitors at the state fair was considered and a committee named to work out arrangements. The banquet was urged by Fred Klussendorf, Waukesha, superintendent of the cattle department at the state fair, and Fred Thomas, Waukesha county agent.

Outlining benefits of the 1940 "Stars of the Milky Way" contest, in which honor is paid the most outstanding cows in the five dairy breeds, R. W. Stumbo, Fort Atkinson, field man for the Wisconsin Dairymen's Assn., asked that plans be worked out to give more recognition to cows chosen in the various counties for district competition.

E. K. Slater, Milwaukee, editor of the National Butter and Cheese Journal, commented that the value of publicity derived from the Queen of Dairyland contest at the state fair would amount to many hundred thousand dollars.

Mrs. Ralph E. Ammon, wife of the director of agriculture, expressed the belief that the exhibit of dairy products in the dairy building at the

fair should be greatly enlarged and that it should be arranged with a view to increasing dairy products sales. The importance of making these exhibits appealing to the consumer was further emphasized by Charles Dineen, Cedarburg.

A milking contest for ladies was suggested by Russell E. Frost, Junior State Fair chief, as part of a "fun on the farm" theme planned for the fair. Frost recommended a judging contest for cow testers and suggested the possibility of arranging contests for each section of the Dairy Day parade.

Full co-operation of all the breed associations in the state in the plans for Dairy Day was assured by Fred Idtse, Beloit.

L. M. Sasman, state supervisor of rural vocational education, Madison, said that a more significant program than usual would be proposed for the farmers who receive the honorary recognition given by the Future Farmers of America chapters and the state department of agriculture.

Trophies of recognition for owners of herds having a herd average of 350 pounds of butterfat or more a year for three consecutive years were recommended by Lee I. Yorkson, manager of the Wisconsin Dairy Industries Assn. The trophies would be awarded by the Wisconsin Dairymen's Assn.

Mrs. Lois Johnson Hurley of the Wisconsin Agriculturist and Farmer, outlined suggestions for the Butter Ball climaxing Dairy Day.

Dairy Day committees were announced as follows:

General Committee—A. C. Thomson, Fort Atkinson; Fred Klussendorf, Waukesha; Harvey Nelson, Union Grove; Milo K. Swanton, Lee Yorkson, Russell E. Frost and A. O. Collentine, Madison.

Stars of the Milky Way—A. C. Thomson; Fred Idtse, Beloit; Stewart Barlass, Janesville; Clarence Sheridan, Fond du Lac; Harry Richardson, Spring Green; Harry Dix, Menomonie; Russell Frost and A. O. Collentine, Madison.

Parade—A. C. Thomson, Fred Klussendorf, Harvey Nelson, Milo Swanton, Lee Yorkson, Russell Frost and A. O. Collentine.

Butter Ball—To be named by Lois Johnson Hurley, Racine.

Queen of Dairyland—E. K. Slater, Harvey Nelson, Mrs. Ralph E. Ammon and E. R. Livingston, Cambridge.

Herdsmen Banquet—Fred Klus-

sendorf, Russell Frost and A. O. Collentine.

The following attended the meeting: Assemblyman O. R. Rice, Delavan; Senator Fred R. Fisher, Wau-paca; Assemblyman C. J. Ebert, Gresham; Assemblyman Joseph W. Mleziva, Luxemburg; Assemblyman Lloyd Rundell, Roberts; Assemblyman William T. Miller, West Salem; Charles L. Hill, president of the National Dairy Show, Rosendale; F. B. Swingle, Wisconsin Agriculturist and Farmer, Racine; E. R. Livingston, Cambridge; Fred S. Idtse, Brown Swiss Association, Beloit; Lee I. Yorkson, Wisconsin Dairy Industries Association, Madison.

Charles Dineen, Milwaukee Dairy Council; H. H. Jack, Wisconsin Dairy Industries Association, Appleton; R. W. Stumbo, Wisconsin Dairymen's Association, Fort Atkinson; Stewart Barlass, representing Jersey breeders, Janesville; Fred Burhop, Wisconsin Dairymen's Association, Grafton; Paul A. Pratt, Gridley Dairy, Milwaukee; Harry R. Richardson, Wisconsin Ayrshire Breeders Association, Spring Green; Arthur F. Trebilcock, Kennedy-Mansfield Dairy, Madison; Lois J. Hurley, Wisconsin Agriculturist and Farmer, Racine.

E. H. Tucker, Wisconsin Dairy Industries Association, Lodi; Milo K. Swanton, Wisconsin Council of Agriculture, Madison; E. K. Slater, Olsen Publishing Co., Milwaukee; Emil Dreger, Madison Milk Producers' Co-operative, Madison; W. B. Noyes, Iowa County agent, Dodgeville; R. V. Hurley, Dane County agent, Madison; J. F. Thomas, Waukesha County agent, Waukesha; Melvin Mason, Pure Milk Products Co-operative, Whitewater; L. F. Roherty, Wisconsin Farm Bureau, Madison; Fred Klussendorf, dairy farmer, Waukesha.

Arthur Hall, Milwaukee Journal, Milwaukee; Mrs. Ralph E. Ammon, Wisconsin State Fair, Madison; Mrs. A. W. Kalbus, Wisconsin State Fair, Milwaukee; George L. Mooney, National Cheese Institute, Plymouth; Martha Bubeck, vocational home-making, Madison; L. M. Sasman, vocational and adult education, Madison; Dr. J. S. Healy, U. S. Bureau of Animal Industry; Arlie Mucks, W. McNeel, Mrs. Charlotte Clark Buslaff, Geneva Amundson, Dr. W. Wisnicky, Evert Wallenfeldt and Milton Bliss, college of agriculture.

Herman Ihde, Ira Inman, John Scott Earll, Edward Pfeifer, Paul C. Schmoldt, R. J. Douglas, and James W. Baird of the state board

of agriculture; Director Ralph E. Ammon, A. T. Bruhn, Dr. V. S. Larson, W. L. Witte, O. J. Thompson, Gordon W. Crump, Russell E. Frost, Bronte H. Leicht, A. W. Kalbus, W. John Reynolds, L. C. Peckham, and H. E. Halliday of the state department of agriculture.

Will New Food Law Handicap Merchandising of Milk?

