



LIBRARIES

UNIVERSITY OF WISCONSIN-MADISON

Milwaukee milk producer. Volume 20 April 1947/March 1948

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1947/March 1948

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

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

For information on re-use, see

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

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

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

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 1

"By Farmers . . . For Farmers"

April, 1947

News Notes From Your Dairy Council On The Slate At Schools

Several weeks ago your Dairy Council's first rat feeding demonstration was carried on by the eighth grade students at Garden Homes School. The albino rats were furnished by your Dairy Council and the teacher and students were assisted and guided by your Council in the feeding and care program for the experiment. One rat was put on a good breakfast with milk and the other one (poor fellow!) was put on a sweet roll and coffee diet (a diet which was apparently common to too many of these boys and girls for breakfast). The students definitely learned the value of milk and an otherwise good breakfast to "start the day right." The rat on the poor diet lost his pep and became nervous and irritable to the point that the children felt sorry for him. Your Council then gave the "go signal" and the poor rat was returned to a good diet, milk, fruit, whole grain cereal and abruptly he snapped into improved health.

The sixth grade students have since that time completed a similar demonstration on milk and a good lunch versus a soft drink, a jelly sandwich, and a candy bar.

The students in the entire school (through interest in these two projects) have been alerted to the evident results of milk and the other basic foods in good health. The lesson has apparently carried over into the homes, since the teachers have said that parents have reported that their children are drinking more milk and eating better breakfasts and lunches. These two meals, the teachers said, had been the most commonly neglected meals of the day.

"The Children Have Been Counting The Days"

. . . and "The children could hardly wait" . . . and "This is a new experience for some of our children" are the expressions which frequently greet your Dairy Council's nutritionists when they reach the schools to show films and present talks to the students.

Students at Whelan, Green Tree, A. E. Burdick, Green Lawn, Scanlan,

Oakwood Road, R. B. Hayes, Franklin, Bartlett Avenue, and Thirty-Sixth Street schools were presented Dairy Council programs during March.

Faculty groups at Walter Allen, Washington, Gospel Lutheran, Fairview Lutheran, Green Lawn, Scanlan and Oakwood Road schools were presented Dairy Council materials and our services interpreted by members of our nutrition staff during March. AT LONG LAST . . .

After careful planning and reference research, your Dairy Council has completed and has already placed in action FILM STUDY GUIDES for use by teachers in preparing class groups for the showing of your Dairy Council's films. A good, effective and interesting milk lesson is the center of interest in each study guide. A FILM TEST for students to answer after seeing each film helps the teacher to see whether or not the students have understood completely the milk and nutrition lesson in the film.

There Was Much Talk About Milk And Tooth Brushes

. . . last week at the joint meetings of the Wisconsin State Dental Society, Wisconsin Dental Hygienists' Association and Wisconsin Dental Assistants' Association. Your director was an invited guest at the Dental Hygienists' Annual Luncheon and your Council displayed in an exhibit, our educational materials related to dental health at their meeting.

At the Wisconsin Dental Society's Wednesday session of table clinics, dentists, dental hygienists, and assistants gathered around to hear and see the demonstrations carried on by more than one hundred dental specialists at the Auditorium.

Dr. Curtis M. Wilcox's dental hygienist and Dr. Herbert O. Hoppe's dental assistant displayed an exhibit showing Dairy Council materials for use in teaching dental health to patients in a dentist's office and offered suggestions as to their most effective use.

Sister M. Jovita, director of Dietetics, Marquette University, College of Nursing, used your Dairy Council's FOOD COMPARISON CARDS to show the highly nutritive value of

milk and foods made from milk in comparison with certain other foods.

Miss Beulah Anderson, Dietitian at the Marquette University Dental School clinics, pointed out, with the help of Dairy Council posters, that MILK RANKS HIGH in the dental health picture.

Your Dairy Council has been asked to present a lecture and film program for the Milwaukee County Dental Assistants' Association at the Schroeder Hotel on April 17.

THESE PROFESSIONAL PEOPLE ASK FOR AND APPRECIATE THE ASSISTANCE OF YOUR DAIRY COUNCIL'S SERVICES AND MATERIALS in their Dental HEALTH PROGRAMS.

Adult Groups Look For Nutrition Information About Milk

As a result of our sending letters to pastors of all churches in this area, telling the Dairy Council's educational services, we are getting more and more requests.

We have, during the past month, presented a series of lectures to a women's group at Mother of Perpetual Help Church, and also lecture and film programs for men's groups at the English Lutheran Church of the Reformation and The Siloah Lutheran Church.

The WHO'S NEW Club, a homemakers' group at the YWCA, was offered a lecture and film showing by your Council. This group was especially interested in the educational work that is being carried on by your Dairy Council in this area.

At Lloyd Street School your Dairy Council presented a program on the subject of FITTING FOODS FOR YOUR CHILD'S FUTURE to parents of kindergarten, first and second grade children.

Men and women members of the 12th and Vliet Street Advancement Association learned about the Dairy Council of Milwaukee as a co-operative effort in community milk education and saw the film SOMETHING YOU DIDN'T EAT at their March meeting.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS
 CHARLES F. DINNEN, Editor
 1633 North 13th Street
 Marquette 3057 Milwaukee 5, Wis.

Vol. 20 April, 1947 No. 1

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST, Rockfield
AMB.A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

BUTTER MARKET

The butter market was very erratic during March, the high on 92 score government quotations at Chicago were seventy-six cents for the 5th and 6th of the month, with variations through the month, the low days being 28, 29 and 30 at 63¼ cents, or 12¾ cents lower than the two high days which would make a difference of fifty-one cents per hundred of milk less which the creamery patrons would receive for the lowest days over the highest days. The average price for the month was \$.69032.

Uniform Production

The office and Board members are being asked about whether a base or uniform production plan will be used this year. At the annual meeting, the Board of Directors were voted the power to put a base or uniform production plan into effect, if the Board so saw fit.

To date the Board of Directors has not made a decision on this question and it does not seem likely that a base plan will be used this year. Producers however, will do well to plan to ship as much milk as possible in the fall months, so that it will not be necessary to bring new shippers into the market to keep enough of milk. If we do not make enough of milk, new producers must be taken in, who will then be in the market, making more manufactured milk in the flush months of 1948, which will bring our blend price down.

If producers ship a reasonable amount of milk through the short months, they need not fear a base plan next year, if one is put into effect, the only purpose of a plan of this kind is to equalize the shipments, so that there will be enough of milk in the short season and not too much in the season of flush production.

During the war years, sale of manufactured milk was not a big problem, for the government was paying as much for canned milk as could be paid for fluid milk. That picture has changed, however, skimmilk powder is now begging for a market and would probably be down to seven to eight cents per hundred, if the government had not stepped in and bought considerable powder at nine cents for roller process and ten cents for spray processed skim-milk powder.

In summarizing, it may be said that the best way to keep away from being penalized for overbase milk, is to ship enough of milk in the short months. If cows are well fed during July, August and September when pastures are generally burnt up, supply can be kept up, particularly if cows are protected from insects by some of the better DDT sprays which are now available on the market.

NEW DDT PAINT

We now have a stock of DDT treated white water paint which can be applied just as whitewash is, and will give the barn a clear white coat and also kills flies, spiders and insects. The Health Department is satisfied with either whitewash or a white paint, which keeps the barn looking clean and white.

To get best results with this DDT treated paint, it should be put on early in the season, before flies become numerous, probably the best time is in May or early June.

Ask your whitewasher about this, also contact this office.

March Milk Price

The Board of Directors met the dealers on March 21 to confer on the price of March milk. Arguments by the Board for a higher price for Class I or fluid milk, and a raise in the price of cream milk, citing the increased cost of production, — likewise cost of feed and wages, had no effect on the buyers. They admitted that feed and other costs had advanced, but maintained that un-

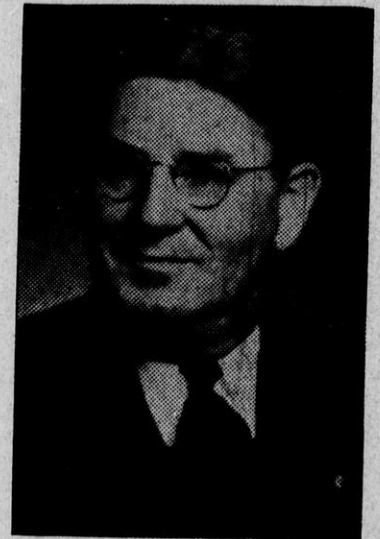
der present conditions and retail price, no raise in the price to the farmers could be given.

The classification prices therefore are the same as in February, namely \$4.30 per hundred for all milk sold in Class I or fluid milk, condensery price for manufactured milk and twenty-five cents per hundred over condensery price for milk used for cream purposes.

The blend price for March ranges about six cents per hundred less than the February price, which means that some dealers will pay as low as \$3.99 and the blend for the whole market will probably be a little under \$4.10. The February blend ranged from \$4.04 to \$4.24 per hundred pounds, for milk testing 3.5% fat. The top price was paid by a small dealer who bought some extra milk during February.

Oconomowoc Man Named Livestock Sanitation Chief

Dr. John T. Schwab, 56, Oconomowoc, has been named chief of the division of livestock sanitation by the state board of agriculture, Milton H. Button, director of the department of agriculture announces.



Dr. Schwab will begin his work July 1, 1947. He succeeds Dr. V. S. Larson who has been chief of the division since 1938, and associated with the department since 1912.

Born in Milwaukee, Dr. Schwab attended the University of Wisconsin three years as a pre-veterinary student. Following 15 months of military service in World War I, he enrolled at St. Joseph Veterinary College, St. Joseph, Mo., graduating

(Continued on Page 8, Col. 1)

March, 1947 In Review

In 770 personal conferences, your Dairy Council encouraged and planned future programs.

In 32 direct meetings with groups 321 adults and 2,066 children learned a new interesting milk lesson.

In indirect meetings encouraged and planned by your Dairy Council staff 8,928 adults and 12,149 chil-

dren were motivated to drink more milk.

26,909 pieces of your Dairy Council's educational materials went into action.

MILK IS COMING TO MEAN SOMETHING VITALLY IMPORTANT TO EVERY MEMBER OF THE FAMILY. IT'S YOUR DAIRY COUNCIL'S JOB TO REACH EVERY FAMILY.

Dairy Farmers Meeting

Attention of our members is called to a meeting at the Turner Hall, Wauertown, Wisconsin, Friday evening, April 25, at 8:00 o'clock P.M. Owen M. Richards, General Manager of the National American Dairy Association will show a technicolor pictorial presentation of "Sales, Not Surplus" campaign. This is an open meeting and all farmers are invited.

BABY CHICKS

Place Your Order Now

Large Type Leghorns From Better Breeder Farms
White Rocks — Australorpe
Austro-White — Hampshires

Pullets or Cockerels
Chicks Started up to 4 Weeks Old
Large Pekin Ducks, Poults
Jamesway Electric Brooders
Murphy and Arcady Feeds
Poultry Remedies

at REASONABLE PRICES

MILWAUKEE HATCHERY

5232 W. Brown Deer Road
Milwaukee 9, Wis.
Telephone Hilltop 7739

WANT MORE EGGS?

LARGER PIGS?

MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

FOR SALE

1 McCormick Deering
Corn Binder practical-
ly new. 1 Gehl Silo
Filler Complete B-42.
Fly Wheel Cut.

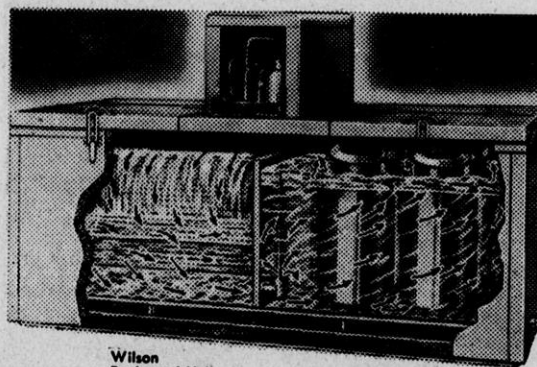
**AMBROSE WIEDMEYER
& SON**

Richfield, Wisconsin
1 1/2 mi. East of Richfield
Telephone Hubertus 25F21

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson
Packaged-Unit
MODEL ZF8-HX50
This model cools & stores 8 cans daily.
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTADT IMPL. CO.
Menomonee Falls, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

**SCHMIDT AUTO SUPPLY
CO.**
Fredonia, Wis.

CHORE-BOY

**CHALLENGES
ALL OTHER
MILKERS**



**CHORE-BOY WILL
PRODUCE MORE
MILK FROM YOUR
HERD THAN MOST
OTHER MILKING
MACHINES**

Dairymen report 10%
increase in milk pro-
duction — pays for it-
self in greater milk
production, time saved

Ask for a
FREE TRIAL
On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

★

FOLLSTADT IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

FOR SALE

Radiator and Steel Box for 1929
Chevrolet Pickup Truck. Good as new.

GROVER DOBBERTIN
R.R. Hartland, Wis.
Merton 39F2

DDT

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



50% DDT wet-
table dust to be
mixed with water
for spraying on
cows or on build-
ings. A 2 lb. pack-
age will spray an
average barn, or will spray 20
cows four times. Spoken of as
"the safest and most fool-proof
of the DDT sprays," this is the
only form recommended for use
on cows.

**PENSALCO or KNOX - OUT BRAND,
50% DDT STOCK and BARN SPRAY —
2 Lb. bag \$1.80.**



34% DDT concen-
trate to be mixed
with water for use
on buildings. One
gallon makes 14
gallons of 2½%
DDT to be sprayed
or brushed on sur-
faces where flies light or crawl —
barns — milk houses — kitchens
— and this much treats 14,000
square feet.

**PENNSALT or KNOX - OUT BRAND,
34% DDT EMULSION CONCENTRATE —
Gallon \$5.40.**

**KNOX-OUT INSECT
SPRAY**

Household insecticide — Double
A grade PLUS 5% DDT. Can
be sprayed or brushed for control
of flies, mosquitoes, ants, bed-
bugs, moths, roaches, and similar
pests. Does not stain.
**KNOX-OUT INSECT SPRAY, 5% DDT,
Gallon — \$2.35.**

**Have Your Hauler
Get What You Need**

**New Members Accepted
By the Board of Directors**

March 21, 1947

Brethowner, John, Cedar Grove.
Clarey, John T., Sussex.
Gramoll, Elwood, Cedarburg.
Jacobson, Harley M., Route 1,
Waterford.
Janisse, Edward, Jr., Cedar Grove.
Keller, Elmer or Reinhard, Route
2, Box 105, Pewaukee.
Krier, Margaret, Belgium.
Meylink, Erwin, Cedar Grove.
Mierow, Sisters, Route 5, Box 833,
Waukesha.
Sommer, Harrison W., Thiensville.
Teunissen, Anthony, Cedar Grove.
Teunissen, Earl J., Cedar Grove.
Teunissen, Eugene, Cedar Grove.
Wiedmeyer, Edwin, Richfield.

**Wood Is Leading Fuel In
Wisconsin Farm Homes**

While wood is still the most im-
portant fuel used for cooking in
farm homes, less than half of the
farmers used wood for home heat-
ing, according to the Crop Reporting
Service of the Wisconsin and United
States Departments of Agriculture.

Information on the use of fuel in
Wisconsin farm homes comes from
reports made by the state's dairy
correspondents. From these reports
it is estimated that about 48 percent
of the farmers use wood for heating
and 59 percent use wood for cook-
ing. More wood is used in the north-
ern counties than in other parts of
the state. Oil is quite widely used in
the eastern and southeastern coun-
ties for home heating. In the south-
eastern district oil, electricity, and
gas are used for cooking in over half
of the farm homes. Seven percent
of the farm homes use oil for cook-
ing, nearly eight percent electricity
and more than 11 percent use gas.

For the state as a whole, coal is
the second most important fuel for
heating and cooking in farm homes.
About 40 percent of the state's farm
homes are heated by coal and nearly
15 percent of the fuel used for cook-
ing is coal. Nearly 12 percent of the
state's farm homes are heated with
oil.

Questioned on the use of furnaces
or stoves for heating, the dairy cor-
respondents reported nearly 54 per-
cent of the homes heated by stoves
and about 46 percent by furnaces.
The use of furnaces for heating var-
ied considerably in different areas.
Only about one-third of the farm
homes in the northern counties use
furnaces compared with about two-
thirds in the southern and south-
eastern counties.

Farm Firsts

FOR QUALITY MILK PRODUCTION

NEW METHODS OF CLEANING MILKING EQUIPMENT

the Better Way



KLEER-MOR

Completely emulsifies and removes heaviest fats and greases on all milking equipment and utensils. Not affected by hard water — gentle to hands — sudsers profusely — rinses free.



NU-KLEEN

Replaces alkali and lye solutions. It eliminates milkstone — not by removal — but by KEEPING IT OFF. Quick, efficient, safe, economical.



KLENZADE X-4

Is the sure, effective, low cost bactericide for sanitizing milking equipment and utensils. Acts quickly — simple to use — safe — leaves no film — no sediment.

KLENZADE

KLENZADE PRODUCTS INCORPORATED BELOIT, WISCONSIN

CHEMICAL CLEANING SPECIALISTS SERVING THE DAIRY INDUSTRY WITH CONVENIENTLY LOCATED BRANCH OFFICES, WAREHOUSES AND DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE NATION



Calf raising is a delicate business. One out of every five dairy calves dies before reaching six months of age.

The reason in most cases is *something missing in nutrition*. Kaff-A, however, is bringing a new source of *life* to hundreds of dairy farms. It is not a milk substitute, but a milk product . . . dried milk solids with vitamins from various natural sources added.

You can quickly and easily find the reasons why a leading breeder of Guernseys says, "I am pleased to recommend Kaff-A to anyone raising calves. I can assure them they will save both calves and money."

Order Kaff-A now from your feed dealer or milk hauler in 25-lb. pails, 25 or 100-lb. bags. For new *life* in calves, for sturdy, high-producing herd replacements start *all* your calves on "The KAFF-A System."

FREE — Complete, illustrated folder on "The KAFF-A System." For the *life* of your calves, write today.



CONSOLIDATED PRODUCTS CO.
DANVILLE, ILLINOIS

© 1947 C.P. Co.

by the makers of
Semi-Solid Emulsions

Land Conservation Meeting

On April 20, Sunday afternoon, at 2:30 P.M. a half dozen noted speakers will talk on soil conservation at the Shorewood Auditorium, Capitol Drive and Oakland Avenue, Milwaukee. Color sound movies will be shown depicting the loss of good soil through erosion and what can be done to conserve the soil.

So much good soil is being washed away and lost forever to agriculture

that many people are becoming alarmed about the situation. Come to this meeting if you can spare the Sunday afternoon and be assured of good entertainment, plenty of parking is assured also.

Then there was the Scotchman who was beaten almost to death because he thought the sign on the door said "Laddies."

— The DeLaval Monthly.



KINDY OPTICAL CO.

615 No. 3rd Street

MArquette 7225

For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. These calves are nice individuals and make good 4H Club work prospects.

**BERN SCHOESSOW
& SONS**

Route 1, Thiensville
2½ Miles West of Thiensville

PROTECT THE QUALITY OF YOUR MILK



Here's a 16-page, illustrated book that shows how to protect the quality of your milk by controlling milk-spoiling bacteria... the safe, easy way so many use. Takes you step-by-step through every cleaning operation in the milk house... suggests better methods for cleaning and disinfecting equipment. Eliminate milk rejects, write today for your copy of "THE MILKY WAY."

Address THE DIVERSEY CORPORATION, Dept. 1L,
Chicago 4, Ill.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF...

DIVERSOL

THE QUICK-ACTING, FREE-RINSING BACTERICIDE

FEED GROUND, MIXED and SOLD

We grind, mix and sell feed. Carry Murphy Cut-Cost Vigoray Concentrates and Minerals. A full line of protein feed to mix with your home grown grain for dairy cattle and for poultry. Our new mill and mixer does a high class job. We aim to please and gladly solicit your trade.

**Bechtel Feed Mill
& Hatchery**

5232 W. Brown Deer Rd., HI. 7739
Milwaukee 9, Wis.

SOWS BRED TO PUREBRED BERKSHIRE BOAR FOR SALE

We have a limited amount of
MALT SPROUTS

JAMES J. DONOHUE

8310 N. Port Washington Road
Milwaukee 9

Telephone Edgewood 0462W

"Future profits can be protected"

says Elsie



© The Borden Co.

Bospro Fortified Fitting and Freshening Rations will help cut your calf losses

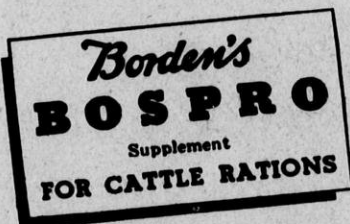
Experts predict that this year will be a profitable one for the dairy industry. They say it is important to protect your calves and to build up your herd to meet the expanding demand for dairy products.

Experiment station workers stress the importance of fortifying fitting and fresh-

ening rations with ample amounts of Vitamins A and D. These vitamins aid in reducing calf losses, produce stronger, faster developing calves and help to bring the dam back to heavy production safely and quickly.

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

Ask your feed dealer for more information about Bospro fortified rations.