While there is every reason for the milk industry to advertise its products for their health properties there appears to be a danger ahead, at least for those who sell their products beyond the limits of their own states, from the interpretation and administration of the new Federal Food, Drug and Cosmetic Law enacted last August. On this point Charles W. Wilson, counsel for the National Co-operative Milk Producers' Federation, uttered some disturbing thoughts at the recent annual convention of that organization. He said:

"The dairy industry is 'behind the eight ball' in the problem of federal food labeling regulations and the situation should not be taken lightly, because it threatens to disrupt completely all future plans for a live consumer educational and advertising campaign. . . .

"Under the assumption that we are under the regulations whichever way the statutory proviso is construed, it appears that the net result will be a discontinuance of all promotional effort along nutritional educational lines. In all probability we would have to resort to brand advertising which is not effective to increase the consumption of dairy products."

Here is Subsection (j) of Section 403 of the law:

"A food shall be deemed misbranded if it purports to be or is represented for special dietary uses, unless its label bears such information concerning its vitamin, mineral, and other dietary properties as the Secretary determines to be or by regulation prescribes as necessary in order fully to inform purchasers as to its value for such uses."

What are "special dietary uses?"

What would become of any publicity campaign if milk dealers were not allowed to claim on the labels of their products the health values which nutritional and medical opinion consistently declare to inhere in milk? What if, in interstate commerce, they were prohibited from recommending their product for use by infants, convalescents, persons

on special diets, etc., or by people generally for its health promoting influence without giving full information as to its dietary properties in accordance with regulations to be established by the Secretary of Agriculture?

Hotel Association to Help Promote Wisconsin Food Products

Boosting Wisconsin food products has become one of the most highly valued traditions of hotel and resort owners of the Badger state. In keeping with this tradition, the Wisconsin State Hotel Association unanimously passed the following resolution at its recent convention at Oshkosh:

"Resolved, that the Wisconsin State Hotel Association reaffirm its established policy of recommending to its members the fullest possible use of Wisconsin food products and further that we pledge our wholehearted co-operation to the department of agriculture in its promotional efforts on behalf of the more extensive use and consumption of Wisconsin food products."

On Foreign Farm Fronts

Italy's short wheat crop has resulted in a decree requiring that bread be made from flour containing 75 parts wheat flour and 25 parts corn flour. . . . Argentina expects a considerable surplus of beef for canning as the result of reduced British purchases in 1940 and the closing of other European outlets. . . . With apples scarce in the British Isles, prices have been set at a legal maximum of 20 cents per pound for popular varieties, 17 cents for less popular types. . . . Shipments of Russian cotton to Hungary, Slovakia and Yugoslavia, and perhaps Bulgaria, will start soon unless Nazi moves in the Balkans interfere.

Farm Population Up 2,000,000 in Decade

Over two million more people were living on American farms in 1940 than in 1930, preliminary Census Bureau figures show. Rural regions showed a population increase generally of eight percent, much higher than in cities of 10,000 and over. Higher birth rates, a slackening of the farm-to-city trend, and in some areas a back-to-the-farm movement account for the increase.

Mr. Fletcher Says: . . .

My Resignation to You

There has been a violent upheaval in your organization, and through it, I felt, in the interests of harmony, that it was my duty to resign as fieldman.

Causes which bring about these conditions are so vague and immaterial that they cannot be analyzed, but are often faced in the co-operative movement. They are one of the reasons why the co-operative movement is so hard to keep functioning at times and also they become necessary at times to keep the movement alive.

In the two years since this started some outstanding men who devoted years to the building of this organization were removed and new men took their place. These men should be given a fair trial.

Most of you who read this article know me personally, and I can assure you it has been a real pleasure and privilege to work for you and with you. When I think of the difficult marketing problems faced in the last eight years, high-lighted by the milk strikes, the dairy plant strikes and milk control legislation, and considering that through all these economic upheavals your organization not only functioned, but grew, I am extremely proud of the fact that I had a small part in this co-operative movement.

The old guard are leaving this organization in sound financial condition, with the strongest membership it ever had, a smooth working stabilization program and in close co-operation with the buyers of the territory. They look back with no regrets and hope only that the future holds prosperity for the dairy industry.

Possible Mastitis Causes

At a recent meeting I heard a prominent dairyman state that in his estimation the farmers of this state faced a greater economical loss from Mastitis than from any other cause.

It is my belief that he is right. It is a fortunate producer, who does not have to send at least one-tenth of his milking herd to the stockyards every year due to udder trouble. For that reason any suggestions that may tend to reduce this loss are worth considering.

In our study of this problem we find two things that we believe tend to aggravate this condition. First,

farmers who are using milking machines are, in the main, using too high a vacuum. We find them using from 14 to 15 inches of vacuum, which we believe is too much of a strain on the cows' udders. Producers who have experimented with this, find that with some types of machines they can do a very satisfactory job with 11½ inches of vacuum. The cows give down their milk more readily and the udder is not subject to enough strain to create injury. Another cause, not found so often, is hand milkers who instead of taking the final milk from the udder by gentle stripping, have a tendency to violently jerk the udder at the finish while it is soft and flabby. This style of hand milking is as apt to cause injury to the udder as anything that can be done.

Both of these conditions that may aggravate Mastitis are easily corrected, and if corrected may help to reduce our cattle losses.

Apparent Trade Output Improved — Market Irregularly Lower

Receipts at American cheese assembling warehouses in Wisconsin showed little change during the past week with a total volume of 4,504,957 pounds reported, a decrease of 9,388 pounds, or .21 percent from the previous week. As compared with last year there was an increase of 467,694 pounds, or 11.58 percent. Total stocks in all positions were reduced 956,190 pounds, making the apparent trade output 5,461,147 pounds as compared with 4,587,546 pounds the previous week and 6,333,757 pounds last year. Prices ruled irregularly lower at the meeting of the Wisconsin Cheese Exchange Friday, January 31, with Twins and Cheddars declining ½ cent at 15 cents; Single Daisies and Longhorns were off ¼ cent at 15¾ cents, making the spread between large and small styles ¾ cent. There was no particular feature to trading during the past week, although a good movement in processing quarters was noted in the rather large movement of Cheddars. — Agricultural Marketing Service.

Inherited Trait

Communist Father: "What do you mean by staying away from school? What do you mean by playing truant?"

Son: "Class hatred, father."

—Annapolis Log.

British Buying Milk

United States exports of processed milk to the British market during the first 10 months of 1940 amounted to 71,000,000 pounds compared with 274,000 pounds during the corresponding period of 1939, the Office of Foreign Agricultural Relations said.

The United Kingdom has long depended mainly on overseas sources for its requirements of condensed milk, milk powder, and other preserved milk. A large part of such imports, however, came from nearby continental countries. Imports from the United States were relatively small.

In 1938 the United Kingdom imported 183,000,000 pounds of condensed whole and skimmed milk of which 80 percent came from foreign countries, mainly the Netherlands and Denmark and the remaining 20 percent from Empire sources, principally Canada, New Zealand, and Eire. Imports of whole and skimmed milk powder that year totaled 40,000,000 pounds, of which 42 percent came from foreign countries, principally the Netherlands and the United States. The remaining 58 per cent came from Empire sources, mainly New Zealand and Australia. Imports from the United States amounted to 6,206,000 pounds, and consisted entirely of unsweetened skimmed milk powder.

With the outbreak of the war, supplies from Denmark and the Netherlands were cut off, leaving the United States and Canada as the nearest sources of supply. Most of the 71,000,000 pounds of processed milk shipped to the United Kingdom during the first 10 months of 1940 moved out of United States ports during August, September and October.

The display of fruit looked so tempting that the customer stood bewildered before the cleverly arranged counter.

"I'll take two pears, please," said the customer. Then, as the little bag was handed to him, he asked: "How much?"

"Fifty cents," said the clerk.

The customer bore the shock bravely. He fished out three quarters. "Keep the change," he said coolly. "I took a grape while you weren't looking."

"I want to buy my wife something for our wedding anniversary . . . have you any alphabet soup that spells 'I Love You'?"

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January Prices

GRIDLEY DAIRY CO.

	Percent	Price
Fluid	48.26	\$2.63
Outdoor Relief	2.05	2.40
Cream	17.24	1.51
Manufactured	32.45	1.26
Composite Price		1.98

EMMER BROS. DAIRY

	Percent	Price
Fluid	61.91	\$2.63
Cream	12.89	1.51
Manufactured	25.20	1.26
Composite Price		2.14

SUNSHINE DAIRY CO.

	Percent	Price
Fluid	50.71	\$2.63
Outdoor Relief	1.97	2.40
Cream	15.92	1.51
Manufactured	31.40	1.26
Composite Price		2.02

FOX DAIRY CO.

	Percent	Price
Fluid	50.54	\$2.63
Outdoor Relief	.24	2.40
Cream	17.96	1.51
Government Sales	2.19	1.51
Manufactured	29.07	1.26
Composite Price		2.01

LAYTON PARK DAIRY

	Percent	Price
Fluid	50.81	\$2.63
Outdoor Relief	2.53	2.40
Cream	11.59	1.51
Manufactured	35.07	1.26
Composite Price		2.00

BLOCHOWIAK DAIRY

	Percent	Price
Fluid	59.17	\$2.63
Outdoor Relief	3.47	2.40
Cream	11.50	1.51
Manufactured	25.86	1.26
Composite Price		2.13

LUICK DAIRY CO.

	Percent	Price
Fluid	50.95	\$2.63
Outdoor Relief	2.50	2.40
Cream	17.34	1.51
Manufactured	29.21	1.26
Composite Price		2.02

GEHL'S GUERNSEY FARMS

	Percent	Price
Fluid	47.63	\$2.63
Outdoor Relief	1.92	2.40
Cream	15.02	1.51
Government Sales	6.33	1.51
Manufactured	29.10	1.26
Composite Price		1.98

Composite Price

Some producers will be puzzled because the composite price is very slightly higher than in December, in spite of a 23c raise in the fluid price. A number of factors are involved, chief among them being a drop in the price of butter which brought the manufactured price down from \$1.40 to \$1.26 or \$.14 per hundred pounds. Another factor that always must be considered in January is the drop we always have in consumption following the holidays. Perhaps some resentment because of the raise in price coming at a time when holiday shopping bills, taxes and other headaches affect everyone, had something to do with falling off in consumption.

All of these things being taken into consideration along with the increased roadside sales pulled the composite price down. There is reason to believe, however, that with industrial payrolls increasing daily, the composite price will be considerably higher for each succeeding month of 1941.

Cheering Outlook for 1941 Farm Income Will Be Largest Since 1929 in Opinion of Figure Experts of Your Uncle Sam

A 1941 farm outlook that includes prospects for continued improvement in the domestic demand for farm products during the coming year, smaller agricultural exports, a higher general average of prices, and larger total cash income from marketings is reported today by the Bureau of Agricultural Economics.

The Bureau said that 1941 farm income, including government payments, is expected to exceed \$9,000,000,000, and may be the largest since 1929. A part of the increase in income in 1941 over 1940 will be offset by increased costs of com-

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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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modities and services used in farm production. The remainder will go for improvements in the agricultural plant and a better level of farm family living.

The favorable farm outlook for 1941 is contingent, it was indicated, upon an agricultural production of about the same volume as in 1940, since with large carryover stocks of several commodities the total supply of farm products will be fully adequate for the country's needs.

Greater consumer purchasing power in the United States in 1941 compared with 1940 is expected to result in improved demand for farm products. Consumer incomes will reflect not only a substantial gain in industrial production, but also the gradual cumulative effects of the general improvement in business conditions during the past 2 years. The rapidly expanding program for national defense is chiefly to be credited with the anticipated increase in industrial production, employment and consumer incomes.

Export demand for United States farm products is likely to be worse in 1941 than it was in 1940. Continental European markets are virtually closed. They will be closed so long as present hostilities continue. Exports of soybeans, feedstuffs, and other products to Denmark, the Netherlands or other continental countries are expected to be much smaller in 1941 than in 1940. World supplies of wheat are large, Great Britain can obtain all needed supplies from the dominions. War restrictions on imports of fruits and miscellaneous products by the United Kingdom will be continued, and may be more stringent in 1941 than in 1940.

MR. DAIRYMAN!

The test made at the Co-op. picnic July 23rd, proved beyond doubt, that this insulated tank has the best temperature holding quality of any made today.

The price is right. 5 can tank \$57.50 f.o.b. West Allis. Larger sizes range in price accordingly.

Our insulated milk house and cooling tanks were used by the State during the entire fair, and won the approval of State, Dairies, and field men without question.

Write us for prices when in need of a new milk house, as they are priced to suit any producer. Made in all sizes.

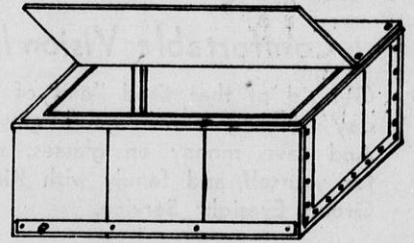
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Registered Holstein Bulls, 8 to 11 months old, of excellent type and from dams testing 4.3 percent fat for the year. BERN, SCHOESSOW AND SONS, Thiensville.