THE BORDEN COMPANY

Animal Food Department

350 Madison Avenue New York 17, N. Y.

DO YOU KNOW...

THAT BLUE CHEESE IS RIPENED IN MISSISSIPPI CAVES?



WHEN European shipments of famed Roquefort cheese were cut off by the war, research at University of Minnesota came to the rescue.

Fine, aged Blue Cheese (made with the Roquefort flavor from cow's milk) was achieved by ripening in cool, moist, natural limestone caves on the banks of the Mississippi.

For the first time in history mass production methods were applied to the natural ripening of "old world" cheese. Blue Cheese opens a new major market for American dairymen.

With market demands for milk still unsatisfied...

YOUR MILK IS TOO VALUABLE TO FEED!

FOR LESS THAN 6¢ A DAY*

you can feed a calf Mutual DAIRYADE, baby animal food compound for calves, pigs and poultry, sell most of the milk now fed on your farm—and still get **BIGGER MILK CHECKS!**

***ONE 25-LB. PAIL OF DAIRYADE**
with a minimum of milk and your own hay and grain

RAISES 2 CALVES FOR 6 WEEKS

ADDS \$24-\$36

TO YOUR MILK CHECKS

Order a pail today!

FREE

Get your handy BREEDING RECORD from your milk plant or write to **MUTUAL PRODUCTS CO.**
535 N. 4th St. Minneapolis 1, Minn.



Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

(Continued from Page 2)

with the degree of Doctor of Veterinary Medicine in 1923.

Returning to Wisconsin, he was resident veterinarian at the Pabst Farms for four years. Since 1927 he has been engaged in general practice at Oconomowoc. He is a past president of the Southeastern Wisconsin Veterinary Medical Association and has been an active member of the Wisconsin Veterinary Medical Association and the American Veterinary Medical Association. He has also served as a member of the Oconomowoc school board. Dr. and Mrs. Schwab are the parents of

a daughter, Mary, age 10, and a son, John, age 9.

Dr. Larson, who retires July 1 at his own request as chief of the Livestock Sanitation Division, will assume the duties of state humane agent. He succeeds Dr. O. H. Eliason, who will retire July 1 after 32 years of service in the department of agriculture.

We are still giving the Russians about 40 millions a month in goods, food and machinery. It keeps them strong enough to act tough.

— Miami Herald.

KEEP ON THE SAFE SIDE!

LOW bug counts depend on the efficiency of your sanitation procedures. So, keep on the safe side by sanitizing your piping, vats, churns and the like with Oakite Bactericide. Here's how: First, thoroughly clean equipment with recommended Oakite Dairy Detergent. Then apply solution of Oakite Bactericide to surfaces. Result: Destruction of more bacteria in less time! Oakite Bactericide's low pH (approximately 8) speedily releases available chlorine to assure fast, powerful germ-killing action. Completely soluble. Leaves no white precipitates. Handy two-pound units. "BACTERICIDE" your bugs today!

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*

DAIRY RESEARCH DIVISION

Claire L. Jackson New Assistant To Swanton

Claire L. Jackson, 29, has been appointed as an assistant to Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture Co-operative.

Jackson, upon release from service a year ago, returned to the University of Wisconsin after three and one-half years in the Army, to complete his work on his degree in agricultural economics at the College of Agriculture.

His experience in agriculture began early as a youth on a farm at Amery, Wisconsin, where he was active in 4-H, FFA and other rural youth activities. After graduating from Amery High School, Mr. Jackson attended the short course in agriculture and spent some time with extension service and in field work for the AAA farm program.

Mr. Jackson will assist with the legislative work of the Council and he will be available for meetings of agricultural organizations and farm cooperatives.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 2

"By Farmers . . . For Farmers"

May, 1947

News Notes From Your Dairy Council Versatile

When you come home too tired to cook

It's milk that comes in handy.

When lean times come to your pocketbook

It's milk that comes in handy.

When you want a dinner in a dish That fills most every dietetic wish

Whether you're well or feverish

It's milk that comes in handy.

When you have had no time to shop

It's milk that comes in handy.

When you need a snack that is a prop

It's milk that comes in handy.

If a glass is not enough, take two There's nothing like a dairy brew To keep your health from going askew.

It's milk that comes in handy.

When your menu mind won't work at all

It's milk that comes in handy.

If ever you want your weight to fall

It's milk that comes in handy.

If you are one who needs to gain Or if you aspire to maintain Perpetual youth throughout your reign

It's milk that comes in handy.

—Hedwig R. Poehler.

We are happy to share with you this poem which appeared in the April 15, 1947 issue of NUTRITION ECHOES, a one page mimeographed publication prepared by Miss Poehler, Nutritionist, Milwaukee Department of Health, and sent out monthly to the nursing, medical, and dental staffs of the Milwaukee Department of Health and other health education agencies such as ours.

We have long ago recognized Miss Poehler's ability in the field of teaching nutrition education to all ages, and her poetic talent, too. She has combined the two in this very expressive poem about the food in which we are all most interested.

Your Dairy Council cannot take a great deal of credit for the high value which Miss Poehler places on milk for health and general well-being for she, as a good dietitian

and former nurse, has learned that lesson from experience. However, your Dairy Council's staff takes great pride in selecting and offering materials and other educational program helps to Miss Poehler (and other leaders of opinion-forming groups) for use in telling this poem's story which she so sincerely believes, in the most effective and convincing manner.

Through using the services and materials which your Dairy Council offers, Miss Poehler's beliefs as to the versatility of milk are taught to the public health nurses, and through them the teachers and the students in all of the schools in Milwaukee, and their parents in clinics, and pre-school age children in health round-ups and child welfare conferences.

The Month of April In Review

In 811 contacts, 15 direct meetings, and 205 indirect meetings, (promoted and encouraged by your Dairy Council's staff) 3444 adults and 12,922 children were introduced or re-acquainted with a pointed lesson on milk for health. 24,333 pieces of Dairy Council materials went into the classrooms, clinics, and homes of as many people as reminders of the message presented in a group activity.

Boost Dairy Products Through ADA Program

Cradled in the Midwest, in 1940, the American Dairy Association now spreads from coast to coast. This dairy farmers' advertising, merchandising and research organization has grown from 6 to 36 states. Millions of farmers across the nation, representing 90 percent of the country's total milk output, are giving financial support to this business building program by a small voluntary deduction of one cent per pound of butterfat, or its equivalent, delivered at processing plants during the month of June each year. This once-a-year payment provides for a year around business action program in promoting the sale of dairy foods.

It's Getting Big Results

Every dollar invested by the dairy farmers through their ADA is getting multiplied action. Related food groups and retailers are following through in cooperative effort.

Dairy products are the greatest line of foods in the world. Nutritionally they are unexcelled. For taste they're tops. They have another advantage — they make other foods taste better. These other foods are called "related foods." Typical examples: crackers and cheese, vegetables and butter, cereals and milk or cream.

Here is the related foods story of your ADA. Suppose you invested a dollar and got back two dollars. The ordinary individual would be well pleased with a return of 2 to 1. For every dollar spent by your ADA in one promotion alone recently, related foods spent more than 12 dollars at no additional cost to the farmers of the nation.

Cooperative Advertising

In the recent "cheese and fruit" campaign, your ADA spent \$32,000 on one double-page, full-color advertisement in the October 26 issue of the Saturday Evening Post read by 12 million persons. As a result of ADA contacts, the dairy farmers of this nation received \$628,000 worth of cooperative tie-in advertising by related foods, and through the cooperation of food page editors publishing recipes that called for cheese.

Some of the companies that "tied-in" their advertising by featuring cheese along with their own products are: Stokely peas, Lipton noodle soups, Dole pineapple, Karo syrup (pumpkin pie and cheese), Del Monte prunes, National Biscuit Company (cheese and crackers).

Crackers and Cheese

Take the case of the National Biscuit Company as an example. When the ADA ran the double-page ad in the POST on cheese and fruit, the National Biscuit Company, desiring to cooperate with the dairy farmers, spent \$58,000 to advertise cheese, fruit and crackers with color ads in the same issue and in other women's magazines.

(Continued on Page 5, Col. 1)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 20 May, 1947 No. 2

OFFICERS — DIRECTORS	
GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST, Rockfield
AMB.A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

Michael O'Connell

Michael O'Connell, an officer of the old voluntary Milwaukee Milk and Cream Shippers Association back in 1910, one of the signers of the articles of incorporation of our present organization in 1916 and a member of its Board of Directors from 1916 to 1932, died April 28, at the age of 90 years.

Mr. O'Connell lived all of his life on the farm where he was born, in the Town of Mequon, Ozaukee County, two miles north of Granville station. He worked hard for the success of this cooperative with no thought of personal gain or honor for himself. He left a wife and four children, other relatives and a host of friends who will remember him with love and respect.

A Quart of Milk

Our benevolent New Deal government taught city consumers to expect to get dairy products at a very low cost by paying part of the costs in feed subsidies. This was done at a time when the city consumers' buying power was at an all time high. High hourly wages, overtime and double time put more dollars in city workers' pockets than they ever dreamed of having.

Withdrawing of production payments or taxpayers money forced prices upwards. This happened at a time when the earnings of city consumers became less because of no overtime and the short work week. Resentment against the raise in price of milk made necessary by the with-

drawal of production payments has resulted in less milk being bought or else purchase of a low grade product outside of the city at a cut price. Thanks to the Glorious New Deal.

Other Markets

Baltimore, Maryland Producers were told in the April issue of Maryland Farmer that probably the base-surplus plan will be used in 1948. Base making months in that market are October, November and December.

The Falls Cities Cooperative Dairymen, Louisville, Kentucky announces that the "Take Off and Pay Back" program starts on all milk during April, May and June. Thirty cents per hundred will be deducted during the three months and the entire amount will be held by the Federal Market Administrator and paid back in September, October and November. The producers organization hopes to discourage heavy production in the spring and encourage higher production in the fall months.

Twin Cities Milk Producers report March prices as follows:

A Plus \$3.71; A — \$3.57; B — \$3.42.

Chicago prices for April as reported by the Federal Milk Market Administrator were as follows:

Class I Milk \$4.078
Class II Milk \$3.698
Class III Milk \$3.378
Class IV Milk \$2.868

The blend price for all milk in the 70 milk zone was \$3.77 for milk testing 3.5% fat.

Uniform Production

That uniform production of milk throughout the year is desirable in fluid milk markets, is agreed to by everyone concerned, for the customer buys a rather uniform amount through the year. Who will furnish the customer when the regular producers in a market, for one reason or another, do not send in enough milk? Shall new producers be brought in to supply the shortage? If so, what becomes of the new ones when the old producers again send in enough, and perhaps much more, than the market needs? They stay on in most cases to add to a heavy surplus in the flush season. What effect does this have on the original producers in a market? Brings down the blended price very materially under what it would be, if the new producers were not needed in the short period.

Who gets less for milk if no uniform production plan is used? All producers, but especially those producers who have produced fairly evenly throughout the year, for they help carry the load of the uneven producers.

Does even production cost more money or yield less profit? No subject could start more argument. Opponents of even production may say that cows freshening early in the fall months, will not produce as much milk as when they calve in November and December. Others will say that an August or September freshened cow will do very well if provided with enough good feed — pasture or silage and hay. They will also say that if a producer is subject to penalty if fall production is not kept up, better care will be given the cows, which will result in greater profit. It doesn't pay to short feed a cow at any time of the year, they say.

Your Board of Directors was instructed by the members at the annual meeting, to put in effect a plan designed to bring more even and uniform production if the Board decided that it was in the interest of the members to do so.

Different plans are in effect or will be used in various markets. Some markets lower the price of Class I milk for the first six months of the year and pay a higher price for the last half. Other markets will withhold as much as twenty-five cents per hundred during the flush months and pay it back in the short months. Under this system, a producer who averaged 10,000 pounds per month or 60,000 pounds for six months, would have \$150.00 held back. If he produced an average of 5,000 pounds for the last six months or 30,000 pounds he would get \$75.00 or 1/2 of the amount withheld. Who would get the other \$75.00 since it is all paid back to someone? That amount would go to the fellows who produced a more even amount. Like that plan? Don't think that the uneven producer would. It's too evident that some neighbor got some of his money. Does it get results? Time will tell.

A committee studied the production and consumption trends in the market and recommended that the months of September, October, November and December of this year be used for making a base amount, and that producers be held to the base made in those four months only in the months of April, May, June and July, 1948. In those 4 months all milk above the average shipments

(Continued on Page 3, Col. 3)

(Continued from Page 2)

made in the last 4 months of 1947, will be paid for at manufactured price. All other months of the year are so-called free months, during which there will be no penalty for overbase shipments. The Board of Directors unanimously endorsed this plan, and the dealers in the market have signified their desire to go along with the plan.

Of course it's too late now to breed cows to freshen in the fall months. It's not too late, however, to plan for emergency pasture crops if there is not enough silage left for fall feed. Extra care and feed at the right time will help.

Worker's Wages Buy More Milk

A day's wages of an industrial worker in the United States would buy more milk in January, 1947, than 10 years ago or 20 years ago.

The amounts that a day's wages would buy were 31 quarts in 1927, 32 quarts in 1937 and 40 quarts in early 1947. Even with increased retail milk prices accompanying the removal of milk subsidies a factory worker could buy more milk with his day's pay than before the war.

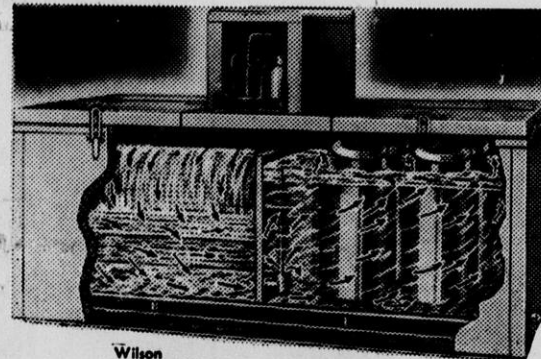


Aunt Sue must eat lots of butter and cheese. Look at all the muscle she's got!

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson
Packaged-Unit
MODEL ZF8-HX50
This model cools & stores 8 cans daily.
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

**SCHMIDT AUTO SUPPLY
CO.**
Fredonia, Wis.



CHORE-BOY
CHALLENGES
ALL OTHER
MILKERS



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a **FREE TRIAL** On Your Own Herd Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

DDT



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



50% DDT wettable dust to be mixed with water for spraying on cows or on buildings. A 2 lb. package will spray an average barn, or will spray 20 cows four times. Spoken of as "the safest and most fool-proof of the DDT sprays," this is the only form recommended for use on cows.

PENSALCO or KNOX - OUT BRAND, 50% DDT STOCK and BARN SPRAY — 2 Lb. bag \$1.80.



34% DDT concentrate to be mixed with water for use on buildings. One gallon makes 14 gallons of 2½% DDT to be sprayed or brushed on surfaces where flies light or crawl — barns — milk houses — kitchens — and this much treats 14,000 square feet.

PENNSALT or KNOX - OUT BRAND, 34% DDT EMULSION CONCENTRATE — Gallon \$5.40.

KNOX-OUT INSECT SPRAY

Household insecticide — Double A grade PLUS 5% DDT. Can be sprayed or brushed for control of flies, mosquitoes, ants, bed-bugs, moths, roaches, and similar pests. Does not stain.
KNOX-OUT INSECT SPRAY, 5% DDT, Gallon — \$2.35.

Have Your Hauler Get What You Need

New Members Accepted By the Board of Directors May 5, 1947

- Arthur Baker & Son, Route 2, Oconomowoc.
- Bechtel, Claude, 5310 W. Brown Deer Rd., Milwaukee 9.
- Borman, Dr. M. C., R. 1, Box 102, Hartland.
- Braatz, Henry, Sussex.
- DeSwarte, Harry, 9224 N. 60th St., Milwaukee 9.
- Frank, Edgar, Germantown.
- Graff, Leroy, R. 4, West Bend.
- Gruel, Elmer E., R. 2, Box 222, Mukwonago.
- Hornig, Walter, Rockfield.
- Jacobson & Mehring, R. 2, Box 151, Mukwonago.
- Jung, John, R. 2, Box 284, Hales Corners.
- Karl, William A., R. 1, Box 32, Pewaukee.
- Kau, Norbert, R. 11, Box 238, West Allis 14.
- Krier, George, Random Lake.
- Koepkes, The., R. 1, Oconomowoc.
- Kultgen, Alvin, Belgium.
- Laabs, Hugo, R. 2, Thiensville.
- Martin, Alfred G., R. 5, Box 370, Milwaukee 14.
- Meeusen Bros., Cedar Grove.
- Nicolaus, Fred., R. 1, Box 30, Jackson.
- Olsen, Harold, R. 2, Box 149, Mukwonago.
- Phillips, Wm., & Son, R. 1, Pewaukee.
- Radke, Fred E., Cedarburg.
- Schneiss, Carl W., R. R., West Bend.
- Teuteberg, Raymond, R. 2, Box 80, Pewaukee.
- Willms, Norbert, R. 13, Box 244, Milwaukee 7.

APRIL PRICE

- Class I Milk\$4.30
- Class II Milk 3.64
- Class III Milk 3.39

Dealers blend prices ranged from \$3.88 to \$4.05, average about \$3.95.

Some dealers have too much milk and lack good outlets for skimmilk.

(Continued from Page 1)

The National Biscuit Company felt it was just good business to run their ads at the same time as the ADA ad. This ad could help them sell more crackers. They, in turn, could help the dairy industry sell more cheese.

They Sell Each Other

Did you ever stop to think how much the consumption of dairy foods depends on the sale of related foods?

- if bread sales are declining, it affects the sale of butter.
- if breakfast foods do not have high public acceptance, sales of milk and cream fall off.

State these facts in another way and note what the cooperative advertising means to both dairy farmers and relative foods . . .

- organizations that increase the consumption of breakfast foods, automatically increase the use of milk and cream.
- the more bread and bakery foods used in the home, leads to the use of more butter.

Over-All ADA Program

The over-all advertising and merchandising program of your American Dairy Association is four-fold: 1. service ads; 2. merchandising events; 3. Co-operative advertising; 4. store sales.

1. Service ads — are monthly insertions of full color ads on all dairy foods in the national women's magazines: McCall's, Good Housekeeping, Better Homes & Gardens, Ladies' Home Journal, and Women's Home Companion, with millions of readers.

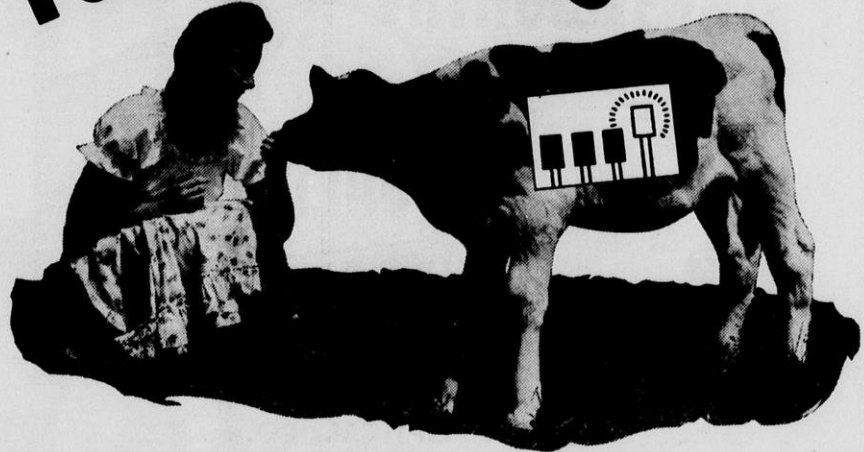
Service ads create a demand for dairy foods by showing homemakers new and more ways to use dairy foods. They keep homemakers constantly mindful of milk, butter, cheese and ice cream. Continuous repetition of advertising messages is a practice followed by all successful food advertisers.

2. Merchandising events — service ads are supplemented by merchandising events on individual dairy foods such as cheese, butter, milk, ice cream, evaporated milk, dry milk. One example of the merchandising event is the "Cheese and Fruit" promotion.

3. Cooperative advertising — tying in related food group action with the merchandising event.

4. Store Sales — a merchandising program at the point of sale. As a

FOUR REASONS



... WHY SHE'S A PROBLEM CHILD

You might call a calf a four-cylinder engine. Four stomachs instead of one. But only one cylinder operates the first few weeks.

To keep this fragile engine running, the "fuel" that goes into that one cylinder must be very high-test — not too thin — not too heavy.

How to assure this and still sell the mother's valuable milk is where the problem comes in.

More and more dairymen every month are solving that problem with Kaff-A. Why? Because

Kaff-A is a really high-test calf starting food. It is a buttermilk product of the finest quality, containing nutrients from milk and vitamins (analysis: Protein—25%; fat—4%; fibre—not more than 2%). It enables you to wean the new-born calf completely and safely in ten days — saving 400 to 500 pounds of milk the first 8 weeks, and helping you grow a calf you're proud to show.

Order Kaff-A in 25-lb. pails, 25 or 100-lb. bags from your milk hauler or feed dealer. Remove the headaches about "problem children" on your dairy farm.



CONSOLIDATED PRODUCTS COMPANY
Danville, Illinois ©1947 C. P. Co.

by the makers of
Semi-Solid Emulsions

result, the retailer features dairy foods in his local advertising at the same time the tie-ins appear, thus giving a definite movement of dairy products, through the retail stores.