Communists Stir up Milk Troubles in London, Too

New York isn't the only place where radical organizations take to the milk business. In London recently a group of housewives led by representatives of the Communist Party protested with shaking fists



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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, Dept. 57, 5600 Roosevelt Road, Chicago, Illinois. 58 years making Quality products.

against high milk prices and short supply. The women marched up six flights of stairs, talked for half an hour and finally had to be ushered out by a policeman.

—Dairyman's League News.

COWS

100 Selected Holstein and Guernsey Bangs and TB tested close springers and fresh cows on farm to select from. Located 2 miles West of Jefferson on County Farm Road. Horses and Mules for sale.

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It is easy on the hands, and dissolves completely.

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MILWAUKEE MILK PRODUCER

"By Farmers

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

For Farmers"

Volume 13

MARCH, 1941

Number 12

Directors Select New Field Representative

On Base Adjustments

The base adjustment committee has been giving consideration to producers exceeding their base allowance under the following plan:

The loss of at least 25 percent of a milking herd, due to unavoidable, unusual causes, such as lightning, poisoning, fire, mastitis, loss of crops due to fire or loss of cows under the federal Bangs eradication program and the tuberculin test program. No adjustment has been given in the past for abortion, sterility or failure to breed. In some instances, consideration was given to producers who took over a farm, when the committee was of the opinion that the preceding farmer had neglected the care and management of the farm. Proper proof of loss by affidavit or otherwise is required and each case is heard separately.

There may be other cases that your base committee might consider. You must make the base that you are allowed by the committee if you expect to use it in your next year's three year average.

Base is set by the average of the milk you produce during the months of July, August, September, October and November or the average of the last three years whichever is the higher.

T. FRED BAKER.

Dairy Council

Curtails Activities

Due to the fact that producers and dealers handling about 30 percent of the fluid milk sold in the Milwaukee Metropolitan Area pay no dues or have discontinued contributions to the Milwaukee Dairy Council, its Board of Directors passed a resolution to suspend certain activities and discontinue all contributions made by all dealers and producers as of March 1, 1941. However, the right is reserved to resume activities at their discretion or at such time that producers and dealers producing and distributing at least 90 percent of fluid milk in the Milwaukee Metropolitan Area resume their proper contribution to the Milwaukee Dairy Council. Therefore, deductions from your milk

On Monday March 3rd the Board of Directors met and interviewed eight men who had been selected as the list from which the new field man should be chosen. After a morning of careful study and observation on the part of the board members, their final decision resulted in the selection of Mr. Art Christopherson as successor to Mr. Fletcher. Mr. Christopherson comes into the organization thoroughly acquainted with the Milwaukee market and its set up. He has been a producer and member of the organization for 16 years. His farm is located on Highway 15 about a mile west of Prospect Hill and at present he is shipping to the Sunshine Jersey Dairies. Mr. Christopherson was born and raised in Waukesha County and has always been very active in his local public affairs. He is at present town chairman of the town of New Berlin and has held that office for several terms. He is chairman of the Waukesha County Sheriff's Committee. Mr. Christopherson plans to resign both positions so as to devote his entire time to the proper fulfillment of his new position. With his fine background and his ability to meet people we are sure his choice has been a wise one, and we feel that he will be an asset to the organization.

Waukesha Dairy Show

March 11th-14th

The twenty-third annual Waukesha County Dairy and Agricultural Show will again be held at the Waukesha Livestock Sales Pavilion March 11 to 14, inclusive.

This fine show has become just as important in its own right as the annual state fair. You couldn't spend a more enjoyable day or evening any place that we know of right now, at this time of the year. Mark down the dates and plan to attend—you won't be sorry.

check for this advertising will be temporarily discontinued.

The Council, however, will continue to supply educational material to schools and the Junior Chamber of Commerce Milk Fund.

T. FRED BAKER.

Stable Odors

In February during the sub-zero siege the old shopworn problem of stable odor milk was probably at its greatest height. I am not going to go into the problem too deeply, you are all acquainted with it and most of you know how to prevent it. I do want to mention briefly a few things that came up in some of the discussions on this problem.

A fieldman for one of the companies stated that in several instances where there had been trouble with some of their shippers, the cause was traced to leaving the milking machine in the barn overnight. This you know is contrary to health department rulings and if you are going to have trouble with the machine by leaving it in the milk house, please take it into the kitchen for the night. Dr. Pilgrim and his staff have no objection to this procedure.

A good many producers plagued with the stable odor trouble are very insistent that they can't understand where the trouble comes from. The machine is never left in the barn, the cans don't get in the barn, the milk is strained outside the barn. Where then has the odor come from? My observations convince me that in a good many cases the trouble can be traced into the milk house. If a producer is not too careful about the cleanliness of his clothes and his person while in the milk house I maintain that he can saturate the milk house with stable odor that it is a most simple matter to impart it to the milk while cooling operations are in order. If you have not been careful about the cleanliness of your hands you can readily impart a strong and distinct stable odor to the cover or handle of a can especially a can that has been exposed to sub-zero temperature and is extremely cold. This odor seems to adhere from such contact and then when it gets into a dairy plant and it tends to warm up a trifle the odor seems to be stronger than usual. True this odor might not be in the can of milk itself but sometimes it's pretty hard to tell whether it is or isn't and oft times it's harder to convince an inspector that it's the handle or cover and not in the can.

ROY P. KNOLL.

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

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Milk at a Penny a Glass

New York City is carrying through a highly successful program of milk distribution in its public schools. A preliminary test from October 14 to the Christmas recess in which half pint bottles of milk were sold in the schools for one cent, proved so successful that it has been renewed to the end of the school year. The average daily consumption in 123 schools in November advanced from 4,511 quarts prior to the program to 26,051 quarts an increase of 477 percent. In some

Michigan Milk Producers Enter 25th Year

The Michigan Milk Producers Association of Detroit is celebrating its twenty-fifth consecutive year of successful operation. This co-operative was organized on June 3, 1916 and its early history is probably no different than most organizations of this same type. About all they had to start with was a stout heart and a will to overcome distressing market conditions by the use of collective bargaining.

The association is planning to honor those members and officers who have supported their organization continuously during the quarter of a century of its existence. The association will print an honor roll of members who have completed a long term of continuous membership and support.