Expanding the Program

The foundation has been laid. Now is the time for the dairy industry to expand the program . . . to prevent surpluses or a price collapse. This is the action taken by the dairy farmers at the seventh annual meeting of ADA in Chicago when a 3-

year expanded advertising and merchandising plan was adopted.

Butter and Powdered Milk

"Butter Days Here Again" is the nation-wide merchandising event planned by your ADA with another double-page, full-color ad for the month of June this year. Spot-lighting butter in June will spearhead the expanded plan of aggressive business action by dairy farmers.

In addition to advertising butter
(Continued on Page 8, Col. 1)

TRUSTWORTHY



QUALITY!

CREDIT

KINDY OPTICAL CO.

615 No. 3rd Street MARquette 7225

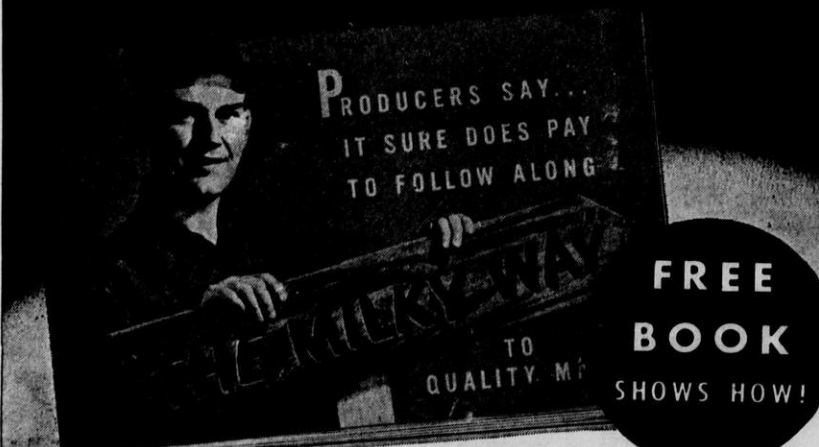
For Sale

Registered Holstein Bull Calves sired by our Transmitter Bull and from dams up to 600 lbs. of butterfat, testing close to 4%, on twice a day milking. All sold out on yearlings, but have choice bull calves up to six months.

**BERN SCHOESSOW
& SONS**

Route 1, Thiensville
2½ Miles West of Thiensville

**AVOID
COSTLY MILK REJECTS**



**FREE
BOOK
SHOWS HOW!**

Millions of dollars are lost every year because of milk rejects. Milk-spoiling bacteria are all too often the cause. New 16-page, illustrated book shows sure, easy way to clean and disinfect milk utensils and equipment. Assure yourself that the milk you produce is of the highest quality. . . . Write today for your copy of "THE MILKY WAY." Address THE DIVERSEY CORPORATION, Dept. 2L, Chicago 4, Ill.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF . . .

DUMORE

THE SOAPLESS CLEANER SPECIALLY PREPARED
FOR CLEANING DAIRY UTENSILS

SPRAY PAINTING

Industrial and Farm Buildings

Phone or write for free
estimates

Reasonable rates —
completely insured

**MASTER SPRAY PAINTING
COMPANY**
2918 W. Mt. Vernon Ave.
Milwaukee 8, Wis.
West 8557-W

For Sale MALT SPROUTS

Immediate Delivery

Call or Write

JAMES J. DONOHUE
8310 N. Port Washington Road
Milwaukee 9
Telephone Edgewood 0462W



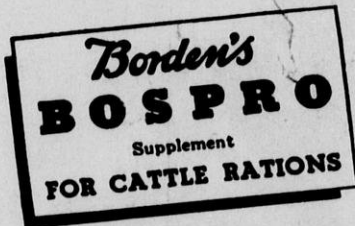
© The Borden Co.

The potential profit you have in your dry cows was never greater than now. The dairy industry needs many more good heifers coming along if milk supply is ever going to meet the expanding demand for dairy products.

Feeding a Bospro fortified fitting and

freshening ration is a sound *nutritional* way to protect these future profits. Bospro, with its abundant supply of A and D Vitamins, is helping thousands of dairymen reduce calf losses, produce stronger, faster growing calves and to restore the dam to full production safely and quickly.

Chances are your feed dealer carries or can make you a Bospro fortified feed—see him next chance you get.



THE BORDEN COMPANY

Animal Food Department

350 Madison Avenue New York 17, N. Y.

DO YOU KNOW...

WHY YOU SHOULDN'T PESTER A COW WHILE SHE'S BEING MILKED?



STICKING HER WITH NEEDLES, exploding a paper bag in her face every 30 seconds, placing rats in front of her or a cat on her back—this ISN'T the way to milk a cow!

Experiments like these at the University of Minnesota proved that a cow frightened, angry, mistreated or distracted gives only part of her milk or none at all.

But pleasant, familiar surroundings—noises of milker and uten-

sils, gentle handling, washing of udders—were found to help the cow let down all her milk.

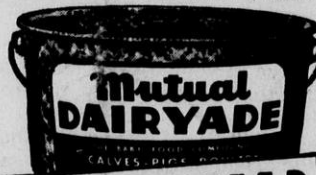
Another important way to boost production and get **BIGGER MILK CHECKS** is to use **DAIRYADE**, baby food for calves, pigs and poultry.

FOR LESS THAN 6¢ A DAY* you can feed a calf **DAIRYADE**, sell most of the milk now fed on the farm—and get **BIGGER MILK CHECKS!**

***ONE 25-LB. PAIL OF DAIRYADE** with a minimum of milk and your own hay and grain **RAISES 2 CALVES FOR 6 WEEKS**

ADDS \$24 - \$36
TO YOUR MILK CHECKS
Order a pail today!

FREE Get your handy **BREEDING RECORD** from your milk plant or write to **MUTUAL PRODUCTS CO.** 535 N. 4th St., Minneapolis 1, Minn.



GUARANTEED
TO SATISFY or your money back.

Mutual DAIRYADE

AMERICA'S NO. 1 BABY ANIMAL FOOD COMPOUND

Distributed Exclusively by Milk Plants—Coast to Coast

USDA Studies Use Of DDT In Farm Dairy Barns

In 1946 work with DDT in protecting cattle and dairy barns from fly infestations was carried out at all field stations of the Bureau of Dairy Industry, in co-operation with the USDA entomologists. They used a water-dispersible 50 percent DDT powder instead of an emulsion spray as before. It proved safer and just as good. The only disadvantage found was its leaving a very slight film on sprayed surfaces. Barns and milk houses were sprayed once at

the start of the fly season and it lasted throughout. Cattle were sprayed once weekly or once every two weeks. It had little or no control on the large horsefly, but common houseflies, stableflies and horn flies were practically eliminated.

(Continued from Page 5)

and other dairy products, powdered milk is scheduled for its share of attention in the months ahead. Also research to develop new dairy products, new uses, new values, new packaging methods, is a definite part of ADA's program.

Banish Scale This Fast Way!

GET rid of layers of lime scale on pockets of bottle and can washing machines. Use a recommended solution of Oakite Compound No. 32, the acidic descalant with the built-in inhibitor that protects metal surfaces.

Solutions of Oakite Compound No. 32 work their way through scale quickly, deeply, safely. You'll find that the Oakite descaling technique "pays off" quickly — in lower machine power costs, in better washing and rinsing, in longer life for machines.

Write on letterhead for complete data on any scale-removing problem. Use Oakite's **FREE** in-plant services.

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE Cleaning & Germicidal Materials

DAIRY RESEARCH DIVISION

WANT MORE EGGS?
LARGER PIGS?
MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown

With the business battle cry "Sales not Surplus" echoing from coast to coast, the dairy farmers through their ADA are going into greater action to broaden the markets for dairy foods . . . to expand sales and keep away from surplus and its price-declining results.

Filling a tooth may be boring but it certainly keeps you on the edge of your chair.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS LIBRARY

Volume 20—Number 3

"By Farmers . . . For Farmers"

COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN

June, 1947

MADISON

News Notes from Your Dairy Council

'Twas A Big Week At The Auditorium

During the days May 15-18, inclusive, your Dairy Council's staff and educational materials were busy telling the 14,000 visitors at your council's nutrition exhibit at the HALL OF HEALTH of the values of adequate amounts of milk in their daily diets. This annual opportunity to tell our nutrition story of milk with the guidance and sponsorship of the local medical society does a worthwhile and far-reaching job in correcting the wrong impressions which have been made by unworthy articles in popular magazines which doubt the values of milk in building and maintaining health. The visitors at the exhibit came from all walks of life, and had many and varied questions about milk which your Dairy Council staff deemed it a privilege to answer.

AT THE SAME TIME . . . a dairy cow and calf were the centers of interest in an exhibit sponsored by Boy Scout Troop 94 at the SCOUT-O-RAMA, also held at the Milwaukee Auditorium. The boys in that troop had been working for their scout dairying badge, and with the help of your Dairy Council and the Milwaukee Co-operative Milk Producers secured the cow and calf to aid them in demonstrating and interpreting, to the 42,000 visitors at the exhibit, the dairying story.

A poster pointed out that the cow had a daily milk production average of 38.4 pounds or 18 quarts of milk . . . the amount of milk needed daily for the bone and tooth development and maintenance of general good health of 18 Boy Scouts.

OTHER EXHIBITS AT THE SCOUT-O-RAMA with which your Council assisted in telling a story of milk for health and efficiency were the KEEPING STRONG, PERSONAL HEALTH, PUBLIC HEALTH, and PHYSICAL FITNESS project displays. The Boy Scouts in Milwaukee County know the health values in a quart of milk-a-day and they told it to their mothers and dads, their neighbors and friends . . . all 42,000 of them when they visited the SCOUT-O-RAMA.

Memos On May, 1947, Activities

In May, 1099 contacts were made to plan future Dairy Council program activities. In 17 direct meetings and 135 indirect meetings (promoted and planned with the help of Dairy Council staff members), 13,903 adults and 36,878 children learned in new ways the true lessons of milk for their own good health. Fifty-two thousand three hundred and twenty-four pieces of Dairy Council educational materials were "put into action" in these meetings.



The New Assistant Director Of Your Dairy Council

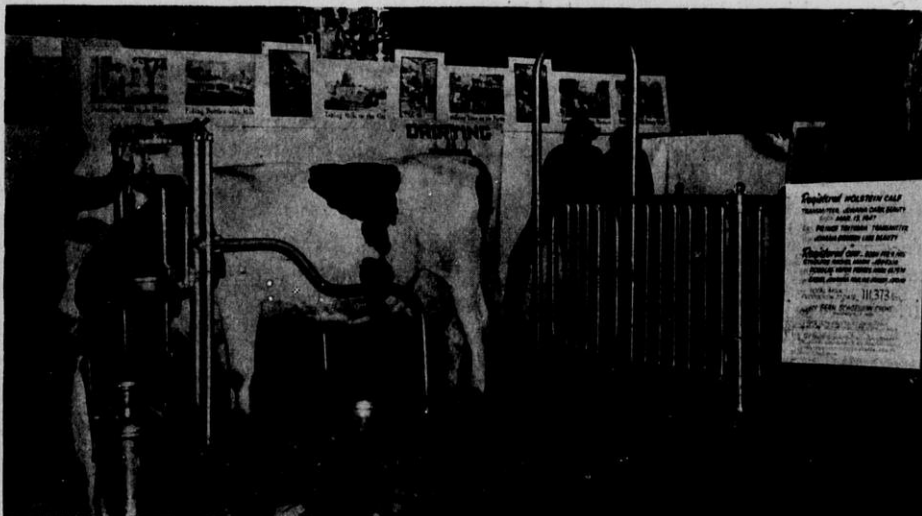
Miss Marjorie Wiles, a 1947 graduate of Milwaukee-Downer College, will join the staff of your Dairy Council on June 16 as assistant director, succeeding Mrs. Margaret Krauser, who has resigned in order to devote full time to her home-making responsibilities.

Miss Wiles, whose home is in Waukesha, Wis., is a graduate of Waukesha High School.

Our new assistant director brings to your Council a true enthusiasm for the Dairy Council's educational program, and a good background in nutrition, teaching methods, journalism, and public speaking.

Your Council's staff is looking forward to a busy year, and welcomes Miss Wiles as a co-worker in the ever-expanding Dairy Council's program and educational activities in the area of Milwaukee County.

And the papers say, that our member, Elmer Schowalter, Jackson, Wisconsin, shipped an eight year old Holstein cow to the Milwaukee yards, which brought eighteen dollars per hundred; this cow weighed 1,780 lbs., which means that Mr. Schowalter received \$320.40.



MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street
Milwaukee 5, Wis.

Vol. 20 June, 1947 No. 3

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB.A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

Dairy Price Cutting

All around the city of Milwaukee are stores and stands that sell milk at a cut price. Either because of no sanitary regulations or lack of enforcement, the plants supplying cut-rate milk, can buy milk from farmers very much lower than our bargained price.

On June 1, a West Allis dairy which had been unable to furnish a bond as required by state law, discontinued buying directly from farmers and made a deal with a creamery for its supply. The farmers furnishing the milk to this creamery are to get nine cents over the condensery price for 3.5% milk, delivered at the creamery and are subject to inspection by the City of West Allis.

This low price enables the West Allis dealer to sell at a cut price and take business away from the dealers we sell to. Every farmer selling to that creamery, could have gotten a Milwaukee market last year, when milk was scarce and in many cases at a very small outlay for improving buildings and equipment on the farm. But manufactured milk brought a good price then, and the creamery patron was satisfied. Now with a lower price for butter and no market for skimmilk worth mentioning, they sell in a fluid market at nine cents above condensery — nice competition. Same thing goes for other groups of farmers supplying the other cut-rate dealers, with

Grade B milk. The gullible public buys this grade B milk, because "it's cheaper and perhaps has more of the farm in it."

May Price

In the third price conference of the month, held on May 26, your Board of Directors and the dealers agreed that for the month of May, Class I or fluid milk would be paid for at the rate of \$4.00 per hundred; Class II or milk for cream purposes would be 25 cents above condensery average price and manufactured milk at 12 cents below condensery average price for May. The average condensery price was \$3.01.

Retail price of milk went down 1 cent per quart as of May 1. Retail cream price went down in the same proportion. Condensery price dropped from \$3.39 in April to \$3.01 for May. No condensery, cheese factory or creamery seems to want whole milk, cream or skimmilk. The latter product is worth from 9 to 10 cents for the best grade of powder. Cost of drying and selling skim powder is seven cents per pound according to Floyd Lucia of Dried Milk Co-operative, Eau Claire. The yield of powder from 100 pounds of fluid skimmilk is about eight pounds, which means very low returns for skim products.

Competitive prices have taken a big drop since the peak was reached last November. Condenseries paid \$4.75 at that time or \$1.74 higher than for May. Cheese was even higher. Chicago Class I was \$5.15 in November and the Chicago Class I price for May will be about \$3.50 or down \$1.65. Our Class I or fluid price is down 85 cents in May from November.

Some skimmilk was wasted in May due to refusal of country plants to take the product. Be fine to have this good skimmilk back on the farm for feed for pigs or calves. Getting it out there is a problem.

On June 2nd, a large condensery which had been taking considerable milk from several Milwaukee dairies served notice that no more milk would be received except from their own patrons.

This leaves considerable milk to separate and then there is skim to move. Question is what can be done with it?

Can Farm Products Prices Get Too High?

Seems like a foolish question, for prices for farm products generally are the last to go up and the first to go down.

However, there are many people who believe that consumers are buying fewer potatoes than in former years. This reduction in potato consumption may be due in part to greater consumption of other vegetables canned and fresh, which are obtainable the year round. Consumers may be on a sort of silent strike against potato prices which are held up by a government floor, which has resulted in great quantities of potatoes being fed to livestock, or allowed to spoil. The public evidently doesn't like the idea of keeping the price up at a cost of eighty million dollars of taxpayers money.

If government price support is extended to dairy products, it may happen that a serious drop in consumption of milk, butter and cheese will result.

Carpenters, painters, etc. have held out for such high wages that building operations are curtailed with the result that these workers have priced their services out of a market.

June Is Dairy Month

Because there is always a heavy production of milk in the month of June, extra efforts are made every year to induce people to use more dairy products in that month.

A state-wide committee has been appointed to lead Wisconsin's participation in June Dairy Month this year.

Chairman of the committee is Milton H. Button, director of the state department of agriculture. Co-chairman is Homer Melvin, Glenbeulah, Act. Gov. Oscar Rennebohm is honorary chairman. Other members of the committee are:

Dean Ira L. Baldwin, Madison; Milo K. Swanton, Madison; B. R. Dugdale, Madison; Gordon Reuhl, Madison; L. E. Kopitzke, Marion; R. M. Steinbauer, Madison; Miss Elizabeth Sullivan, Milwaukee; J. E. Maddrell, Madison; Warren W. Clark, Madison; H. C. Jackson, Madison; Elmer Conforti, Milwaukee; George Page, Merrill; Paul Pratt, Milwaukee; H. F. Schroeder,

(Continued on Page 4)

Hey Kids! Boys! Girls! Everybody!

Take Advantage of This Amazing

DIRECT FROM FACTORY COASTER CLEARANCE!



WHILE 4,000 LAST

Shipped to You Unassembled and Unpainted.
Easily Worth Double the Price!

NOTE THESE OUTSTANDING FEATURES:

- Steers Like an Automobile. Takes 90° Turns Without Tipping.
- Hardwood and Steel Body Construction. Will Support 1/4 Ton Load.
- Electrically Welded Front and Rear Axles. Less Bolts to Come Loose.
- Self-Oiling, Totally Sealed Bearings.
- Patented Disc Wheel Assembly.
- Heavy Duty 10 inch Semi-Pneumatic Tires — Puncture Proof.
- Paint With Color of Your Own Choice.

THE FALLS WELDED PRODUCTS, Inc.
MENOMONEE FALLS, WISCONSIN

Please mention Milwaukee Milk Producer when ordering or writing

ORDER YOURS TODAY!.....ONLY

*The Fastest, Safest —
Most Strongly Con-
structed Coaster Wagon
on the Market Today*

\$9.95

USE THIS HANDY COUPON

The Falls Welded Products, Inc.
Menomonee Falls, Wisconsin

Sirs: Please send me of your specially constructed, unassembled and unpainted coaster wagons at \$9.95 each for which I enclose \$..... in money order check.

Name

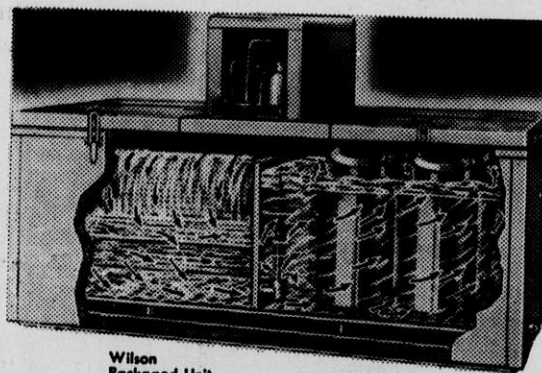
Address

City State

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson Packaged-Unit . . .
MODEL ZF8-HX50
This model cools & stores 8 cans daily.
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

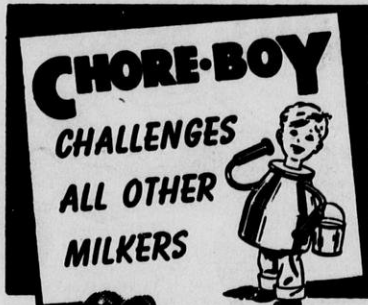
JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

SCHMIDT AUTO SUPPLY CO.
Fredonia, Wis.



CHORE-BOY
CHALLENGES
ALL OTHER
MILKERS



CHORE-BOY WILL
PRODUCE MORE
MILK FROM YOUR
HERD THAN MOST
OTHER MILKING
MACHINES

Dairymen report 10%
increase in milk pro-
duction — pays for it-
self in greater milk
production, time saved

Ask for a
FREE TRIAL
On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

DDT



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



50% DDT wet-
table dust to be
mixed with water
for spraying on
cows or on build-
ings. A 2 lb. pack-
age will spray an
average barn, or will spray 20
cows four times. Spoken of as
"the safest and most fool-proof
of the DDT sprays," this is the
only form recommended for use
on cows.

PENSALCO or KNOX - OUT BRAND,
50% DDT STOCK and BARN SPRAY —
2 Lb. bag \$1.80.



34% DDT concen-
trate to be mixed
with water for use
on buildings. One
gallon makes 14
gallons of 2½%
DDT to be sprayed
or brushed on sur-
faces where flies light or crawl —
barns — milk houses — kitchens
— and this much treats 14,000
square feet.

PENNSALT or KNOX - OUT BRAND,
34% DDT EMULSION CONCENTRATE —
Gallon \$5.40.

KNOX-OUT INSECT SPRAY

Household insecticide — Double
A grade PLUS 5% DDT. Can
be sprayed or brushed for control
of flies, mosquitoes, ants, bed-
bugs, moths, roaches, and similar
pests. Does not stain.

KNOX-OUT INSECT SPRAY, 5% DDT,
Gallon — \$2.35.

**Have Your Hauler
Get What You Need**

New Members Accepted By The Board Of Directors May, 1947

Bell, Joe, Route 2, West Bend.

Dietz, Leroy, Route 5, Box 360,
Milwaukee.

Garbisch, Ray, Random Lake.

Martin, Alfred G., R. 5, Box 370,
Milwaukee 14.

Plautz, Harry E., Route 1, Ran-
dom Lake.

Rodenkirch, Nelson, Route 2,
Kewaskum.

Schuette, Reinhart, Route 1, Me-
nomonee Falls.

Stuedemann, Elmer, Route 1, Cal-
edonia.

Wetor, P. J., Random Lake.

Weyer, Clarence, Route 1, Me-
nomonee Falls.

Dairy Month

(Continued from Page 2)

West Bend; John Last, Lake Mills;
Arthur Trebilcock, Madison.

Charles Dineen, Milwaukee; Har-
vey E. Thew, Madison; Paul C.
Schmidt, Medford; George Steuber,
Wausau; Ira Inman, Beloit; A. J.
Glover, Ft. Atkinson; John Calla-
han, Madison; Carl Zielke, Madi-
son; L. M. Sassman, Madison; Ora
Rice, Delavan; A. W. Hopkins,
Madison; Miss Frances Zuill, Mad-
ison; O. R. Wilkens, River Falls; T.
Christopherson, Juneau; E. K. Slat-
ter, Milwaukee; Floyd Lucia, Eau
Claire; Otto Wirth, Antigo; George
Rupple, Shawano; G. E. Meverden,
Hartford; and Gordon W. Crump,
Madison.

Chicago Market

Chicago market premium over
condensery will be 50 cents for May
and June, which means about \$3.50
for Class I milk for May. June is
likely to be lower for there is talk
of a 10 cent drop in condensery
price.

The United States Dept. of Agri-
culture has recently issued bulletin
No. 1443, Dairy Cattle Breeds. This
is a very informative bulletin, tells
about the five leading breeds of
cattle, defines the dairy breed, what
registration means, breed to select
for particular circumstances, and
other valuable information. This
bulletin may be had free, by writing
to United States Dept. of Agricul-
ture, Washington, D. C.

Smiles

Seemed Like It

The temperance orator was holding forth in the village hall on the evils of strong drink.

"When I was a young man I determined never to drink," he said. "Time went on and step by step I got on until I was made cashier of the firm. There were only two men above me. As time went on both these men gave way to strong drink, and now I am manager of the whole concern. 'What, I ask, contributed to my rise in life more than anything?'"

The orator paused for a moment, and then came a voice from the rear of the hall, "Strong drink!"

"Your big railways are all right," said the porter on the out-of-the-way line, but you get collisions. We don't. Never had one."

"A good record, to what do you attribute it?"

"We've only got one train."

Alcohol from milk — that's the latest addition to dairy products. The actual yield of alcohol is about one half gallon per hundred pounds of whey. Possible benefits are limited by costs, not yet determined by actual operation; and by the value of the product. Recent bulk prices of denatured alcohol have been about 80 cents per gallon. Whey could be supplemented by molasses and sugar sirups to assure efficient operation during the season of low milk production.

Operating Expenses Up 92 Percent

Operating expenses on New York dairy farms in 1946 were 92 percent above the 1937-41 average according to a recent bulletin from the U. S. Department of Agriculture. Feed prices and wage rates both more than doubled their prewar averages. New York dairy farmers, the bulletin pointed out, felt the effect of feed price rises more sharply than did the more diversified Wisconsin farms. Record crop yields in this area during the last two seasons have helped hold feed costs down. Even so, milk production per cow on these farms now has dropped



Can you afford "weak links" in your herd improvement? What about the eight-week starting period of your calves?

To keep them up to the high level of your breeding and management program, *nutrition* during this key period should be of the highest grade. How can you safely assure this and still save valuable whole milk for market?

Feed Kaff-A, the genuine dairyfood for calves. It is finest quality nutrients from milk . . . plus abundant vitamins A, D, G, B₁ and B₆. It permits you to completely wean calves from milk at ten days of age. By their lively health, sheen of coat and brightness of eye you *know* your

calves are getting highest grade nutrition. And you can *see* your savings. Feeding Kaff-A is half the cost of feeding whole milk.

Find out why this word is spreading so fast among good dairymen: "Once you discover how Kaff-A completes your herd improvement program, you feed it to *every* calf!" Your feed dealer or milk hauler can get Kaff-A for you.

©1947 C. P. Co.

CONSOLIDATED PRODUCTS CO.

DANVILLE, ILLINOIS



FREE — Write for the full story on superior herd replacements in folder, "The KAFF-A System."

by the makers of
Semi-Solid Emulsions

back to its prewar figure and outlays for feed in 1946 were more than double their 1937-41 average.

— The Dairymen's League News.

From 1925 to the beginning of the depression in 1929, 10.7 millions of farm people went to town and 7.8 millions went back to the farm.

The net going to town was 3 millions. From 1930 to 1934, years of the depression, 7.7 millions went to town and 6.7 millions went to the farm. The net going to town was one million. From 1940 to 1944 the net migration going to town increased to 5 millions. This partly explains why help is scarce on dairy farms.



KINDY OPTICAL CO.

615 No. 3rd Street

MARquette 7225

For Sale

Registered Holstein Bull of serviceable age, sired by our Transmitter bull who just "recently classified "excellent" and whose dam produced 450 lbs. of butterfat on twice a day milking.

Also have younger bull calves for sale at present.

**BERN SCHOESSOW
& SONS**

Route 1, Thiensville

2½ Miles West of Thiensville

HERE'S WAY TO GREATER MILK PROFITS



By cutting to a minimum costly rejects, you naturally increase the amount of saleable milk you produce. This means greater profits for you. New 16-page, illustrated book shows . . . step-by-step . . . modern methods for cleaning and disinfecting milk utensils . . . thus helping to assure freedom from milk-spoiling bacteria that are all too often the cause of milk rejects. Protect the quality of your milk, write for free copy of "The Milky Way."

Address The Diversey Corporation, Dept. 3L,
Chicago 4, Illinois.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF . . .

DICOLOID

THE SAFE CLEANER THAT
REMOVES MILKSTONE IN A JIFFY

For Sale MALT SPROUTS

Immediate Delivery

Call or Write

JAMES J. DONOHUE
8310 N. Port Washington Road
Milwaukee 9
Telephone Edgewood 0462W

WANT MORE EGGS? LARGER PIGS? MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

"How's our supply of Vitamins?"

asks Elmer



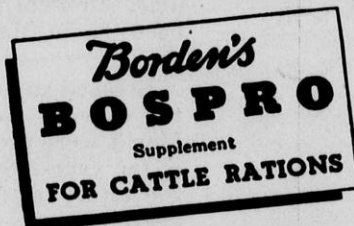
Dry cows have a special need for vitamins

Many recent experiments have shown that the dry cow's diet influences the Vitamin A and D reserve in the new born calf. It has been demonstrated that dry cows fed a ration properly supplemented with Vitamin A had calves born with a larger supply of Vitamin A stored in their bodies. In addition, vitamin supplements enables the cow to put more Vitamin A and D

into her colostrum for the new born calf.

Borden's Bospro is specially designed to fortify fitting and freshening rations with large standardized amounts of Vitamins A and D. These vitamins aid in reducing calf losses, produce stronger, faster developing calves and help bring the dam back to heavy production safely and quickly.

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



THE BORDEN COMPANY

Animal Food Department

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

WATCH OUT FOR WARM WEATHER!

BACTERIA COUNTS GO Soaring

Modern plant sanitation calls for closer scrutiny during approaching higher temperatures when the bacteria problem is hardest to lick. More and more dairymen are finding Klenzade X-4 the right answer to this problem.



KLENZADE X-4

Is the sure, effective, low cost bactericide for sanitizing all plant equipment. Klenzade X-4 acts quickly. It is simple to use — safe — leaves no film — no sediment.

DAIRY FARMS TOO!

and more and more dairy farmers are finding Klenzade X-4 the right way to proper sanitation — lower counts.

KLENZADE

KLENZADE PRODUCTS

INCORPORATED
BELOIT, WISCONSIN

CHEMICAL CLEANING SPECIALISTS SERVING THE DAIRY INDUSTRY WITH CONVENIENTLY LOCATED BRANCH OFFICES WAREHOUSES AND DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE NATION

SIMPLIFY MILKSTONE REMOVAL

We can't escape milkstone . . . it's always with us. Removing it completely, in a way that will cut clean-up time and effort, is the specific job of

OAKITE COMPOUND NO. 36

This scientifically designed milkstone remover has been doing dairy duty for lo, these many years. It's been doing a good job and it will do a good job for you . . . given the chance. That chance is awaited by your local Oakite Technical Service Representative. Let him test-run Oakite Compound No. 36 in your Dairy. Cost you nothing . . . no obligation. Try it today!

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

Market Conditions At a Glance . . .

Strengthening Factors: Creamery production in April could not maintain the percentage increase over a year ago that had been established in the first three months of 1947. For the month output had slipped to 25 percent above the 1946 volume. In February the increase had been 39, in March 43.

* * *

Reserve supplies of creamery butter in cold storage warehouses on May 1 were the smallest for the date in ten years. Set at 9 million pounds the total was 35 percent below last year, 77 percent less than average.

* * *

Per capita-wise supplies of butter were extremely small. April production of 114.3 million pounds had measured only 8/10 pound per person. In the pre-war years 1937-41 April output had averaged 1.14 pounds per capita.

* * *

Cold, rainy weather through the principal milk producing states during April and early May delayed growth of grass, discouraged early grazing. In most sections the season was reported at least three weeks late.

— DPMA News.

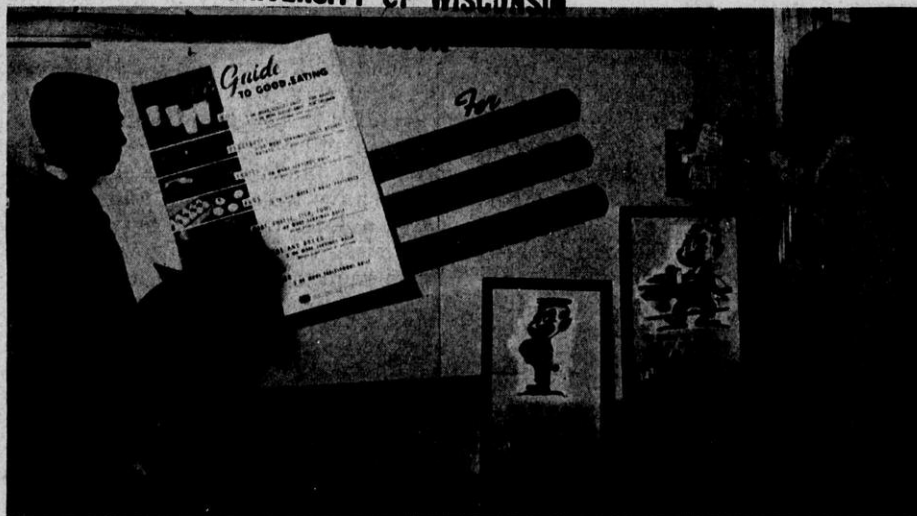
Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 4 LIBRARY "By Farmers . . . For Farmers"

July, 1947

COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN



Milwaukee County 4-H Clubs Stress Dental Health

Through the recommendation of Miss Nellie McCannon, Milwaukee County Home Demonstration agent, your Dairy Council is being called upon to present future programs to some of the 4-H clubs. These programs will include showing of our film, BEHIND THE SMILKE, and a nutrition talk, to point out the close relationship between milk and other nutritious foods to good dental health, no matter what one's age may be.

State Y-Teens Learn Food Is Source of Charm

The state conference of Y-Teen delegates, at Carroll College, Waukesha, offered your Dairy Council another opportunity to present the importance of health and nutrition to all around well-being. Both members of the staff presented a discussion on diets and food habits, explaining that no dietary pattern is complete without an adequate supply of milk and the other protective foods. The close relationship of good health and nutrition to the charm these girls are so anxious to acquire was emphasized. The delegates, about forty percent of whom came from Milwaukee County, were particularly interested in the many helpful suggestions your Dairy Council staff had to make about ways to include health in their club

programs and "charm schools." Following the talks and explanation of the exhibits of tools for teaching nutrition, the girls continued their discussion of club projects featuring health under the guidance of your Dairy Council.

Retail Grocers' Association Spotlights Milk at June Meeting

The Milwaukee Retail Grocers' Association, since June is nationally known as Dairy Month, called on your Dairy Council to tell their members about the work of The Dairy Council of Milwaukee and to point out the health values of milk, butter, cheese and ice cream. It was a good opportunity for your Dairy Council to impress the 150 retail grocers, who attended, with the importance of milk and its products for their own good health, and that of their customers. Your Dairy Council has, as a result, been invited to prepare occasional articles for this association's publication.

At the request of Mr. Keeney, science instructor at Rufus King High School, who wanted to follow up a classroom project on proper meal selection, your Dairy Council displayed its portable exhibit, EAT THE RIGHT FOODS DAILY in the main corridor of the school for one week during June. Mr. Keeney reported that teachers and students took great interest in the exhibit's message. YOUR DAIRY COUNCIL IS BECOMING MORE AND MORE

(Continued on Page 4)

WISCONSIN STATE FAIR

For over thirty years Milwaukee Milk Producers have played a great part in making the Wisconsin State Fair the most successful agricultural and industrial exposition of the Middle-West. The 1947 pre-Centennial Fair will find Milwaukee Milk Producers contributing greatly to the expanded program planned for the August 16-24 event.

Leaders and members of the Milwaukee Milk Producers are also leaders and active workers at the State Fair. Superintendent of the cattle division is Fred Klussendorf, Waukesha. Willard Evans, Charles Dineen and many others are active representatives of the Milwaukee organization at the State Fair. On hand with prize cattle are many milk producers of the Milwaukee area. "Prize" cattle they are, too, for many premiums are given them for outstanding stock.

Milwaukee Milk Producers attending the 1947 State Fair will see the greatest array of exhibits ever presented. "New" is the catch-word of this year's fair. New type exhibits, new demonstrations, new livestock classes and new home-economics displays.

Everyone will have some new feature of special interest to them to discover at the 97th State Fair. New classes include five in the Holstein-Friesian cattle division, a milk-fed lamb show, "Chicken of Tomorrow Roaster" contest and the return of pie to the Home Economics division.

Keeping pace with the expansion program, premiums have been increased. The total is now well over \$100,000.

America's finest dairy animals will tax the capacity of the livestock barns as they arrive in greater numbers than ever before. Dairy products exhibits will be an attractive and appetizing show in the Dairy Building. Newest dairying equipment will complete the dairyland exposition.

Over 1,000 youths will take part in the Junior State Fair. They will compete for a part of the \$22,000 in premiums being offered Juniors.

(Continued on Page 4)

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 20 July, 1947 No. 4

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB.A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

June Milk Price

Your Board of Directors met the dealers on June 26 to confer on June prices.

After considering all the factors involved, including cut-rate milk sold in stores which is purchased from farms at a price much lower than our price, lack of demand for skimmilk and sales resistance, built up by labor agitators, it was agreed that prices of June milk would be the same as in May. Fluid or Class I milk at \$4.00 per hundred, milk to be separated for cream at 25 cents over condensery pay price and manufactured milk at 12 cents below condensery pay price. Your board wanted to get condensery price for manufactured milk, but dealers said that they would not come out even on that deal because of the low price received for skimmilk.

Dairy Markets Strong

The United States Dept. of Agriculture Weekly Dairy Market Review for week ending June 27 indicates considerable strength in butter and cheese. Cheese was held for better price at the Plymouth market which seems to indicate that buyers will have to up their bids or go without the product. Butter market is strong, not too much being stored and some cream going east from Minnesota and Wisconsin instead of being churned.

Skimmilk powder is not moving, but may show more action if price support is continued for that product. Buyers appear to be holding back to find out what the government will do.

Uniform Production Plan

There seems to be some misunderstanding in the minds of some producers as to the proposed base plan. Evidently some producers feel that they will be held on a base this fall. Such is not the case. As related in the May issue of this publication, the base is to be made in September, October, November, and December of this year and no one will be held to the base made in those months excepting in April, May, June and July of 1948. In other words, the producer is expected to try hard to make a satisfactory base in September, October, November and December of this year. He will not have over-base milk next year, except as he may exceed that base in April, May June and July. In the other 8 months of 1948, no one is held on a base.

Some producers state that the notice is too short and that they would be unable to get into a position to make a good base this fall. This publication has stated over and over and over that there is a possibility that the Board of Directors would act on its authorization from the members voted at every annual meeting, to put a base plan into effect if they felt that it was in the producer's interest.

It is a good idea for our members to read this publication thoroughly for its only purpose is to carry necessary information to members.

Dairy Workers' Strike

We have delayed issuing the Milk Producer until this time, hoping that the strike of the dairy workers which began on Thursday, July 3, would be over. However, at this writing, on Thursday, July 10, negotiations are still being carried on between the dairy committee and the workers' committee.

As most of our readers know, the strike was called on two companies but other companies who were in the bargaining unit to deal with the labor representatives felt that they should cease operations, for after the two struck companies gave in, the others would be immediately struck if they did not agree to the terms asked by the union representatives.

Some of the companies gradually gave in and all are working now except three concerns, no settlement having been made between the union and any of the firms, according to our information. The dealers term the unions demands to be such that price of milk would have to be raised a cent a quart and that this might only be an entering wedge for more demand.

Some milk was left on the farms the first day, but since then practically all has moved to some destination, in many cases over 100 miles from this market. Some cheese factories have taken loads and in some cases a load was split between two factories, their capacity not being large enough to absorb a whole load.

This labor dispute has provided a wonderful opportunity for the gallon milk operators to extend their business and one sometimes wonders whether there is any connection between a large distributor of gallon milk and a certain strike promoter. At any rate, it is a bad situation for our producers and our market and if the employees of the dairies were alert in their own interests, they would realize that they would be badly hurt through this prolonged strike.

June Prices For Past Years

In checking over the files of this publication, we find that in July, 1938, we reported June prices ranging from \$2.49 to \$2.56. Fluid milk price was \$2.95 and manufactured milk \$1.79. One year later, the fluid price was \$2.90 and manufactured \$1.70 with a blend price of about \$2.40. In June, 1930, the fluid price was \$2.85 and the manufactured price had dropped to \$1.24 or 46 cents per hundred, with a drop of only 5 cents in fluid or Class I milk. We were getting a little out of line with a difference of \$1.61 between Class I and manufactured milk.

Turning the pages, June, 1931, fluid is shown at \$2.50 and manufactured at \$0.80 and blend prices ranging from a low of \$1.59 to a high of \$1.85. Hard times were really affecting us in June, 1932, for the Class I or fluid price had gone to \$1.75 manufactured to 55 cents and a blend price under \$1.40. In the same issue, an item from a Farm Bureau source said that lard sold at 3 cents per lb.

(Continued on Page 5)

NOW!

**Kills Flies Quicker, Easier, Economically
with This Amazing New DDT-Pyrethrins Spray!**

Harmless to humans and animals! For use in the home, too!



**DIVERSEY
DIVOBAN**

Does 'All the Work!

**ORDER NOW!
A Complete Unit!**

Enough spray for entire fly season (average 12 cow barn), a cylinder built to last for years and foolproof micro-nozzle spray attachment, all complete for only \$19.00.

1. It's Powerful . . . Assures Quick KNOCK-DOWN and Permanent KNOCK-OUT Effect to Flies and Other Insects!
2. It's Easy to Use . . . No Messy Mixing . . . No Tiresome Pumping! . . . Just Open the Valve . . . Self-Propelling Action!
3. It's Long Lasting . . . One Cylinder Provides Complete Fly Control Thru-Out Fly Season! (Enough for 4 or 5 months of spraying in average 12 cow barn.)
4. Cylinder Will Outlast Many Hand Sprayers . . . Spray Tube Easy to Remove and Attach . . . Always Ready for Action.
5. Helps Boost Milk Production 20% Through Fly-Free, Contented Cows . . . Less Milk Contamination!

TEAR OUT THIS ORDER BLANK AND GIVE IT TO YOUR HAULER

Mr. Hauler:
Please have my dairy send me one DIVERSEY DIVOBAN. They may deduct the charges from my next milk check.

Producer No.

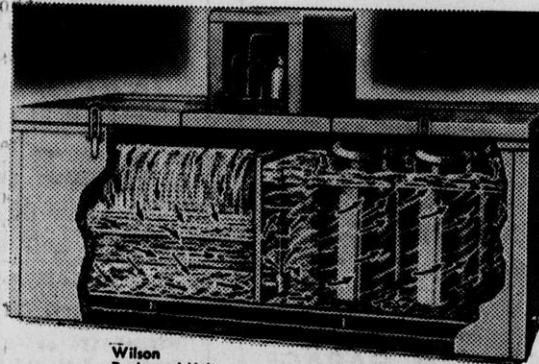
Name

THE DIVERSEY CORPORATION, 53 WEST JACKSON BLVD., CHICAGO 4, ILLINOIS

Zero-Flow
YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- **AUTOMATIC SELF-LEVELING WATER BATH** with
- **FAST Cooling of TWO Milkings Daily** and
- **SAFE Storage for BOTH** without rehandling cans.
- **LIFE-TESTED** for low-cost maintenance and long life.