This is Our Twenty-Fifth Birthday

You recall Mr. Dineen's article, in the February issue, of our past history, we too are twenty-five years old. In view of this it is probably no more than fitting that we celebrate in some way. Here is a little problem for the Board of Directors to devote some study to and endeavor to formulate something tangible so that we too can commemorate twenty-five years of faithful and successful co-operative marketing along with the opportunity of paying honor to those loyal members who have "stuck" with the organization through thick and thin from the very day of its inception.

schools consumption was six times as great as before.

The program, sponsored by Mayor LaGuardia, calls for the furnishing of this milk on bids from milk distributors, and contracts call for delivery of nearly 60,000 quarts daily. The sales are at the rate of four cents per quart, and the bid price is paid by the Surplus Marketing Administration of the U.S.D.A. The sum of these figures will defray the cost of the milk, which is priced at 57 cents per hundred under the regular Class I price. This concession by producers is good business, however, as it reduces the surplus at a higher than surplus price, and is inculcating milk drinking habits in the school children of New York. Most important of course, are the direct

February Milk Production Is At Record Level

Wisconsin's milk production is at the highest level ever reported for February, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. The monthly estimates made by the service show that milk production in Wisconsin has increased about nine percent over the February average of last year. Compared with the 10-year average, 1930-39, the present milk production is 16 percent above that level.

This increased milk production is the result of some increase in the number of milk cows on Wisconsin farms as well as an exceptionally high production per milk cow. The production per milk cow averages about seven percent more than for February of last year.

Moderate temperatures and unusually heavy feeding of grains and concentrates have been largely responsible for the high level of milk production in the state.

Cash Farm Income Is Raised in 1940 Dairy Products Share in Rising Income

Cash farm income figures just released by the department of agriculture indicate that farmers received about a half a billion dollars more for their farm products (excluding benefit payments) in 1940 than in the previous year, but they were still short of their 1929 cash income by about 2.8 billions. Dairy products have shared in the rising income. The figures indicate that from 1939 to 1940 the cash income from all farm products was up six percent, compared with an 11 percent rise for dairy products.

Cash income from the sale of dairy products totaled around one and one-half billion dollars in 1940, being higher than at any time since 1937 in which year the cash income from dairy products exceeded the 1940 level by about 30 million dollars. It is of interest that the cash income from dairy products in 1940 exceeded the combined income from corn, wheat, cotton and cottonseed.

benefits that come to the children themselves from the increased use of Nature's First Food.—Holstein-Friesian World.

Mr. Baker Reports

The application of better breeding of stock, better feeding and farm management methods will increase our income. It may be a good move now to sell your low producing cattle. Some farmers believe increase in efficiency, etc., will help the present farm problems of surpluses and unsatisfactory prices.

Federal farm officials claim that greater efficiency would give the farmers more money to spend for goods and services they are now unable to buy, and hence would help the farmers and the rest of the consuming public through this increased purchasing power.

"It has long been evident," the agriculture department reported recently, "that the greatest need for efficiency, and the place where the most improvement can be made, is on the average milk producing farm."

The report said that less than five percent of the 26,000,000 milk cows in the United States produces as much as 5,000 pounds of milk a year. At present, farm prices for milk and for feed, cows that produce 8,000 pounds of milk pay for their feed and provide a fair return for the farmers labor and overhead.

"But the greatest mass of cows milked throughout the country produce little more than half that amount," the report said, "such cows cannot possibly pay a profit, and in thousands of instances they can pay nothing for the labor they require, therefore let me suggest you follow these thumb rules:

1. Produce your own replacements.
2. Grow out your heifers properly.
3. Have heifers come in early.
4. Feed properly balanced rations.
5. Feed in proportion to requirements.
6. Produce a high percentage of the necessary feed on your farm.
7. Have a well balanced budget of operation.
8. Study feed differences and economically balance your rations.
9. Maintain herd health to provide long life production.
10. Practice selective mating, which will improve the producing ability of your herd.
11. Get a registered sire or raise a registered calf and quit using the stock yard scrub for, "Like Begets Like."

12. Follow rules of cow testing through a dairy herd improvement association, keep close records and cull your stock, for it has been proven that a herd of nine cows averaging 350 pounds of fat will give you three times the profit of a herd of 18 cows; six averaging 260 pounds, six averaging 200 pounds and six less than 85 pounds of fat. Stick to one breed.

Farm Population

1930	30,169,000
1940	32,245,000

Fort Wayne, Indiana Milk Program Will Not be Amended

The Surplus Marketing Administration announced recently that proposed amendments to the federal-state orders regulating the handling of milk in the Fort Wayne, Ind., marketing area will not be made effective. The proposed amendments would have increased producer prices for milk delivered to the Fort Wayne market and would have made other minor changes in the program which has operated under joint federal and state orders since 1937.

Recommendation to keep the present federal-state orders in effect, without amendment, was made by officials of the Department of Agriculture and the Indiana Milk Control Board who held a joint hearing in December on the proposed amendments. The recommendations were based on evidence taken at the hearing, which indicated, officials said, that present supply and demand conditions in the Fort Wayne market do not warrant program changes at this time.

A Few Words from the New Fieldman

I feel very grateful that the Board of Directors placed faith enough in me to select me as their fieldman.

I hope they will not be disappointed as I will try to make this a bigger and better co-operative.

Here's hoping for full co-operation, especially between producer, dealer and consumer, as we are all striving for one objective—a good living plus a little besides.

A. D. CHRISTOPHERSON.

Market Conditions at a Glance

STRENGTHENING FACTORS: Industrial payrolls, best measure of consumer demand, continue to rise. The December index reached a new high of 123 from 117 in November and 105 a year ago. The number of unemployed is being steadily reduced and now totals less than six million against eight million last March. Defense expenditures are now running at the rate of half a billion dollars a month. Conclusion: Consumers can buy more, pay more, than last year.

* * *

Surplus Marketing Administration continues to lend support to prices by large purchases for relief distribution. Much larger relief distribution than last year is in prospect, especially through the stamp plan.

* * *

WEAKENING FACTORS: Under the heaviest grain feeding ever reported the national dairy herd is yielding a new high record of milk output. Production of butter is running well over last year, and with the ratios of prices of milk and butterfat to feed continuing highly favorable, increasing amounts of milk will be converted into butter.

* * *

Nearly 500,000 heifers will be added to the national producing herd during the Spring months, and with available supplies of grain and hay ample, the flow of milk will be correspondingly increased.

* * *

Seasonal declines in butter prices continue this month to set the tone of the market. Commercial storage holdings for the first time during the 1940-41 production year, exceed the corresponding total of the preceding year.—D. P. M. A.

Army Using Butter

Wisconsin Legislature's Resolution Puzzles Officers

Army officers expressed amazement when informed that the Wisconsin legislature had conducted a hearing on a joint resolution requesting President Roosevelt to require the use of butter, cheese and other dairy products to feed the nation's armed forces.

While declining to be quoted directly, an officer of the Quartermas-

ter Corps gave the Dairy Record's Washington correspondent a copy of the Army regulations, setting forth the authorized Army ration.

It provides for no oleomargarine but does permit the substituting of peanut butter, fruit butters, jams and jellies for butter.

Field Use Only

"Even though substitutes are largely for field use where the lack of refrigeration makes the serving of butter impracticable," said the officer, "it is the aim and intention of the Army to serve butter when troops are in garrisons or wherever it is possible to do so."

The Army ration calls for two ounces of butter, a quarter of an ounce of cheese, one ounce of evaporated milk and eight ounces of fresh milk per man daily.

Within a few months when one million men are expected to be under arms, the Army's daily purchases will include 125,000 pounds of butter, 454,000 pints of milk, 62,500 pounds of evaporated milk and 15,625 pounds of cheese.

The Greatest Need for Efficiency

In his annual report to the secretary of agriculture, Chief O. E. Reed of the Bureau of Dairy Industries says: "The greatest need for efficiency in the dairy industry, and the place where the most improvement is possible, is on the average milk producing farm. Thousands of farmers need to breed better cows—higher producing cows—to reduce their costs of milk production."

Efficient milk production is of basic interest to the milk dealer distributor. Proper feeding, breeding and culling will result in greatly reducing the cost of producing milk. This is essential to make it possible to pass along these cost reductions to the consumer and will result in increased consumption by the masses whose budgets make economy necessary.

With the proved-sire system of breeding, the Bureau of Dairy Industry's experimental breeding herds of Holsteins and Jerseys now average 99 and 95 pounds higher in butterfat production, respectively, than the high-producing cows that were selected to found these herds. This is without change in feeding

and management, selection or culling.

Artificial insemination is rapidly becoming an important means of making the most extensive use of good proved sires, the report says. Within the last year, approximately 138 selected sires have been artificially "mated" to about 34,000 cows, or nearly eight times as many as they would have served otherwise. —Dairy World.

Bovine Mastitis is Subject of New U. S. D. A. Poster

To aid dairymen in combating bovine mastitis, a disease capable of making serious inroads on the milk production of a herd, the United States Department of Agriculture has issued a poster on the subject. One of the simplest methods of detecting the presence of mastitis is through the use of the so-called "strip cup" illustrated in the poster. In text form, the poster presents briefly the cause, prevention and treatment of mastitis, together with other pertinent information.

The poster, printed on light cardboard, measures 16 by 20 inches. Copies may be obtained free, as long as the supply lasts, by applying to the United States Bureau of Animal Industry, Washington, D. C.

Here is a poster that should be of great value to most of us as we know that probably the most troublesome disease in any herd is mastitis. The presence of mastitis in your herd should be the signal for action on your part. Probably the best advice you can procure is from your veterinarian, follow his recommendations. A recent article by Dr. C. I. Corbin of Sheffield Farms Co. discloses the fact that at times this disease is introduced into sound herds through the purchase of dry cows from cattle dealers. The quickest way to prevent this is to raise your own replacements, Dr. Corbin states. Dr. Corbin's summary is most important. He states: "Detect cows affected by the disease early, and segregate ailing animals immediately. Regretfully I must confess, that we do not as yet know how to cure mastitis."

Men should be judged not by their tint of skin, the gods they serve, the vintage that they drink, nor by the way they fight, or love, or sin, but by the quality of thought they think.

Beware of Bargain Seeds

Madison—"It's not how much seed you get for a dollar but how many plants," Henry Lunz, inspector in charge of seed and weed control for the state department of agriculture, cautions Wisconsin farmers who, within the next few weeks, will invest several million dollars in seeds.

At this time of the year, Lunz says, traveling agents attempt to get as much of this business as possible by selling so-called bargain lots of seed or seeds of some new crop about which exorbitant claims are made.

"Bargain" seeds, he warns, may be a bargain for the seller but not the buyer. Market values of seeds are well-stabilized and the seeds are usually sold at close margins. Consequently, a price that is too low can only mean low quality, he points out.

The farmer should beware of seed mixtures, he adds, since it is known that they are often composed of low-grade seed and sold by the bushel at a low weight per bushel.

"Do not be misled by the seed agent who wants to sell you seed grains at a fancy price," he cautions. "It may be fine in appearance but often is not adaptable to our climate." In buying Grimm, Cossack or Ladak alfalfa seed or hybrid corn, demand certified seed with the proper tag and seal on the sack, he advises.

Area Test Plans and Figures

Area tuberculin retests will be conducted by the state and federal governments on more than 340,000 cattle in six Wisconsin counties during 1941, the state department of agriculture announces.

On the retest schedule for the year are Brown, Clark, Crawford, Monroe, Portage and Washington Counties. The program is supervised in Wisconsin by Dr. H. J. O'Connell, senior veterinarian of the state department of agriculture. Its objective is the complete eradication of bovine tuberculosis in this state, a goal which has been very nearly reached.

The 1941 retests were started in Clark County January 2 and in Crawford County February 3. Clark County has a cattle population totaling 92,500; Crawford, 41,843; Monroe, 63,013; Brown, 58,249; Portage, 38,172, and Washington, 46,308.

More than a half million cattle in nine counties were retested in

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Secretary

Byron S. Lundt
President

Wisconsin Dairy Industries Association Issues Honor Award

Nearly 600 dairy plants in the state have received a "Certificate of Honor" from the Wisconsin Dairy Industries Association. The certificate is in recognition of 100 percent co-operation from their patrons in contributing one-half cent per pound on butterfat produced

during the month of August, 1940, toward the fund to promote greater consumption of all dairy products.

Of nearly 3,000 patrons in one of the largest co-operatives, only three producers did not co-operate in the program. In many other instances only a few patrons did not make their contribution. Actually the participation is much closer to 100 percent than the number of certificates issued would indicate.

1940, according to Dr. O'Connell. The area tuberculin retest was applied to all cattle in Calumet, Dane, Door, Grant, Lafayette, Jefferson, Ozaukee and Sawyer Counties. Retesting was started in Rock County and, up to February 15 of this year, 50,759 cattle had been retested in that county.