Wilson Packaged-Unit . . . MODEL ZFB-HX50
This model cools & stores 8 cans daily.
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

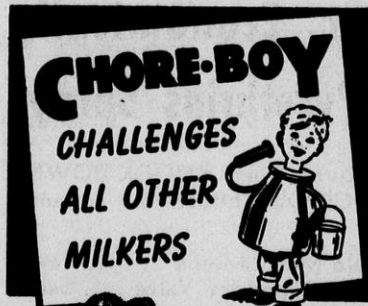
JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

SCHMIDT AUTO SUPPLY CO.
Fredonia, Wis.



CHORE-BOY
CHALLENGES
ALL OTHER
MILKERS



CHORE-BOY WILL
PRODUCE MORE
MILK FROM YOUR
HERD THAN MOST
OTHER MILKING
MACHINES

Dairymen report 10%
increase in milk pro-
duction — pays for it-
self in greater milk
production, time saved

Ask for a
FREE TRIAL
On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

DDT



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



50% DDT wet-
table dust to be
mixed with water
for spraying on
cows or on build-
ings. A 2 lb. pack-
age will spray an

average barn, or will spray 20
cows four times. Spoken of as
"the safest and most fool-proof
of the DDT sprays," this is the
only form recommended for use
on cows.

PENSALCO or KNOX - OUT BRAND,
50% DDT STOCK and BARN SPRAY —
2 Lb. bag \$1.80.



34% DDT concen-
trate to be mixed
with water for use
on buildings. One
gallon makes 14
gallons of 2½%
DDT to be sprayed
or brushed on sur-
faces where flies light or crawl —

barns — milk houses — kitchens
— and this much treats 14,000
square feet.

PENNSALT or KNOX - OUT BRAND,
34% DDT EMULSION CONCENTRATE —
Gallon \$5.40.

KNOX-OUT INSECT SPRAY

Household insecticide — Double
A grade PLUS 5% DDT. Can
be sprayed or brushed for control
of flies, mosquitoes, ants, bed-
bugs, moths, roaches, and similar
pests. Does not stain.

KNOX-OUT INSECT SPRAY, 5% DDT,
Gallon — \$2.35.

**Have Your Hauler
Get What You Need**

New Members Accepted By the Board of Directors June, 1947

Albert Gierach, Route 1, Rock-
field.

Arthur F. Gierach, Route 2, Ce-
darburg.

Carl F. Schoeni, R. 1, Hubertus
(2 farms).

Emil Schultz, R. 1, Caledonia.

Fred Kaltz, R. 1, Sussex.

Edward Kieckhaefer, Thiensville.

Big Summit Farm, R. 1, Ocono-
mowoc.

Earl DeColuwe, Jackson.

Alfred Braatz, Route 5, Wau-
kesha.

Tony Ondricka, R. 1, Box 186,
Franksville.

4-H Club

(Continued from Page 1)

A RESOURCE CENTER FOR
MEETING THE NEEDS OF
TEACHERS AND STUDENTS
WHO WISH TO EMPHASIZE THE
IMPORTANCE OF MILK AND
OTHER PROTECTIVE FOODS
FOR GOOD HEALTH.

During the month of June your
Council's staff and your Council's
films have been reaching other
groups with effective MILK AND
NUTRITION lessons . . . 4-H Club
Camp . . . Maple Tree 4-H Club . . .
Women's group at Mother of Per-
petual Help Church . . . Field
School . . . Girl Scouts at United
Lutheran Church of the Reforma-
tion . . . Dental Division of Milwau-
kee Department of Health (5 den-
tists and 4 dental hygienists) . . .
Milwaukee Vocational School . . .
Lloyd Street School . . . thirty-sixth
Street School . . . Veterans Admin-
istration Training Classes.

State Fair

(Continued from Page 1)

Prize livestock, exhibits, and demon-
strations of every nature presented
by youth will exemplify their theme,
"Youth Builds a Better World."
"New" here is the showing of live-
stock which will be the first five
days of the fair rather than the last
five as previously.

Milwaukee area dairymen will
have an opportunity to see the great-
est entertainment program ever pre-
sented. A horse show commanding
national interest will be held August
16 to 20. Five days of Grand Circuit
harness races will feature the na-
tion's greatest and fastest pacers and

trotters competing for purses never exceeded.

Thrills on the race track in front of the grandstand are offered by auto racers and motorcycle riders who risk their lives to become the nation's "champs." As usual the night show will be the glorious climax to a perfect day at the Fair. Top performers of stage and screen will perform in breathlessly beautiful settings at Wisconsin's outstanding outdoor show of the year.

June Prices

(Continued from Page 2)

In June, 1933, we were under a state order, following the enactment of the Caldwell Law sponsored by this organization. Class I or fluid sales were at \$1.76, milk sold to the County for relief was at \$1.53 and manufactured at 89 cents and the blend was about \$1.30.

A strike called by a character who lived by misleading other people was still affecting the free use of milk. Many consumers were resentful because of the waste caused by dumping milk on the roads in February.

June, 1934, Class I price was \$1.85, manufactured 95 cents and the blend price ranged from \$1.48 to \$1.50 per hundred. Plans were being made for the 5th Annual picnic.

The 1935 June Class I price was \$2.05, outdoor relief \$1.82, cream milk \$1.18 and manufactured \$0.93 with a blend price ranging from \$1.35 to \$1.60. "The Milk Producer" predicted that the State Department of Agriculture would have a hard time enforcing the price on some of the new operators in the market, who were cutting prices.

June prices in the year 1938 were Class I \$2.00, relief milk \$1.77; cream milk \$1.52; and manufactured \$1.27. The blend was from \$1.65 to \$1.77. The up in butter price had helped the manufactured price.

June, 1937 prices were influenced by the wave of temporary prosperity that the country was enjoying; the Class I price was \$2.71, relief \$2.46, cream \$1.49 and manufactured \$1.24 and the blend price ranged from \$1.97 to \$2.20. Getting along to June, 1938, we find that Class I milk is still \$2.71, relief \$2.48, cream milk \$1.17, but manufactured milk had gone down to 92 cents or 35 cents per hundred lower than 1 year previous. Along in 1939, dairy prices slumped badly and our June Class I had dropped to \$2.10,

relief was \$1.87, cream milk \$1.10 and manufactured 86 cents. The blend price ranged from \$1.48 to \$1.66. Farmers were getting very restive. Sales by the legitimate dealers were low. Out of the city milk of a very poor quality was having a ready sale.

The year 1940 saw June Class I at \$2.40, relief milk at \$2.17, cream milk at \$1.27, and manufactured at \$1.02. The blend price ranged from \$1.70 to \$1.80. Roadside stands had defied the Department of Agriculture to make them pay the ordered price and their business was increasing.

In June, 1941, Class I milk was \$2.63, relief at \$2.48, cream milk \$1.82, and manufactured milk \$1.57, and the blend price was \$2.00. War prosperity was upping prices.

June price of Class I milk was \$2.63 in 1942, relief milk \$2.40, and cream milk was up to \$2.18, due to a higher condensery price, and manufactured milk was \$1.93 with a blend of \$2.36. The consumer was buying milk very cheap in Milwaukee, considering that take home pay was much higher. In June, 1943, we had a Class I price of \$3.00, relief was \$2.77, cream milk at \$2.75, manufactured at \$2.60, and a blend of \$2.82. Government feed payments were at the rate of 25 cents per hundred pounds. The State Fair was advertised as a "War Fair."

Milk in all classifications was at \$3.00 per hundred for June, 1944. This price arrangement had been in effect since September, 1943, due to OPA refusal to allow an increase in price of Class I milk which had been frozen at \$3.00 per hundred. No ceiling had been set on manufactured milk. The subsidy or so-called feed payment was 35 cents per hundred. The dealers were limited in the amount of milk and by-products they might sell based on sales of previous year.

Board of Directors had been trying to get OPA to raise price of fluid milk, without result. Production per farm was high.

June, 1945, was the same old story as far as price was concerned—three dollars per hundred for all milk. Production running high, uniformed production of milk discussed. Subsidy payments at 25 cents per hundred.

The June, 1946, price was not settled until July 2. Things were in a state of utter confusion in this market. OPA had allowed an up in the price to be paid producers for

Class I milk of 15 cents per hundred, effective June 9. The retail price was raised from 13 to 14 cents on that date. There was a three-day milk plant strike during which time no fluid milk was sold. The price agreed on for the first 8 days was \$3.15 for all milk and for the remaining days of the month \$3.35, regardless of what disposition was made of the milk.

Some of this milk brought as low as \$3.10 and some that had gone to cheese factories during the workers' strike was still to be settled for. The subsidy was 35 cents per hundred.

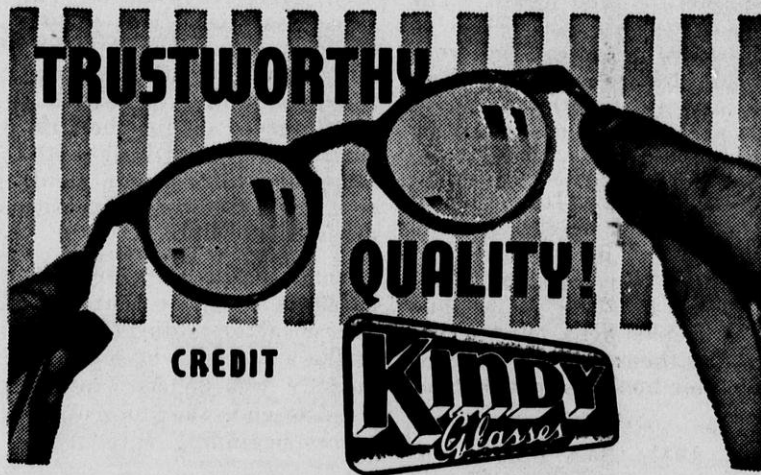
— So ends the story of June milk prices beginning with 1938.

American Dairy Association

The members of this organization at the last annual meeting voted to have deductions made from the June, 1947 milk check of three cents per hundred pounds of fluid milk for support of the American Dairy Association. Notice of this deduction went out with the check in the month of June for May milk. Purpose of the deduction is to continue to provide a fund for the promotion of the sale of dairy products. Dairy farms in thirty-six states are joined together in this very worthy project. The ADA, as it is generally called, has bought a great deal of space in many magazines that have country circulation. Billboards are also used, and some time on the air.

ADA has made arrangements to use one side of American Railway Express trucks to advertise dairy products through the month of September.

In this market fluid milk may be promoted. ADA has the help of many manufacturers of other food in this promotional effort for milk, butter and cheese are mentioned prominently in the advertising of cereals, fruits and vegetables. The ADA slogan "Sales Not Surplus" is a battle cry that all dairymen can well use, for if we can convince the public that our product is a good buy, surpluses will become less troublesome as sales increase. We have heard that some farmers think that the money deducted from the farmers' milk check is used by the dealer to promote his own products. No part of the deductions stay with the milk dealer, all money is turned over to the ADA and expended by it.



KINDY OPTICAL CO.

615 No. 3rd Street

Marquette 7225

FOR SALE

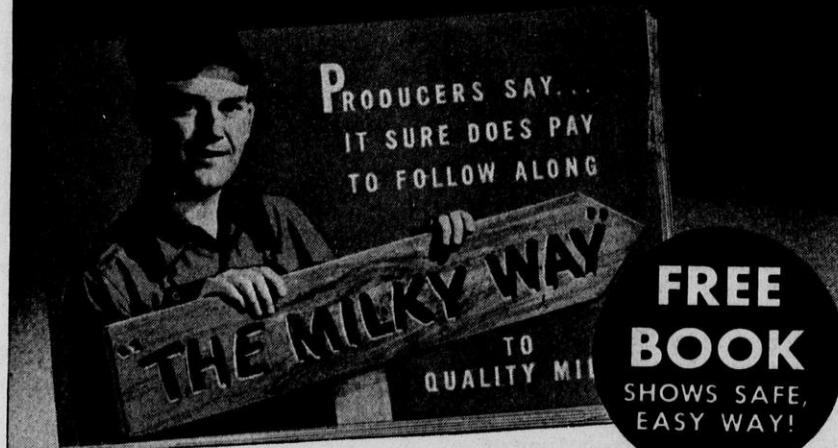
Registered Holstein Bull of Serviceable Age. Very well developed and good individual, whose dam produced 450 lbs. of butterfat on twice a day milking. Sired by our Transmitter bull, who classified excellent and whose dam produced 696.5 lbs. of butterfat.

Also have an 8 month old bull calf, from same sire, and whose dam produced 550 lbs. fat—a very type individual.

BERN SCHOESSOW & SONS

Route 1, Thiensville, Wisconsin
2½ miles west of Thiensville on
County Highway M.

CONTROL MILK-SPOILING BACTERIA



Improperly cleaned and disinfected milk utensils are the breeding grounds for milk-spoiling bacteria. Such bacteria are quite often the reason for low milk quality and high milk rejects. But, there's no need to put up with this unnecessary waste. New, 16-page, illustrated book shows the safe, easy way to control milk-spoiling bacteria . . . takes you step-by-step through every cleaning and disinfecting operation . . . shows improved methods for greater sanitation. Write today for copy of "The Milky Way."

Address The Diversey Corporation, Dept. 4L,
Chicago 4, Illinois.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF . . .

RUB-R-KLEEN

THE QUICK DISSOLVING RUBBER CLEANER
SPECIALLY PREPARED FOR CLEANING AND SOAKING
MILKING MACHINE TUBES—CLEANING VACUUM LINES

For Sale MALT SPROUTS

Immediate Delivery

Call or Write

JAMES J. DONOHUE
8310 N. Port Washington Road
Milwaukee 9
Telephone Edgewood 0462W

PREPARE for more Milk

Brighten up the interior of your barns with "365" the miracle D.D.T. insect killing wall paint. Kill pesky flies and mosquitoes. It can retain its insect killing properties up to a year.

Keep your cows contented, they will produce more milk. 25 lbs. will make five gallons of paint for \$4.95.

FEED SUPPLIES, INC.

Milwaukee — West Allis — Wales
Saukville — Germantown

Low pH HEIGHTENS Sterilizing Power!

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

Low Alkalinity

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

Immediate Solubility

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

Free Booklet!

Ask for the helpful 12-page booklet on better bacteria control. Contains directions for preparing Oakite Bactericide solutions, plus details of applications. No obligation, of course.

OAKITE PRODUCTS, INC.

A. H. BOND

757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Specialized*
CLEANING

MATERIALS • METHODS • SERVICE

Many Cattle Shipments Reach All-time Record

Shipments of dairy cattle from Wisconsin this year set an all-time high for the month of May, according to Dr. V. S. Larson, chief of the livestock sanitation division of the state department of agriculture.

Figures compiled by Dr. Larson's office reveal that during May, 1947, a total of 8,987 head of cattle were shipped from Wisconsin to breeders in all parts of the nation. This is 2,332 more than were shipped during May a year ago.

Dairy farmers everywhere recognize Wisconsin as one of their leading sources of high-producing, disease-free breeding stock, Dr. Larson said, and the demand is growing steadily.

During the first five months of 1947, the department approved health certificates for the shipment of 28,987 head of breeding cattle. This is nearly 1,000 more than were shipped out during the first five months of 1946. A new record for the number of cattle sold to breeders in other states was set in 1946,

REFRIGERATION SALES SERVICE

BUY YOUR MILK COOLERS AND REFRIGERATION FROM A SERVICE ESTABLISHMENT (FOR OVER TWENTY YEARS)

Our many years experience in the refrigeration service has given us a background of knowledge to install the best and finest milk cooling equipment to fit your milk cooling requirements right, at the lowest price plus our service that goes with every job we install.

SEE US FIRST

WM. PUETZER SERVICE STORE

R. 4, WAUKESHA

HY. 15, NEW BERLIN

with a total of 89,014. This figure showed an increase of 35,102 head over the total of 53,912 shipped in 1945.

The State Holstein Breeders' Ass'n To Hold Picnic

The State Holstein Breeders' Association will meet at the Pabst Farm at Oconomowoc on July 17. This is the first picnic of the State Breeders since the war, and a very good program is being offered. Inspection of the Pabst herd will take place at 10:00 A.M., and a judging contest will be put on later.

Dairymen will bring their lunch baskets; cream, ice cream and coffee will be served by the Pabst Farms. State President Leonard Seybold of Forest Junction will be in charge of the afternoon program. Governor Oscar Rennebohm, Glen Householder, head of the Extension Division of the Holstein-Friesian Association of America, and Mr. A. J. Glover, editor of the Hoards' Dairymen will speak. Dairymen are cordially invited to attend.

Base Surplus Plan

The Madison, Wisconsin Milk Producers' Cooperative Association announced that it went on the Base Surplus Plan as of May 1, 1947. Said the Association News Letter "if the Madison market is to be preserved for present producers, then every effort possible should

Sally Rand A Dairy Fan

CHICAGO, June 30 — Without her fans but, ah, beautifully groomed, Sally Rand told the Lions of Chicago and the American Butter Institute that she is an ardent devotee of June Dairy Month — a fan, that is.

Sally was a guest of the Central Lions on a program that also featured Russell Fifer, executive secretary of the ABI.

"Sally sat next to me at the speaker's table," said Fifer, "and she was a most attentive listener while I told about Dairy Month. Boy, did we get attention! Then, so help me, do you know what she said?"

"She said she was, oh, so very much interested in the dairy industry, and, as a matter of fact, the day before she had milked a cow down at Urbana, at the University of Illinois farm.

"The National Dairy Council gave me information for a talk on Dairy Month, all right, but no one suspected that I would bump into Sally. Well, not exactly, but I got along all right, and so did the Lions."

be made by each producer to step up his late summer and fall production. This will reduce the danger of a market shortage next fall and the need for emergency milk."

WISCONSIN STATE FAIR

AUGUST 16 - 24

It's Tops!

here's why

Over \$1,000,000 in premiums have been given exhibitors at the Wisconsin State Fair during the past ten years. In the same period more than \$1,000,000's worth of buildings and improvements have been realized on the fair grounds. All this has been done without it costing the State of Wisconsin one single penny.

THIS YEAR Wisconsin's 97th and pre-Centennial Fair will surpass all others. Over \$100,000 in premiums . . . more than 10,000 exhibits . . . a great youth exposition with \$22,000 in premiums . . . helpful home economics demonstrations . . . educational exhibits . . . free shows . . .

More than $\frac{3}{4}$'s of a million people attend this great agricultural and industrial exposition and agree, "It's tops!"

AN INVITATION TO MILK PRODUCERS

No milk producers have been as loyal to the Wisconsin State Fair as have the Milk Producers of Milwaukee. We thank you for this loyal cooperation and cordially invite all the Milwaukee Milk Producers to take an active part in WISCONSIN'S 1947 PRE-CENTENNIAL FAIR, August 16-24.

WISCONSIN'S PRE-CENTENNIAL FAIR WILL BE TOPS!

Milwaukee Milk Producer

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20 — Number 5

"By Farmers . . . For Farmers"

August, 1947



Newsnotes From Your Dairy Council

It was just a year ago this past month that Miss Irmgard Ernst joined the staff of your Dairy Council as office secretary. Irmgard is the daughter of Mr. and Mrs. Lorenz Ernst, Thiensville, Wisconsin, and a graduate of Cedarburg High School. The experience gained by Irmgard in growing up on a dairy farm and in being an active 4-H club member have been put to good use in her work in the Dairy Council offices.

Besides the many stenographic duties which are Irmgard's in her work at the offices of your Dairy Council, she has charge of the stockroom of educational materials used by professional, educational, and consumer groups in this community in their programs and classrooms to stress the importance of milk and its products in good nutrition.

One of the most important phases of Irmgard's work is assisting, when nutrition staff members are out of the office, the many community leaders who call personally or by telephone at the Dairy Council offices to request educational materials or to plan exhibits or programs.

During the two weeks of July 7 — July 21, Miss Sullivan enjoyed a

vacation. One week of this she spent at Mackinac Island.

While she was away, the other members of your Dairy Council staff worked on the annual reorganization of the office files and program developments for the fall.

Dairy Council Director Is Guest At Teachers' Workshop

At the invitation of Mrs. Frantz, director of the health education workshop at Milwaukee State Teachers' College, your director observed the classroom procedures in the elementary school. Here was an opportunity to meet leading educators and note how they use our Dairy Council materials to teach health habits and the right foods to eat.

Student Dietitians Visit Dairy Council

This year's class of student dietitians from the Milwaukee County institutions, accompanied by two of the staff dietitians, came to your Dairy Council's offices to learn about our activities. It was an excellent chance to show these future instructors in diet therapy how the Dairy Council program materials and services can be of help to them in the future.

Jewish Community Center Requests Dairy Council Help

Mr. Chapman, program director for the Jewish Community Center, arranged for Dairy Council materials, films, and lectures for each of the three day camps for children in the city. The materials were distributed to the counsellors in preparation for the talks on the role of good foods in health.

New Dairy Council Director Calls At Your Council

Miss Barbara Gardner, the new director in the New York unit, spent a day at your Council's offices to become familiar with the program of the Dairy Council of Milwaukee. She

was particularly interested in methods of contacting and working with educators. We, too, regard this field as one of our greatest chances to assist in the building of sound bodies through good nutrition. It was a privilege to be of assistance to Miss Gardner in organizing her work.