The average infection in the eight counties in which the retests were completed last year was .16 of one percent. No reactors were found in Sawyer County. With the latest test figures for Rock County included, the percent of infection for the nine counties in the 1940 schedule would be .15 of one percent.

All cattle in this state are retested at intervals of three or six years. Area tuberculin retests are conducted every three years in counties in which the incidence of infection in the cattle population is two-tenths of one percent or more. Counties having less than two-tenths of one percent infection in their cattle

population are retested every six years.

All counties to be tested this year are under the six-year retest plan except Brown County. Sixty-five Wisconsin counties are under the six-year retest plan and only six are retested every three years. The infection disclosed by the latest tests made on 3,030,774 cattle in the 65 counties was less than one-tenth of one percent.

The entire state is a modified accredited area, which means that all of the cattle in every county have been tuberculin-tested and the incidence of infection has been reduced to less than one-half of one percent for the state.—Release, Department of Agriculture, Madison.

Wife: "Just suppose we wives should go out on strike."

Husband: "Go right ahead. I've got a peach of a strike breaker in mind."—The Crown.

First Aid to Your Trees

Fruit and shade trees injured by sleet storms should receive first aid as soon as outdoor temperatures permit, E. L. Chambers, plant industry chief, state department of agriculture, advises.

The injured trees become easy prey for insects and fungus diseases and should be treated before there is opportunity for infection to set in, Chambers points out. The best time to apply the first aid, he said, is while the trees are still dormant.

Trimming the wounds left by broken branches and smoothing them as neatly as possible is recommended as the first step in the treatment. All cut ends of branches more than three-fourths of an inch in diameter should be painted at once with a good tree-wound paint.

To avoid unsightliness and facilitate healing the wound, large branches which cannot be salvaged should be cut off as close to the trunk as possible.

If no specially prepared tree paints are available, a mixture of one-fourth to one-half creosote oil and ordinary coal tar will be found satisfactory, Chambers says. A coat of shellac applied to the edge of the bark and in the sapwood one-half inch or so beneath the bark before the tar and creosote is applied will give somewhat better results and lessen the possibility of slight injury to tender tissues from the creosote paint.

Forks which have split down or bent over so that the branches touch the ground, but with wood and bark intact and not too badly splintered, can be pulled up with ropes and bolted back into place.

Trees in the Fox River Valley have been most heavily hit by sleet this Winter, according to Chambers.

Summary of Market Conditions

The effect which heavy production of milk may otherwise have had in depressing dairy prices during the past few weeks, has been offset in part at least by the butter buying activities of the Surplus Marketing Administration. Milk production is reported by the Department of Agriculture as having continued through January at a record breaking level for the season. Cow numbers have been increasing, cows are being fed

(Continued on page 6)

Wisconsin Farm Purchasing Power Gained Five Percent During 1940

The purchasing power of the Wisconsin farmer last year was five percent greater than in 1939, according to the farm price report just released by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Wisconsin farm prices, with the exception of livestock, averaged higher in 1940 than during the previous year. The rise in prices received for milk during the last half of the year was the greatest single factor in increasing the purchasing power of the Wisconsin farmer, the Crop Reporting Service points out. While milk prices last year averaged about 12 percent above those of 1939, the index of all farm prices, including milk, indicated a gain of about six percent. The general level of all farm prices, excluding milk, was practically the same in 1940 as in 1939.

Although there was some gain in the purchasing power of the farm dollar as compared with the previous year, it still remained well below the 1910-1914 level. This situation continued to exist because of the relatively low prices of some farm products and the high prices of the things farmers buy. Farm prices for last year averaged three percent above the pre-war level but the prices paid by farmers were 24 percent above that level, which decreased the purchasing power to 17 percent below the 1910-1914 average.

Larger Dairy Herds Expected for State

More heifers and heifer calves are being raised for milk cows by farmers in Wisconsin and throughout the nation than a year ago, which will probably mean more milk cows on farms a year from now, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

The annual livestock inventory shows that 464,000 heifers, one to two years old, are being kept for milk cows on Wisconsin farms. An additional 488,000 heifer calves under one year old and intended for milk cows are also reported.

A year ago estimates showed 448,000 heifers one to two years old and 470,000 heifer calves being saved for milk cows. For the 10 years, 1930-

39, the average number at the beginning of the year has been 401,000 heifers and 428,000 heifer calves saved for milk cows on Wisconsin farms.

This increase in young stock comes when there is the largest number of milk cows in the history of Wisconsin. Estimates at the beginning of the year showed 2,289,000 milk cows on Wisconsin farms, or 45,000 head more than at the beginning of 1940.

For the United States, estimates show an increase in the number of heifers and heifer calves saved for milk cows. At the beginning of the year the total number of young stock was estimated at 11,474,000 head, or 257,000 head more than was shown for the Winter of 1940.—Release, Department of Agriculture, Madison.

Summary of Market Conditions

(Continued from page 5)

butter, and the weather has been mild in contrast to the unusually severe conditions of a year ago. The inevitable result of such a combination of conditions is an abundance of milk — total production on February 1 estimated to have been 8 or 9 percent higher than on the same date last year. This is the same rate of increase that occurred on butter and evaporated milk in December, as compared with a year earlier, and since butter production since the first of the year through the opening week of February has continued heavy, it is safe to assume that there is likely to be a continued large output of manufactured dairy products the remainder of the winter feeding season.

February Milk Prices Unchanged:

With butter prices having been maintained at more or less the same level since the middle of January, it is not surprising that February fluid milk prices have shown no changes of consequence. So far as reports have been received from member associations of the Federation, the only February Class I change is a 5 cent per cwt. increase at Canton, Ohio, from \$2.50 to \$2.55, and information from other sources indicates that prices in most markets are the same as in January. Changes from December to January which were not reported last month, because information was not available, include decreases in several important fluid milk areas, namely, St. Louis, from \$2.64 to \$2.44; Chicago, from \$2.15

to \$1.97; Kansas City, Mo., from \$2.09 to \$1.96; and Louisville, from \$2.67 to \$2.54.

Multiple-Quart Containers Lower Unit Prices: One item of current interest to fluid milk producers is the apparent growing tendency toward the use of multiple-quart containers. At Washington, D. C., for example, the two-quart bottle has made an appearance in certain stores, with the price at 19 cents. One of the chains which is using paper containers is making a similar price for two single quarts, if purchased at the same time. Single quarts in both of the above cases are 11 cents, although the prevailing single quart price on retail routes is 14 cents. In many stores, a 13 cent price still prevails. The use of multiple-quart containers has been adopted in a number of cities, one purpose being to stimulate a greater consumer demand through the lower net cost per quart which is possible by this means of distribution. Similarly, quantity discounts are now given in some markets as a means of attracting wider consumer interest.