Requests In Review

Polish Summer School — Materials, films, and lecture.

Physicians — Materials.

Dentists — Materials.

Marquette School of Nursing — Films, materials for School Hygiene class.

WEMP — Reference materials for Story Hour program.

Milwaukee Department of Health — Child feeding and care materials.

St. Mary's School of Nursing — Materials and film.

Mother of Perpetual Help Altar Society — Materials.

Camp Whitcomb of Milwaukee Boys' Club — Materials and recipes.

Salvation Army — Films.

St. Benedict's School — Materials.

Fernwood School — Materials.

Milwaukee State Teachers' College Visual Education Director — Film Study Guides and Film Tests.

Oakside 4-H Club — Lecture and film.

State Department of Health — Materials.

Statistical Summary For June And July

In 169 personal conferences, your Dairy Council encouraged and planned future programs.

In 27 direct meetings with groups, 326 adults and 321 children learned a new interesting milk lesson.

In indirect meetings encouraged and planned by your Dairy Council staff, 3273 adults and 55,908 children were motivated to drink more milk.

9349 pieces of your Dairy Council's educational materials went into action.

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 15th Street

Marquette 3057

Milwaukee 5, Wis.

Vol. 20 August, 1947 No. 5

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB.A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

Who Won The Strike?

The strike of dairy workers represented by Local 225 AFL, against two dairy companies and virtually against seven other dairies that were bargaining with the union lasted from July 3 to July 12 inclusive.

Who won? It's easier to say, who lost. Probably every one affected, Consumers, workers, dairies, and producers. Consumers because some of them were without milk, had to accept an inferior product or decided that, mistakingly they could get along with much less milk than they were using.

Workers because they have lost the friendship and patronage of many customers and injured the cause of organized labor. Dairies, because much of their overhead can't be reduced, but the volume of sales is much lower. Producers because for eight days, no Class I or Class II milk was sold and because it will take a long time to get fluid milk sales back to where they were before the strike.

Some companies who resumed operations shortly after the strike started have a fair price for July, for they kept their own business and got some from the struck companies.

A gallon milk distributor who buys under the market and whose producers get little inspection, did a record business. A handler who has continually misrepresented his product also gained some business.

The union got more days off for its members and it also lost some

members who have set up independent unions.

Some day union members may do some thinking about who gains most by these strikes and add two and two together.

July Price

Your Board of Directors met the dealers on July 25, to bargain for the price of July milk. The Board believed that since the flush production period was over, the price of manufactured milk should be at condensery average. Some dealers were willing to agree, but others stood out for a lower price.

There was no disagreement about \$4.00 for Class I or fluid milk, and 25 cents over for Class II or cream milk. The meeting adjourned without an agreement.

The board then delegated the responsibility of bargaining for the price of manufactured milk with the objecting dealers, to the executive committee. The executive committee met with these dealers on July 29, and after an afternoon conference, an agreement on condensery average price for manufactured milk was reached.

The July prices are as follows:

Class 1 milk \$4.00 (Fluid)
Class 2 milk \$3.44 (Cream)
Class 3 milk \$3.19 (Manufactured).

Chicago Class Prices For July

Class I Milk\$3.856
Class II Milk 3.476
Class III Milk 3.156
Class IV Milk 3.156

Chicago prices are based on the average of 18 condenseries or on butter and powdered skim milk, whichever is highest. The eighteen condenseries used as a Chicago base averaged \$3.142 while butter and skim powder was \$3.156. The premium over the condensery on butter-powder price is 70 cents for Class I milk and 32 cents over for Class II milk. The Class III and Class IV milk carry no premium. The Chicago blend price is generally announced on the fourteenth of each month for the preceding month.

Blend Prices Vary

Blend prices paid by the different dealers in the market vary much more than usual for July.

This wide variation is a result of the milk plant employes strike which kept some companies off the street for eight days, while others were operating, some all of the time and others a part of the strike period.

August prices will probably show much less variation.

DON'T MISS THE GREAT WISCONSIN STATE FAIR — THE SHOW WINDOW OF WISCONSIN AGRICULTURE, August 16 to 24 inclusive.

August Prices

Your Board met with the dealers on August 11, to bargain for the price of August milk. The Board requested a 25 cent increase in the price of Class I milk.

Some dealers voted against this request of the Board, while others did not object.

We believe that operating costs on the farm justify an increase in price of fluid milk.

The meeting adjourned subject to call of the chairman without an agreement on the price of August milk.

Unfair Competition

In every price conference, we have to listen to the complaints of the dealers about Kewaskum, Jackson and Five Corners Creamery buying milk way below our price.

It is true that this is bad competition, for the stores that handle this cut-rate milk have built up big business, which has practically all been taken away from the dealers who buy our milk. What can be done about this is a difficult question to answer, for farmers selling to these plants seem to be fairly well satisfied to get a dime or twenty cents over condensery. They are unorganized, except that some of them may belong to the Farm Bureau and it is very hard to deal with individual farmers who have no contact with markets, except through the company fieldmen, and he, of course, is there to sell the company to the farmers, and will certainly not point out to the farmers that they are under selling the market.

Something must be done to correct this situation very soon if we are to get the price we should for our milk.

(Advertisement in an English newspaper.)

Owner of tractor wishes to correspond with widow who owns a modern thresher; object matrimony; send photograph of machine.

Uncle Henpick: "You boys of today want too much money. Do you know what I was getting when I married your aunt?"

Nephew "No, and I'll bet you didn't either."

NOW!

**Kills Flies Quicker, Easier, Economically
with This Amazing New DDT-Pyrethrins Spray!**

Harmless to humans
and animals! For use
in the home, too!



**DIVERSEY
DIVOBAN**

Does All the Work!

**ORDER NOW!
A Complete Unit!**

Enough spray for entire
fly season (average 12
cow barn), a cylinder
built to last for years
and foolproof micro-
nozzle spray attach-
ment, all complete for
only \$19.00.

1. It's Powerful . . . Assures Quick **KNOCK-DOWN** and Permanent **KNOCK-OUT** Effect to Flies and Other Insects!
2. It's Easy to Use . . . No Messy Mixing . . . No Tire-some Pumping! . . . Just Open the Valve . . . Self-Propelling Action!
3. It's Long Lasting . . . One Cylinder Provides Complete Fly Control Thru-Out Fly Season! (Enough for 4 or 5 months of spraying in average 12 cow barn.)
4. Cylinder Will Outlast Many Hand Sprayers . . . Spray Tube Easy to Remove and Attach . . . Always Ready for Action.
5. Helps Boost Milk Production 20% Through Fly-Free, Contented Cows . . . Less Milk Contamination!

TEAR OUT THIS ORDER BLANK AND GIVE IT TO YOUR HAULER

Mr. Hauler:
Please have my dairy send me
one **DIVERSEY DIVOBAN**. They
may deduct the charges from my
next milk check.

Producer No.

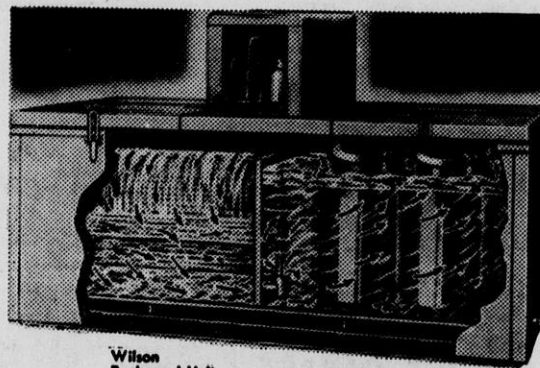
Name

THE DIVERSEY CORPORATION, 53 WEST JACKSON BLVD., CHICAGO 4, ILLINOIS

Zero-Flow
YOUR MILK

**EXCLUSIVE—You get ALL features that count
ONLY in WILSON ZERO-FLOW Milk Cooler:**

- **AUTOMATIC SELF-LEVELING WATER BATH** with
- **FAST Cooling of TWO Milkings Daily** and
- **SAFE Storage for BOTH** without rehandling cans.
- **LIFE-TESTED** for low-cost maintenance and long life.



Wilson
Packaged-Unit
MODEL ZF8-HX50
This model cools & stores 8 cans daily!
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

JOHN HERDA
St. Martins, Wis.

**SCHMIDT AUTO SUPPLY
CO.**
Fredonia, Wis.

H. W. KUESTER & SON
West Bend, Wis.

CHORE-BOY CHALLENGES ALL OTHER MILKERS



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a **FREE TRIAL**
On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

New Members Approved By The Board Of Directors

Mike Dahm, Belgium
Ray Griesmer, R. 1, Hartland
Reuben Hoelz, Rockfield
L. C. Lycan, R. 2, Mukwonago
Richard Schesler, R. 2, Oconomowoc
Ray F. Wiebe, Saukville
Henry Zeisse, R. 1, Caledonia

FOREIGN INQUIRIES—

Wisconsin, long recognized as "America's Dairyland," is rapidly strengthening its position as the Dairy Capitol of the world, says Milton H. Button, director of the state department of agriculture. His statement is based on the state's past dairy record and inquiries and requests for information now being received at the Department.

Four years, Wisconsin has led the nation in the production of milk and manufactured dairy products, Button said, standing far ahead of any other state. For three quarters of a century, the state has taken the lead in the scientific breeding of high-producing dairy cattle. It has also been a leader in the field of livestock disease control.

As a result of this sound program, it is recognized today as the nation's greatest source of well-bred, disease-

free dairy breeding stock, he continued. Last year out-of-state buyers purchased more than 89,000 head of cattle in Wisconsin. Of this number 8,500 head were sold to breeders in 15 foreign countries, in Europe, Asia, Central and South America, as well as other widely scattered nations. They will form the foundation of new, high-producing dairy herds.

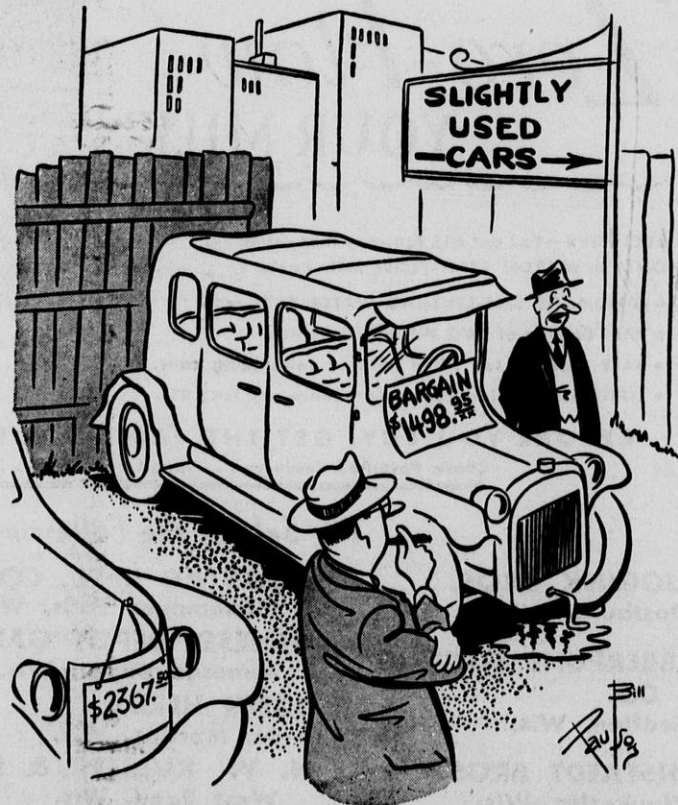
OUR STATE FAIR

Dairy Day at the Wisconsin State Fair is always a day of recognition and honor for the dairy industry of the state. This year Wisconsin's dairy industry will be further honored when Milwaukee's own Jack Carson returns home to spend Dairy Day, Friday, August 22 at the State Fair.

Carson will rise early with the dairymen of the state to take an active part in all the special activities of the day.

Starting the activities of Dairy Day is a special morning program in the Coliseum. Prize livestock exhibited at the State Fair, August 16-24 will parade in the Coliseum as breed experts give commentaries of the champions as they pass in review.

Milton H. Button, Director of the Wisconsin Department of Agriculture, will honor the outstanding Future Farmers of the state in the special morning program. Other fea-



"And some people complain about the price of butter!"

tures of the program include a concert by the Future Farmers band, the presentation of the Governor's sweepstake awards to the leading dairy producers. Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture will serve as toastmaster for the Dairy Day program.

Charles L. Hill will be awarded a special honor as one of the outstanding dairymen of the state by Ralph E. Ammon, manager of the Wisconsin State Fair. Recognized as a dean of dairymen in the state, Hill will then crown the 1947 Dairy Queen who will reign over the dairy industry for the next year.

Milwaukee Milk Producers will have a chance to compare their skill with editors of various counties in Wisconsin who are coming to the State Fair to settle a feud in the milking contest to take place during the special morning program. Jack Carson will referee the dairyland feud and may even step in to show how it shouldn't be done. The winning team will claim a silver milk pail and the title "Wisconsin's Dairyland" for their county.

Further highlights of Jack Carson's "Dairyland Olympics" will be an ice cream eating contest, milk-drinking contest, and a foot race by milkmen delivering a "route." Carson will also select the "prettiest cow" in America's Dairyland.

Milwaukee Milk Producers are invited to attend the Butter Ball in the Modernistic on the evening of Dairy Day at the fair. The state dairy queen and her two princesses, and all the dairy queen candidates will be lovelies of the ball. Jack Carson will add Hollywood glamour to the affair.

An afternoon of thrills is promised Milwaukee area milk producers and other fair goers at the second afternoon of AAA sprints in front of the grandstand. Climaxing the two days of sprints, August 21 and 22 will be a 100-mile championship big car race on Sunday, August 24.

Speed events of the nine-day fair are programs commanding national interest. Five days of grand circuit harness races, August 16-20 has the nation's fastest pacers and trotters competing for large shares of the \$51,000 stakes. Thrill Day, Saturday, August 23 features Jimmie Lynch and his daredevil Death Dodgers and AMA national championship motorcycle races.

"Night of Stars," America's great outdoor stage show, will be held nightly. This spectacular show features entertainers of the world performing in gorgeous settings. A glorious display of fireworks will climax the evening show.

DEPENDABLE DAIRYADE for BETTER DAIRYING

FOR FEEDING RESULTS—FEED DAIRYADE

and count your lucky calves

life



begins with Dairyade!

...in fact millions of lives have begun with Dairyade for the past quarter century. Take those calves that are coming in soon right from your own herd—why not let their lives begin with Dairyade? You'll be glad you did, because Dairyade is a dependable food of proven quality with proven feeding results. And only Dairyade has the famous fortified formula that makes it America's No. 1 baby animal concentrated food compound!* Remember, milk is more valuable as a food for humans—and you will like the bigger milk checks. So let your calves' lives begin with Dairyade—and count your lucky calves!

DAIRYADE COSTS LESS THAN 6¢ PER DAY—PER CALF!

IT'S DEPENDABLE! IT'S FORTIFIED!



Mutual DAIRYADE

TRY IT! LIKE IT! OR YOUR MONEY BACK

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND
Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

FOR SALE

Shavings Delivered —
Better Than Straw and
Cheaper.

A. J. GRIMM
Northland Co.

3015 N. Buffum St., Milwaukee 12
Tel. COncord 3594

**MILKING
MACHINE TIMER**

Time-Her-Rite. The bell that saves time and money for dairymen is back on the market. New and improved unit at the same price.

Write

E. J. GENGLER
Arcadia, California

TRUSTWORTHY



QUALITY!

CREDIT

KINDY OPTICAL CO.
615 No. 3rd Street Marquette 7225

FOR SALE

Registered Holstein Bull of Serviceable Age. Very well developed and good individual, whose dam produced 450 lbs. of butterfat on twice a day milking. Sired by our Transmitter bull; who classified excellent and whose dam produced 696.5 lbs. of butterfat.

Also have younger bull calves by same sire, whose dams are producing up to 600 lbs. fat.

BERN SCHOESSOW & SONS
Route 1, Thiensville, Wisconsin
2½ miles west of Thiensville on County Highway M.

PROTECT THE QUALITY OF YOUR MILK



PRODUCERS SAY...
IT SURE DOES PAY
TO FOLLOW ALONG

THE MILKY WAY
TO
QUALITY MILK

WRITE FOR
FREE BOOK
THAT TELLS
HOW!

Here's a 16-page, illustrated book that shows how to protect the quality of your milk by controlling milk-spoiling bacteria... the safe, easy way so many use. Takes you step-by-step through every cleaning operation in the milk house... suggests better methods for cleaning and disinfecting equipment. Eliminate milk rejects, write today for your copy of "THE MILKY WAY."

Address THE DIVERSEY CORPORATION, Dept. 1L,
Chicago 4, Ill.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF ...

DIVERSOL

THE QUICK-ACTING, FREE-RINSING BACTERICIDE

File Now for Your

WET GRAINS

FOR WINTER

We will operate as before.

First come — first serve.

JAMES J. DONOHUE
8310 N. Pt. Washington Rd.
Milwaukee

PREPARE

for more Milk

Brighten up the interior of your barns with "365" the miracle D.D.T. insect killing wall paint. Kill pesky flies and mosquitoes. It can retain its insect killing properties up to a year.

Keep your cows contented, they will produce more milk. 25 lbs. will make five gallons of paint for \$4.95.

FEED SUPPLIES, INC.
Milwaukee — West Allis — Wales
Saukville — Germantown

Farm Firsts

FOR

QUALITY MILK PRODUCTION

NEW METHODS OF CLEANING MILKING EQUIPMENT

the Better Way



KLEER-MOR

Completely emulsifies and removes heaviest fats and greases on all milking equipment and utensils. Not affected by hard water — gentle to hands — suds profusely — rinses free.



NU-KLEEN

Replaces alkali and lye solutions. It eliminates milkstone — not by removal — but by KEEPING IT OFF. Quick, efficient, safe, economical.



KLENZADE X-4

Is the sure, effective, low cost bactericide for sanitizing milking equipment and utensils. Acts quickly — simple to use — safe — leaves no film — no sediment.

ENZADE

KLENZADE PRODUCTS INCORPORATED

BELOIT, WISCONSIN

CHEMICAL CLEANING SPECIALISTS SERVING THE DAIRY INDUSTRY WITH CONVENIENTLY LOCATED BRANCH OFFICES, WAREHOUSES AND DISTRIBUTORS IN PRINCIPAL CITIES THROUGHOUT THE NATION

FOR SALE

BALBOA RYE: For late fall or early spring pasture, or for green manure crop.

BLACKHAWK WINTER WHEAT: Good quality, high yielding.

EMANUEL J. STERN

Route 1, Thiensville
1/2 mile east of Friestadt.

State Report Shows Fewer Dairy Plants

Post-war readjustments of the Wisconsin dairy industry has resulted in a decline in the number of dairy manufacturing plants in the state, a tabulation prepared by the Wisconsin State Dept. of Agriculture reveals.

Last year's decrease in dairy plant numbers is about average, figures since 1941 showing an annual drop of about 100.

Figures show that on August 1, 1947, there were 2,414 dairy plants in operation in the state. During the year there has been a decrease in the number of butter factories, cheese factories, receiving stations and powdering plants. On the other hand there has been an increase in the number of condenseries, ice cream manufacturing plants, milk distributors, cottage cheese factories, and concentrated whey plants.

Less Commercial Feed Used Here Last Year

For the first time since 1940, retail sales of commercial feeds in Wisconsin during 1946 showed a drop from the previous year's totals.

This is revealed in a report made public this week by W. B. Griem, chemist in charge of the feed and fertilizer laboratory operated by the State Dept. of Agriculture. It shows total sales of 1,005,223 tons during 1946 as compared to 1,118,993 tons in 1945. This is a reduction of about 114,000 tons or approximately 10%.

Cans

Look Like New

MILK haulers know that cans conditioned with Oakite Compound No. 84 stand out from the others on the truck, look like new. These cans smell fresh . . . tinned surfaces sparkle . . . can necks are free of rust and yellowish stains.

Use Oakite Compound No. 84 in your can washer at specified intervals. A mildly acidic detergent, it soaks off rust on can exteriors, breaks up interior milkstone. It frees spray jets of lime scale, helps improve rinsing and drying. Write TO-DAY for full free details.

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

DAIRY FEEDS

16% - 25% Dairy Rations

BELGIUM MILLS
Belgium, Wisconsin

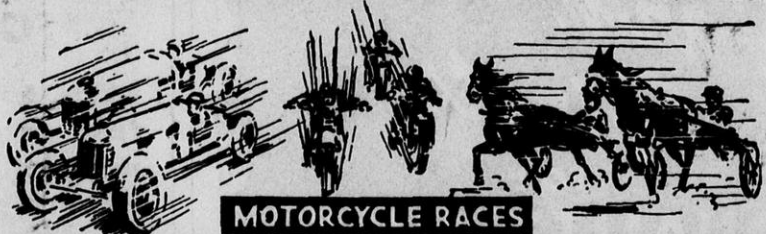
(J. J. Donohue)

The volume used last year is approximately the same as that for 1943.

Lower volumes of poultry feeds and what mill feeds make up the bulk of the drop in tonnage, Griem's report shows. Poultry feed sales dropped nearly 61,000 tons and what mill feeds nearly 43,000 tons.