S. M. A. Again in Butter Market:

A current activity of the government which is of immediate interest to dairy interests is the butter buying program now in operation. The first purchases under the recently inaugurated program were made toward the middle of January, and during the balance of the month, approximately a million pounds were taken, mostly at Chicago. The 92 score prices paid at the various markets were: New York, 30¾ cents; Chicago, 30 cents; Los Angeles, 30½ cents; and Seattle, 31 cents. Purchases during the first week of February were less than 500,000 pounds, but the interest of the S. M. A. at the above prices was a supporting factor. All of the butter purchased has been moved promptly into relief distribution, and thus is entirely removed from commercial trade channels.

Purchases of dry whole milk and evaporated milk are also to be made by the S. M. A. Requests for bids on these products were issued February 6, and offers were to be accepted up to February 10. No indication was given of the amounts likely to be taken. These purchases are to be donated to the American Red Cross.

Storage Movement Slows Down:

As the season advances, storage stocks of butter and cheese are be-

coming lighter, although this year's reductions in January were not so great as in January, 1940. February 1 stocks of creamery butter were 29,894,000 pounds, compared with 29,189,000 pounds on February 1 last year. Thus stocks on this date were about the same both years, whereas on January 1, this year's stocks were 14 million pounds lighter than a year earlier. American cheese stocks on February 1 were 107,922,000 pounds, compared with 75,181,000 pounds on the same date

in 1940. This was a surplus of close to 33 million pounds on February 1, while on January 1, the surplus over a year earlier was only 25 million pounds. Evaporated milk stocks on January 1, the latest figures available, were approximately the same as on January 1, 1940.

February Prices
GRIDLEY DAIRY CO.

	Percent	Price
Fluid	45.67	\$2.63
Outdoor Relief	1.89	2.40
Cream	16.61	1.48
Manufactured	35.83	1.23
Composite Price		1.93

EMMER BROS. DAIRY

	Percent	Price
Fluid	53.48	\$2.63
Cream	14.87	1.48
Manufactured	31.65	1.23
Composite Price		2.01

SUNSHINE DAIRY CO.

	Percent	Price
Fluid	48.30	\$2.63
Outdoor Relief	2.08	2.40
Cream	15.77	1.48
Manufactured	33.85	1.23
Composite Price		1.97

FOX DAIRY CO.

	Percent	Price
Fluid	47.72	\$2.63
Outdoor Relief19	2.40
Government Sales ..	1.75	1.48
Cream	17.84	1.48
Manufactured	32.50	1.23
Composite Price		1.95

LAYTON PARK DAIRY

	Percent	Price
Fluid	50.05	\$2.63
Outdoor Relief	2.41	2.40
Cream	11.76	1.48
Manufactured	35.78	1.23
Composite Price		1.98

BLOCHOWIAK DAIRY

	Percent	Price
Fluid	57.05	\$2.63
Outdoor Relief	3.39	2.40
Cream	11.71	1.48
Manufactured	27.85	1.23
Composite Price		2.08

LUICK DAIRY CO.

	Percent	Price
Fluid	48.85	\$2.63
Outdoor Relief	2.50	2.40
Cream	16.92	1.48
Manufactured	31.83	1.23
Composite Price		1.98

GEHL'S GUERNSEY FARMS

	Percent	Price
Fluid	45.05	\$2.63
Outdoor Relief	1.93	2.40
Cream	13.72	1.48
Government Sales ..	6.05	1.48
Manufactured	33.25	1.23
Composite Price		1.93

Vaccination of Calves
Bang's Disease Curb

A plan for the official recognition of vaccination of calves as an aid in co-operative Bang's disease control was presented today (December 5) in Chicago by Dr. John R. Mohler, Chief of the Federal Bureau of Animal Industry in an address before the United States Live Stock Sanitary Association. The plan is based on the encouraging results obtained, in recent years, from vaccination of calves against the disease under farm conditions as well as at experiment stations. According to the provisions of the plan, vaccination may be used, as well as the present test-and-slaughter method of eradicating the disease, in states where the proper officials deem conditions favorable.

For many years the United States Live Stock Sanitary Association, which includes Federal and state veterinary officials and research workers, has been the body before which proposed new applications of veterinary science are commonly presented.

Operation of Plan Depends on
Acceptance by States

The plan here outlined, Doctor Mohler explained, should not be construed as being final and operative. Use of the plan in the various states, either in its present form or after possible amplification or revision, is contingent on acceptance by the proper authorities in such states.

As presented by Doctor Mohler, the text of the plan has nine principal provisions, as follows:

1. All animals over six months of age in a herd under co-operative supervision, where the owner elects to adopt the vaccinal procedure, should be subjected to a blood agglutination test prior to the inauguration of such a program, and at least one test annually should be applied thereafter.
2. To facilitate matters in connection with the movement of animals in such herds, in addition to



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protection of the purchaser, a record of each herd is absolutely necessary.

3. The vaccination of all animals should be confined to calves between four and eight months of age and this should be accomplished as nearly as possible during the sixth month of the animal's life.

4. The age of the animal and date of vaccination should be properly

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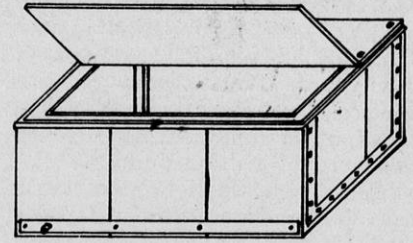
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recorded and the identity of each animal should be properly established in each instance.

5. An animal in a herd where vaccination is practiced should not be disposed of for any purpose other than immediate slaughter while revealing a positive titer, except upon written permission by the co-operating state or bureau officials.

6. A herd under the vaccinal plan may be certified as a herd free of brucellosis for a period of one year when all animals in the herd over two years of age reveal at least two negative reactions to official blood agglutination tests properly spaced.

7. The subject of the point payment of indemnity to owners of adult cattle that reveal a positive reaction to the blood agglutination test in a herd under the vaccinal procedure, is a matter that should depend upon the circumstances within a state. However, in instances where vaccinated animals over 2½ years of age (that were vaccinated between four and eight months of age) dis-

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close a positive reaction and the owner desires to dispose of such animals, a joint payment of indemnity is recommended.