On the other hand, there was an increase in the volume of dairy and hog feeds. Dairy feed sales were up about 19,000 tons, while hog feeds showed a gain of about 5,000 tons.

SPEED PROGRAM



MOTORCYCLE RACES

AUTO RACES

Aug. 21, 22, 24. Top speedings in AAA Sprints, Aug. 21, 22. 100-mile championship, Aug. 24.

Aug. 23

Daredevils in Spills and Thrills

AMA Sanctioned

HARNESS RACES

Aug. 16, 17, 18, 19, 20 America's fastest Grand Circuit Pacers and Trotters.

In Entertainment for You!



The greatest 9-day entertainment program ever planned will be yours to see and enjoy at the Wisconsin State Fair, Aug. 16-24.

QUEEN FOR A DAY

Mutual Broadcasting presents "Queen for a Day" from the Wisconsin State Fair. 5 days—5 chances to be queen. Try it! Aug. 18, 19, 20, 21, 22 at 12 noon. Attend the warmup, 11:30.

Two Midways with 23 rides. Dancing to the smooth music of Steve Swedish nightly in the Modernistic Ballroom.

18 Circus Acts with some of the most daring high acts ever tried.

"Night of Stars" a colorful and spectacular evening performance with top entertainers of the world. Climaxed by a glorious display of fireworks.

**WISCONSIN
STATE FAIR
Aug. 16-24**

FREE ON THE GROUNDS

- GIANT FARM MACHINERY SHOW
- BEAUTIFUL FLOWER AND GARDEN SHOW
- TREMENDOUS YOUTH SHOW
- INDUSTRIAL SHOW
- DAIRY PRODUCTS SHOW
- HORSE SHOE TOURNAMENT
- HOME ECONOMICS EXHIBITS AND DEMONSTRATIONS
- CATTLE, SWINE, SHEEP, POULTRY, HORSES, GOATS
- FUR SHOW, CROPS AND FRUITS, ART SHOW
- LITTLE THEATRE PROGRAM



HORSE SHOW—AUG. 17-21
STOCK HORSE SHOW—
AUG. 22-23-24

\$90,000 IN ENTERTAINMENT

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 6

"By Farmers . . . For Farmers"

September, 1947

Newsnotes From Your Dairy Council

Our Challenge for 1947-1948

99.1% of Milwaukee families reported the purchase of regular milk in 1947, as compared with 97.8% in 1944. These statistics are taken from the Milwaukee Journal's 1947 CONSUMER ANALYSIS. 7,000 representative families returned the questionnaires which were analyzed, totaled, and projected against the 233,531 families in Greater Milwaukee.

However, for the first time in five years, fluid milk sales are leveling off, nationally. There are many reasons for this; people are buying the luxuries they missed during the war, and competition for their food dollars has become more keen. The sale and promotion of fluid milk requires more intensified work if we are to maintain and better our present position in public demand. Your Dairy Council has taken these facts as a strong challenge to us to provide a still greater and more effective and efficient program in order to assure a stable future for the industry we represent and to safeguard the health of people in this area.

To further publicize our educational and consumer welfare activities, we have prepared and have had printed the booklet, **THE DAIRY COUNCIL OF MILWAUKEE . . . WHAT IT IS . . . WHAT IT DOES**. With this booklet and its story of our services we will reach 10,000 educational, professional and civic leaders. Our new program will continue our meetings with faculty groups, although we intend to expand our services to the individual teachers by acting as consultants in their nutrition teaching plans.

Our booklet, **PROGRAM SUGGESTIONS**, has been designed for the special purpose of extending our Dairy Council's services to more adult groups than we have reached in the past. In the near future, these will be sent with letters to the program chairmen of homemakers' groups, P.T.A. groups, and women's civic, service and church organiza-

tions. For the men, we have prepared and had printed a MEMO sheet which will be sent to men's church clubs and service groups. These two pieces will stimulate interest in the programs we have ready that emphasize the use of milk and dairy products as important factors in the daily health habits for all adults.

We are looking forward to a balanced program with both adults and children using our exhibit, film and program services to the maximum.

Though the thermometer soared, your Dairy Council didn't let their shadows become long. They were busy getting set for the school year . . . preparing a letter for all the school principals to accompany our catalogues of school materials . . . planning with the Girl Scouts for a Charm School that will highlight health and nutrition . . . making badge sheets to help the Girl Scouts use Dairy Council materials in earning badges . . . assisting dietitians, teachers, and students in the selection of our health education materials . . . meeting with the county agricultural agents to correlate our program with theirs . . . and planning for our new offices on the seventh floor of the Plankinton Building.

After October 1 your Dairy Council will be at work in its new quarters, 7106 Plankinton Building, 161 W. Wisconsin Avenue. The staff of the Dairy Council extends an invitation to each of our Council's producer members to stop in to visit the offices and to see our educational program in operation and in action.

Manufacturing Plants Favor Even Production

Until very recently fluid milk markets and not all of them were alone in trying to get even or uniform production of milk through the year.

Consolidated Badger Co-operative at Shawano, now comes out in favor of more even production in a re-

A Tribute To "Bill Kerler"

The passing of "Bill" Kerler is deeply felt by all of us. He knew no other name than "Bill" amongst us. Some of us grew up with this organization. One of its founders, a director and for many years treasurer, was "Bill." We all knew him intimately, he was one of us. We revered and loved him. His keen and deep interest in the organization, was paralleled by a like interest in the welfare of each of us.

Bill possessed little personal traits that endeared him to each and every one of us. On his visits, he never failed to make a complete tour through the whole office and laboratory and in his familiar and deeply sincere manner, he would put his arm about our shoulders, giving a firm and friendly tug and squeeze as he greeted us with his own inimitable "hello." Yes, and this practice continued even in the years after he severed his active association with us. While partaking in the Cooperative's affairs, he never failed to remember us with a gift at Christmas time. He made it a practice to call personally just before the holiday season to extend the season's greetings.

This is a thumb nail sketch of a real man, one whom we all learned to love, respect and look up to. Each of us will miss "Bill," each of us deeply feels his passing.

The Employees

Roy P. Knoll Frank Hanold
Jos. F. Schmit Ann Woelfel
Jos. J. Prinz Ruth L. Pregentek
Edw. Land Monroe H. Schoessow

cent issue of its publication Badger Briefs. We quote from Badger Briefs:

"In plant operations, facilities must be provided to take care of the heavy volume of production during the flush season. Equipment and labor utilized to capacity for a short period make investments greater, and wherever milk is sold, the cost of such equipment must come out of the price paid for milk."

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor

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

Vol. 20 September, 1947 No. 6

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMBA. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473, Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

Milk Prices

Your Board of Directors met the dealers in conference on price of August and September milk on August 25.

As reported in the August issue of this paper, no agreement on prices for August could be reached when the conference was held on August 11. At that time some dealers claimed that \$4.00 per hundred was the limit that could be paid for Class I milk with a retail price of 16c per quart home delivered and 14c per quart delivered to stores. Milk was still retailing at the same price on August 25, but, as predicted by this office, competing prices had made a \$4.00 price look rather low. Butter had climbed way up and the cheese market was strong. Condenseries were bidding higher and the picture had changed from a buyer's to a seller's market.

High prices of grain and the very sure prospect of a short corn crop made the more far sighted buyers agreeable to upping the price in order to assure them a supply of milk. The bargaining session lasted from 2:30 to 5:20 P.M., and resulted in August Class I price of \$4.20, Class II 25c above condenseries and Class III condensery.

September prices are \$4.30 for Class I, 25c over condensery for Class II, and condensery price for manufactured.

William Kerler

It's a sad duty to report, that our good friend and fellow-worker, William Kerler, died on September 1, following a brief illness. Bill Kerler, as he was known to hundreds of good farmers, lived a long, active and useful life. In his 86th year, he still took an active interest in his home, farm, local community, the state and the nation. A fighter for what he believed to be right, he gave his time to help better the lot of his fellow-men.

The records of this organization show that he was one of five men who signed the articles of incorporation in April, 1916; that he served on the Board of Directors until January, 1940, and as treasurer for thirteen years.

Many days were spent by Bill, soliciting new members entirely at his own expense. Many board and committee meetings were attended by him on his own time and expenses in the early days of this organization, and his advice was always sound and constructive.

A straightforward, honest man, a good friend, and Christian gentleman, has gone to his reward.

To Feed Or Not To Feed

The price of grain being what it is, many farmers are wondering whether it pays to feed grain to cows. Even homegrown grain.

Recent rains in a greater part of the milk shed, has helped pasture and particularly alfalfa fields. Good pasture means that heavy feeding of grain is not called for except for cows producing enough so that they grow thin. If good pasture is lacking, then plenty of good roughage should be fed with some grain.

Milk supply is shortening and every indication points to higher prices for all dairy products. Milk used for cream goes up with manufactured milk price and that price is steadily advancing. And September is THE FIRST BASE MAKING MONTH.

Base Making Starts September 1

As previously announced in these columns beginning September 1, producers for this market will start a base making period which will end on December 31 of this year. The average production of each producer for those four months will be the base amount which he may send in during each month beginning with April and ending with July, 1948. Some extra care may be required to produce milk in the next four months but in all probability, the price of milk will be considerably higher than in preceding months. The market needs the milk now and if we can supply it there won't be a need for many new producers.

Detroit, Michigan, has stayed right with the base plan even through the war years. The following paragraphs are taken from the Michigan Milk Producer, August issue. This statement would seem to apply to our market. The month of August is also used by Detroit producers in making a base.

"The period from August 1 to January 1 is of utmost importance to producers in the Detroit Area. For many years there has been in operation a Base and Excess plan.

It is a means of leveling, as much as possible, the production through the year, by encouraging each producer to a high daily production throughout this period when production is naturally at its lowest volume.

Every producer knows that base milk brings more money throughout the entire year than does excess, therefore, it pays to make a good base. It's not easy. It takes long-time planning but it is most worthwhile both from the standpoint of the individual and the Association itself, which has to supply a day to day market that is pretty constant in its demands as to the volume of milk required.

Our success as a marketing organization depends, at a large degree, in our ability to have an adequate supply of milk during the late fall and to hold early summer production down to the point where too large an amount must go into manufactured products.

Every member should do his part in attaining this objective. No one should sidestep his responsibility."

For Our Members

We Aim To Get:

1. Maximum share of price paid by consumers.
2. Correct weights and fat tests of milk.
3. Full payment for all milk delivered.
4. Market information that is accurate.
5. Through Dairy Council and ADA increased demands for Dairy Products.
6. Protection from Adverse legislation.
7. Good cans, pails, strainers, cleaning and sterilizing material, etc.
8. Better understanding of farmers' problems by dealers, health department, and the consuming public.
9. Field and laboratory service of the highest type.

BOARD OF DIRECTORS
Milwaukee Cooperative Milk Producers

Cooperatives

The papers carry stories to the effect that both the CIO and the AFL are urging their members to form Cooperatives with the idea in mind that the middle man's profit may be eliminated and the cost of living of their members reduced materially.

Perhaps, they have also heard of federal tax exemptions of Cooperatives and figure that they can save considerable money in that way. In all likelihood, if the two big labor unions can organize consumer Cooperatives, they will try to set up a political organization in order to protect the interests of their Cooperative organizations. Looks like we are in for setting up of classes in this country and a condition that may develop into socialism.

At any rate, no farmer need think that if the labor people form consumer Cooperatives that they will be generous and big-hearted enough to pay the farmers any more than they have to in order to get food cheaply.

Milk Hard To Get

"Blanford Fears Milk Shortage" reads a headline in the Dairymen's League News publication of the Dairymen's League, New York. We quote in part this article:

"Leveling milk production was called dairy farmers' most serious problem by C. J. Blanford, New York City Milk Market Administrator at the Sandy Creek fair, August 20.

"Farmers cannot continue to produce too much milk in the summer and not enough in the fall and winter if they want to hold their protected New York market, he said.

"The production outlook for this fall and winter is better than in the past few years, but not satisfactory," said the Administrator predicting that "there will not be enough milk to meet the market's demands for fluid milk, fluid cream and fresh cream for ice cream."

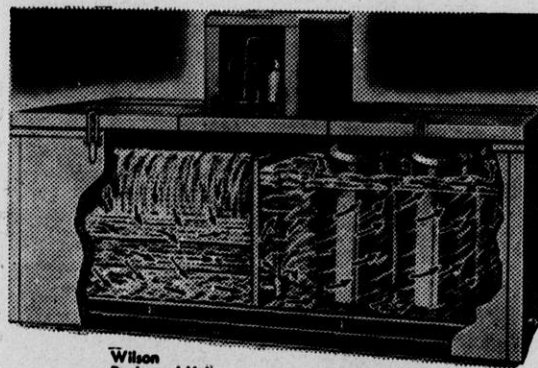
After discussing the federal-state marketing order, its development and how it works to protect dairymen, Mr. Blanford made this significant comment:

"Never has it been more certain
(Continued on page 4)

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson Packaged-Unit
MODEL ZFB-HX50
This model cools & stores 8 cans daily!
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

SCHMIDT AUTO SUPPLY CO.
Fredonia, Wis.



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a **FREE TRIAL** On Your Own Herd Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

New Members Accepted by The Board Of Directors For August, 1947

- Ambrose Schlitz, Troy Center, Wis.
- Earl J. Petry, R. 5, Box 190, Waukesha.
- Mrs. A. Kaul, Germantown.
- G. A. Kurtzweil and Melvin P. Schneider, Menomonee Falls.
- Gottfried Stockburger, R. 1, Sussex.
- Lawrence Kreuser, R. 2, Pewaukee.
- Henry Feder, 3300 S. 76th St., West Allis.

Milk Hard To Get

(Continued from page 8)

that if corrective measures are to be made the impetus must come from the individual dairy farmer himself.

“There must be a strong coordinated effort by producers — for producers. Perhaps one strong, over-all organization of producers would be the most effective voice for all dairy farmers. There is certainly no coordination of effort now with cooperative organizations and producers working singly and often at odds with each other.

The State Fair

Another State Fair, and, a real good one at that, is now history. Very hot, humid weather probably cut the attendance down. Shortage of help on the farms, right in threshing, combining and second crop hay-making kept many farmers away. There was much to observe and that was worth going many miles to see and there were also some things that were not worth while looking at but that's the way things get mixed up at a big exposition.

A funny man, Jack Carson, drew many city people who know him as a guy from Milwaukee and a good entertainer. He was prevailed on to do many stunts at the Fair that did not add to his prestige or that of the great dairy industry, which he was supposed to boost. Someone who should know better, imposed on Carson at the Fair. Must have been the heat.

The Future Farmers show was very good.

All classes of livestock seemed to be fairly well filled with more animals representing some breeds than ever before.

Even the draft horsemen put on a good show in spite of the fact that

Milwaukee's Low Milk Price

Consumers in this town are getting high quality milk at sixteen cents per quart delivered on the doorstep. No other large city has milk in these times of high prices, at that low figure. From two cents to a nickel higher is the usual thing.

Unless all signs fail, October Class I milk will have to be “upped” to bring enough milk into this market. Can that happen with milk retailing at sixteen cents?

One handler who gained much business because of the dairy plant employees strike, is reported to be in favor of keeping the retail price down. Could it be that he wants to put the squeeze on some of his former “little dealer friends?”

Retail prices in twenty-five cities as reported by U. S. Department of Agriculture follows:

City	Price Per Quart
Boston, Mass.	\$.21
New Haven, Conn.20
New York, N. Y.21
Philadelphia, Pa.19
Pittsburgh, Pa.19 1/2
Baltimore, Md.18
Washington, D. C.19 1/2
Jacksonville, Fla.22
Cleveland, Ohio16
Indianapolis, Ind.17
Chicago, Ill.20 1/2
Detroit, Mich.18
Milwaukee, Wis.16
Minneapolis, Minn.17
Kansas City, Mo.16 1/2
Omaha, Neb.17
Louisville, Ky.19
New Orleans, La.20
Dallas, Tex.19
Denver, Colo.18
Salt Lake City, Utah17
Seattle, Wash.19
Portland, Ore.17
San Francisco, Calif.18 1/2
Los Angeles, Calif.18 1/2
25 cities average186

few draft horses are used in the cities and many farmers do not keep any horses at all.

The harness races were probably the best ever held at the State Fair Park, drawing many of the noted track horses in the country.

Interest in saddle horses seemed to be on the increase and the horse show drew very good crowds.

The American Dairy Association put on a very good show in the dairy building. No one who went through that building failed to be impressed with the splendid showing of dairy products of various kinds.

Chicago Class Price

For the first time under Federal Market Order, the price of Class I and Class II in the Chicago market is announced the beginning of the month. This comes about through an amendment to the Federal Order which provides that the base price which may be an average of a number of condenseries, or the butter-cheese-formula, whichever is higher, is determined according to the price of the previous month, that is, starting with September, the base price for August is used.

Class I price is this base price plus 90 cents per hundred pounds, which makes Class I milk in the 70 mile zone \$4.354. The Class II price, which is milk used for cream and ice cream, is the base price plus 50 cents, making that price \$3.954.

Farmers in the Chicago market know now what Class I and Class II prices for the month of September are. Under the old order announcement of these prices did not come through until about the fifth of the following month.

Chicago blend price for August is \$4.05 per hundred in the 70 mile zone.

Transportation Costs

A news letter issued by the Transportation Association of America, reveals some startling figures, means of transportation, including waterways, railways, highways, pipeways, and airways.

This letter says that it cost twenty billion dollars of the American peoples' money to pay for transportation of food, clothes, merchandise, supplies, plus vacation and business travel.

The question is asked, as to whether the transportation system of this country can be improved. It is stated that eighty-five billion dollars is invested in the transportation system of America, which includes forty billion dollars of tax money for roads, airports, rivers, and lake improvements. Every farm, every town, every business would dry up if transportation quit delivering, the letter states. The question is then asked, "does it concern you?" and goes on to state, "we think so," the point is whether the transportation system of America is providing you the best possible service, the best possible cost. Are you as a shipper, as a traveler, as a consumer, getting your money's worth out of the

waterways, the highways, the airways? What's the answer? Do we want monopoly; do we want government ownership? We don't think so.

We have studied every angle of transportation for twelve years, and think we know what it means. The letter is signed by Henry Anderson, president of the Transportation Association of America. This is something as stated in the letter, which concerns all of us, and we as farmers can well ponder as to whether we are getting transportation at a fair cost, and whether something can be done to improve the transportation system.

Weekly Dairy Market Review For Period September 2 — September 5, 1947

Dairy products markets were firm during the week. Recent sharp cuts in midwest production, coupled with well sustained demand, basis for strength.

Butter: spot and future markets advance sharply to new seasonal highs in good demand, reduced pro-

duction and inadequate reserves. **Cheese:** markets in firm position, but prices not keeping pace with butter. Swiss market firm, active and higher. **Fluid Milk** markets mostly steady. Fluid demands drain supplies from manufacturing sources as much flow declines. **Cream** local demands fair to good with prices advancing on butter strength; ice cream sales hold up well. **Evaporated** case-markets steady to firm. Supplies liberal, but confidently hold. Independent pack prices higher on export buying. **Condensed Case** market remains firm and active in both domestic and export channels.

Bulk skim sweetened condensed market dull and easy. Production cut as sales lag. **Non Fat Dry Milk Solids** markets firm with some prices up ½ cent. U.S.D.A. to buy skim and whole on offer and acceptance. Whole milk powder markets firm, with prices hardening. Roller very short supply. **Casein** market on firm side on short supplies, but easiness evidenced in some quarters.

U. S. Dept. of Agriculture
Production and Marketing Adm.



"They wouldn't dare abolish this Bureau. Why, we duplicate the efforts of **OVER HALF** of the people in Washington."



TRUSTWORTHY

QUALITY!

CREDIT

Kindy Glasses

KINDY OPTICAL CO.

615 No. 3rd Street MARquette 7225

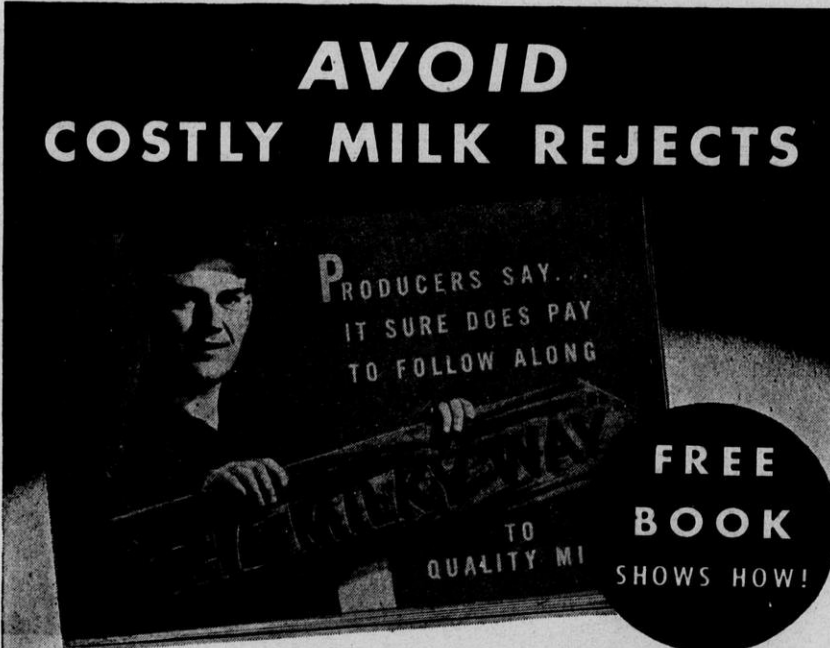
For Sale

Registered Holstein Bull Calves up to 10 months of age, and very nice individuals. Sired by our Transmitter bull, who classified excellent and whose dam produces 696.5 lbs. of butterfat. The dams of these calves produced up to 600 lbs. of butterfat of 2 x a day milking.

BERN SCHOESSOW & SONS

Route 1, Thiensville, Wis.
2½ miles west of Thiensville
on County Highway M.

AVOID COSTLY MILK REJECTS



FREE BOOK SHOWS HOW!

Millions of dollars are lost every year because of milk rejects. Milk-spoiling bacteria are all too often the cause. New 16-page, illustrated book shows sure, easy way to clean and disinfect milk utensils and equipment. Assure yourself that the milk you produce is of the highest quality. . . . Write today for your copy of "THE MILKY WAY." Address THE DIVERSEY CORPORATION, Dept. 2L, Chicago 4, Ill.

SENT TO YOU
WITH THE
COMPLIMENTS
OF THE
MAKERS
OF . . .

DUMORE

THE SOAPLESS CLEANER SPECIALLY PREPARED
FOR CLEANING DAIRY UTENSILS

File Now for Your

WET GRAINS

FOR WINTER

We will operate as
before.

First come — first serve.

JAMES J. DONOHUE
8310 N. Pr. Washington Rd.
Milwaukee

PREPARE for more Milk

Brighten up the interior of your barns with "365" the miracle D.D.T. insect killing wall paint. Kill pesky flies and mosquitoes. It can retain its insect killing properties up to a year.

Keep your cows contented, they will produce more milk. 25 lbs. will make five gallons of paint for \$4.95.

FEED SUPPLIES, INC.

Milwaukee — West Allis — Wales
Saukville — Germantown

Market Conditions At A Glance

STRENGTHENING FACTORS:

Fundamentally supplies of butter were small. There was little indication that any major increase could be achieved in the last half of the year. Demand for other uses had left for butter a smaller-than-normal portion of the milk supply.

June production from U. S. creameries had measured only 155 million pounds. Although thirty percent above last year the total was smaller than for any other June since 1922. It was 29 percent below the record 218 million pounds produced in June of 1941.

July storage holdings appeared inadequate as a reserve upon which to draw during the months of lowest output. Total U. S. stocks of 49.6 million pounds were the smallest for a July 1 since 1918.

Early ravages of floods and a cold wet spring could not be entirely overcome. Autumn feed scarcities remained a possibility for dairy farmers.

WEAKENING FACTORS: Milk production on U. S. farms during June broke all previous records. Total output for the month reported at 13 billion pounds was more milk than had ever before been produced in a single month. It was 3 percent above last June.

Stimulated by excellent pastures, moderate temperatures through the dairy belt milk production per cow on July 1 was substantially higher than ever before. Estimated at 19.35 pounds the total was 5 percent above last year, 12 percent above average.

Scattered consumer resistance to higher retail butter values was reported making its appearance this month. During the autumn months the U. S. housewife might again become an influencing factor in the determination of market values.

During the month of June dairy pastures improved 4 percent compared to a usual seasonal gain of 1 percent. On July 1 pastures average 91.5 percent of normal, the second highest for the date in twenty years of record.

— Dairy Products Marketing Assn.

Dairy Advisory Committee Submits Recommendations

Disease control and more complete utilization of milk and milk by-products are problems that need immediate attention according to a

Dairy Advisory Committee suggesting lines of work to be done under the Research and Marketing Act of 1946. In submitting its recommendations to the Secretary of Agriculture, the dairy group emphasizes the importance of research for this industry and points out that one-fifth of the American diet and one-fifth of our farm income come from dairy cattle and their products. The committee's report places recommendations under two main headings — production and marketing.

The order of importance for research on production is listed as follows: (1) Better health in dairy cattle with emphasis on more effective control of Bang's disease and mastitis, (2) dairy cattle breeding, especially artificial insemination and wider use of proved herd sires, and (3) animal nutrition and feeding.

With respect to marketing the report lists the following items in the order of their importance: (1) More complete utilization of milk by-products as food for humans; (2) the organization of markets and merchandising, (3) disposal of waste water from dairy plants, (4) improved price reporting and price quotations from terminal markets, (5) seasonal variations in milk production (6) studies as to consumer preference and how dairy products are used in the home (7) methods of price determination as applies to Federal milk marketing orders, and (8) the effect of local, State and Federal regulations on the structure and operation of fluid milk markets.

A general observation by the committee is the need for improvement in the quality of dairy products and that educational work is needed just as much as research to cope with problems of the industry.

New Wide Sweeping ADA Advertising Is Underway

The American Dairy Association has embarked the dairy industry on its greatest advertising push in history backed by a business action budget of \$1,200,000 for the coming year.

The backbone of the new campaign is a combination of national newspaper, magazine and special delivery billboard advertising supplemented with sales-creating merchandising events.

The ADA executive committee this week adopted a budget break-down that apportions the \$1,200,000 budget on the basis of 75 percent for advertising, 10 percent for research,

Clip Cows Regularly With

**STEWART
CLIPMASTER**

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS
Cows, Horses
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with lower bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Powerful, air-cooled, smooth-running motor inside the Easy-grip handle. Model 51-1.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping. Model 1A.

Stewart clipping equipment is available at all good hardware and implement dealers

SUNBEAM CORPORATION

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

Whitewashing Service

O. C. Hedbany

Route 4, Box 694
Waukesha, Wis.

Telephone — Spring 7216

7 percent for merchandising, 5 percent for administration, and 3 percent for food page publicity.

New Outdoor Feature

The new vehicle to be used in carrying the ADA message of dairy food goodness to the American public is the traveling billboard on the nation's express trucks. These posters will provide better than 5,500 individual showings every other month in the food markets of the nation, according to Owen M. Richards, ADA general manager.

Moving among the millions from the surging city crowds of New York City's Fifth Avenue and Times Square to the cross roads corners, special delivery billboards on thousands of express trucks will bring colorful sales action messages to the buying public.

An extra supply of the posters in two sizes, 4 feet by 5 feet or 4 feet

DEPENDABLE DAIRYADE for BETTER DAIRYING

FOR FEEDING RESULTS—FEED DAIRYADE

and count your
lucky calves

**300 cows . . .
450 lb. average!**

17 years ago, Albert Vogel of San Jose, California started feeding Dairyade for fine herd replacements. Now he raises over 100 calves a year on the Dairyade program. "Dairyade-raised heifers develop into fine high producing dairy cows," says Mr. Vogel. Look at these records of his Dairyade-fed herd—the 17 year old grandam has a production record of 477 pounds. Her daughter produced 509 pounds as a 6 year old and her granddaughter produced 450 pounds on her first freshening. *All were Dairyade-fed calves!* Mr. Vogel has the right combination, and you can have it, too—raise your own herd replacements—feed Dairyade—sell most of the milk you used to feed . . . and count your lucky calves.



COSTS LESS THAN 6¢ PER DAY—PER CALF!

It's Dependable! It's Fortified!



**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

**Mutual
DAIRYADE**

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND
Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

by 10 feet, will be made available for display by dairy plants, milk and cream trucks, retail stores and scores of other uses.

Glorifies School Lunch

ADA advertising in newspapers and magazines gets underway in September with a striking full page color ad in the American Weekly, supplement to leading metropolitan dailies. Glorifying the school lunch, this ad will reach more than 9,200,000 homes.

This action, Richards explained, has been taken to lift the school lunch program from the political side and give the public a keener understanding of its economic and nutrition side.

The schedule of national magazine and newspaper advertising as approved by the executive committee includes Life, This Week, American Weekly, Ladies Home Journal, Better Homes and Gardens, Good Housekeeping, McCall's, Woman's Home Companion, Seventeen, Gourmet and Parents' Magazine.

Make Milkstone Removal Easier!

ECONOMIZE on your cleaning methods by putting Oakite Compound No. 36 on the job of milkstone removal.

This mild, inhibited acidic-type Oakite material has potent penetrating qualities. It literally cuts through stubborn milkstone coating. Makes follow-up cleaning easier . . . sterilization more certain. Use it in soaking, circulating or hand-brushing methods.

A trial will convince you that Oakite Compound No. 36 is not only safe and speedy in action but economical as well. See Mr. Bond for in-your-dairy proof. No obligation.

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning &
Germicidal
Materials*

DAIRY RESEARCH DIVISION

FOR SALE

Ronning Corn Harvester in good working condition.

L. R. ZIMMERMANN

Route 12, Box 501,
Milwaukee 13, Wisconsin

1/2 mile north of Capitol Drive on YY

Michigan Ahead Of America's Dairyland

Michigan's compulsory pasteurization law goes into effect July 1, 1948. With some exceptions, the entire dairy industry of the state endorsed the bill. The delay in the effective date was made to enable dairies to secure equipment. Other states also have compelled pasteurization. The proposed pasteurization law in Wisconsin was killed in the last legislative session, but the national trend plus a recent report of some 364 undulant fever cases in 1946 would tend to create stronger support for pasteurization law here.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 7

"By Farmers . . . For Farmers"

October, 1947



Your Director Explains the Dairy Council's Services at the Opening Meeting of the Milwaukee Dietetic Association.

Newsnotes From Your Dairy Council

School Days! School Days!

As soon as the first day of school was past, your Dairy Council staff began its school program. This year something new has been added to supplement the faculty meetings. Your Dairy Council's staff has prepared and had printed graded catalogues of the Dairy Council materials that correspond even in color, to the requisition form for each grade. These catalogues are being sent with a letter to all the school principals in the county.

Already, we have made several school calls and are starting a rat feeding demonstration next week. We are hoping to be of even greater service this year to the teachers and to you, by telling the milk story to more of tomorrow's citizens.

* * *

Did you see in the Milwaukee Journal recently . . . an article by Miss Hedwig Poehler, Nutritionist, Milwaukee Department of Health; entitled EAT THE CHEAPER, BASIC FOODS TO BEAT HIGH COSTS, SUGGESTION.

In this article Miss Poehler said: "What people must realize, is that a high consumption of the basic foods is smart whether prices are high or low." She listed cheese, meat, vegetables, fruit, whole grain cereals and legumes. Combinations

of these foods, she said, can substitute for any item whose price is keeping it from the table. Milk and eggs can substitute for higher priced meat, she said. Whole grain cereals such as oatmeal, ground whole wheat and whole rice can be combined with milk to substitute for meat. A quart of milk, six ounces of cottage cheese or seven eggs offer as much protein as four ounces of beef or pork. Two tablespoons of navy beans, four slices of whole wheat bread, a pint of milk or an oatmeal serving each contain as much B vitamin as four and a half ounces of beef. A quart of milk, two tablespoons of navy beans or seven slices of whole wheat bread each contain as much B vitamins as four ounces of pork. A serving of beans or a pint of milk contains as much B vitamins as eight ounces of lamb.

Butter is a great source of Vitamin A, Miss Poehler said, and the three tablespoons a day which the average person eats contain about a quarter of the day's Vitamin A requirements. But if the housewife will serve added quantities of green vegetables such as spinach, lettuce, kale, collards and mustard greens, her family will not suffer, she said. Yellow vegetables such as squash, sweet potatoes and carrots are also great Vitamin A sources.

Miss Poehler pointed out that health department nurses and nutritionists are ready to help in advising on diets. She urged that adults set

the pace in forming good eating habits in children by avoiding waste and getting the greatest possible use out of food.

Your Dairy Council's educational materials and services are used extensively by Miss Poehler and this nursing staff who offer these dietary instructions to "balance the food on the table and money in the wallet."

* * *

October 1 Was Dairy Council Night For Milwaukee's Dietitians

Yes, it was Dairy Council night, October 1 at the Schroeder Hotel, when the Milwaukee Dietetic Association held their first meeting for 1947-48. Here was an excellent opportunity to extend our public relations program to all of the dietitians at one time. By becoming better acquainted with our extensive materials through the exhibits and packets your Dairy Council provided, these key people in the health education field placed a higher value on the Dairy Council as a community "resource." Interest was awakened through your director's suggestions of new ways for them, as dietitians, to teach the staff, employees and patients of the hospital the importance of milk and the other protective foods to health, efficiency and all around well-being.

This meeting also had an educational value because dietitians are teachers of food service employees, nurses, internes and clinic and house patients. Every year thousands of people enter the hospitals in the Milwaukee County area and during their stay are vitally concerned about the food they eat. It is at this time that the dietitian, through her menu plans and personal instruction, is able to improve bad dietary habits and emphasize the role of the protective foods in the growth and maintenance of healthy bodies. Such a program requires authoritative and colorful materials and none could be more welcome than those which your Dairy Council offers.

* * *

Your Dairy Council Is Prepared To Meet Immediate Needs

When the announcement of the first meeting of the Milwaukee City Council of P.T.A. was made, your director contacted Mrs. Theodore

Continued on page 5.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 20 October, 1947 No. 7

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

A Federal Marketing Agreement

Your Board of Directors have been of the opinion that a Federal Order in this market would not be desirable. The Board has felt that bargaining with buyers was a better way to get what the producers were entitled to than having a price set by the Federal Government, through the U. S. Department of Agriculture, after hearings were held.

Late development caused by the bringing in of a milk supply not inspected by the Milwaukee Health Department to our suburban areas plus the devious dealings of a holier than thou handler who is always worrying about the consumers instead of the producers have changed the attitude of the Board of Directors.

Study of a Federal marketing agreement as it might apply to our market is being made. Results of this study will be analyzed by the Board at its next meeting.

Production And Sales For August

as reported by George J. Gutmann,
Auditor, Wis. State Dept. of Markets

The receipts of milk from producers averaged 853,656 pounds per day in comparison to 886,267 pounds per day in August, 1946.

October Class I Price \$4.80

Four dollars and eighty cents per hundred pounds of milk testing 3.5% fat was the price agreed on in the conference held on September 26, between your Board and the milk handlers. This price is five cents below that paid for October Class I last year. At that time condenseries had posted a price of \$4.50 while the price to be paid by condenseries will probably be \$3.60 for September of this year. The blend price will probably be about \$4.50 to \$4.60 per hundred for October, depending on receipts and sales. We think that even at the high price of feed, it will pay our members to take good care of the cows for the next few months. Feed plenty of that good hay and silage. The market needs the milk.

Something To Think About

Elsewhere in this issue, we print an article entitled Farmer Prices. This statement which was taken from the "Caroline Cooperative" applies to the situation that all farmers find themselves in.

It is so basically true that it stands out in sharp contrast to statements made by a so-called co-operative leader, that farm prices are too high and that the consumer is being hurt. This self-styled co-operator has employees in his so-called farm co-operative and, of course, the employees are city consumers, and their interests are with city consumers and for that reason opposed to a fair price for producers.

There were 2,676 producers in this market this year, while in August, 1946 there were 130 more or 2,806. The dairy production per farm was 319 pounds this year, as compared to 316 pounds in August, 1946. Better pastures due to seasonal raises probably accounts for higher production this year. The lower number of producers is due mainly to the fact that some farmers have sold their cows due to lack of help and are on a cash crop basis, until such time as help can be gotten to work on dairy farms, if that time ever comes. Fluid or Class I milk sales average 1 pound less per day in August, 1947, as compared to previous year but cream sales were somewhat better.

Wisconsin Council Of Agriculture

The 1947 meeting of the Wisconsin Council of Agriculture, commonly known as the "Farmers' Get-Together Conference," will be held at the Loraine Hotel, Madison, on October 30-31, 1947.

The program will take place on Thursday, October 30, with a morning and afternoon session, a luncheon at noon and a banquet in the evening. The annual business of the Council will be held on Friday, October 31. The program has not been fully worked out, but emphasis will probably be placed on a consideration of inflationary price trends, public relations, etc.

Dairy Markets

Cheese markets were strong all through September, probably due to high price of meat and the fact that creameries could pay more for milk. The weekly report of the U. S. Dept. of Agriculture as of September 26, reported that "the peak of storage holdings of cheese was apparently reached the week of September 13, with holdings of 110,083,577 pounds as compared with last year's peak reached in the same week of 78,779,282 lbs." Price of cheese on the Plymouth market strengthened weekly during September.

The same agency reported a decided weakening in butter price for the week ending September 26 "due to consumer resistance." However, for the last days of that week, the market recovered somewhat. It would seem that butter will hold up fairly well, because of competition caused by other dairy products.

The Usual Reminder

It is high time to get the white-washing done and if your regular whitewasher has not made an appointment with you, it might be well to contact him or some other whitewasher so that you get the job done before the cold weather sets in.

We carry DDT insect killing white water paint for the convenience of any member who wishes to use it instead of whitewash. We are told it kills spiders which, if true, might make it more desirable than whitewash.

Base Plan . . .

For the information of any member who has forgotten how the base plan will operate the following information is printed. This is the same statement that was used earlier in the year:

Uniform Production Plan

In order to even out production throughout the year, so that there may not be a burdensome surplus for which there is no market in the so-called flush months and a shortage in what has been considered a short period of the year, the following plan has been agreed to:

The average production for the months of September, October, November and December, 1947, will be a producer's base for the months of April, May, June and July, 1948. For the other months of 1948, no base will be observed. In other words, the base made in the aforementioned months of 1947, will be in effect only in April, May, June and July, 1948.

Cow Clipping Time Is Here

Regular Clipping Pays Off in Clean Milk

Now that cows are in from pasture, good dairy management calls for regular clipping to keep them clean.

In an experiment conducted by the Bureau of Dairy Industry, published by the United States Department of Agriculture in Farmers Bulletin 602, it was found that fresh milk from dirty cows had an average bacterial count of 55,208 per cubic centimeter, whereas fresh milk from clean cows with udders and teats washed averaged only 4,947 per cubic centimeter. (A cubic centimeter is about 16 drops.)

Clip the long hairs from udders, flanks, and tails

"When the cows are in stables, clean them thoroughly at least once a day," says the U.S.D.A. "Clip the long hairs from their udders, flanks, and tails in order that dirt may not cling to them."

Cows usually keep cleaner when they are on pastures than when kept in a barn, but although they appear to be clean, they may be very dusty and, therefore, need to be brushed.

Wipe before milking

Before milking, carefully wipe udders, flanks, and bellies with a clean damp cloth to remove dust and loose hair. The body of the cow, especially those parts of the belly, flanks, and udder that are immediately above the milk pail, may be the source of bacterial contamination because of manure, loose hair, bedding, and other foreign matter may fall into the milk pail.

State Ag. Department Will Establish New Market News Service

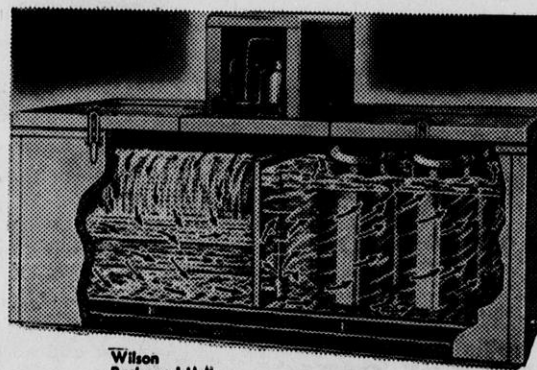
Services of the state department of agriculture will be expanded about October 20 by the addition of a state-federal market news service, Milton H. Button, director, announced today.

C. D. Hadley, now in charge of the terminal marketing office of the Production and Marketing Administration (PMA) at Detroit, will be in charge of the service. His offices will be located in the marketing division of the department, and remodeling to provide needed facilities is now in progress. L. M. Davis, PMA dairy and poultry market news division chief, will be in Wis-

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson
Packaged-Unit
MODEL ZF8-HX50
This model cools & stores 8 cans dairy
Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

For Sale at the Following Dealers:

BRUGGINK BROS.
Oostburg, Wis.

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

EICHSTAEDT BROS.
Waukesha, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

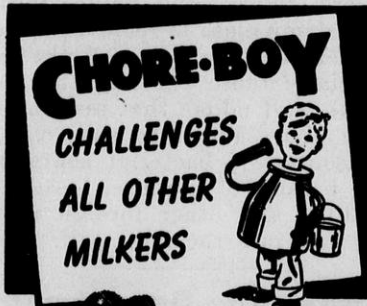
JOHN HERDA
St. Martins, Wis.

H. W. KUESTER & SON
West Bend, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

**SCHMIDT AUTO SUPPLY
CO.**
Fredonia, Wis.



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairyman report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a FREE TRIAL On Your Own Herd Immediate Installation

FOR SALE

at the Following Dealers:—

★

BRUGGINK BROS.
Oostburg, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

consin for several days to help establish the new service.

At first the service will be limited to dairy products, with a major emphasis on cheese. Leased wire and teletype equipment will be installed for receiving and sending market news material. Daily and weekly market reports to the press and radio as well as mail reports to interested individuals will be available. They will include market quotations, prices paid by dealers for cheese at the factory level and supplementary information about milk powder, butter, cream and milk marketing developments.

The purpose of the market news service, Button said, is to help Wisconsin farmers and distributors do a better job of selling farm products by making available added information on marketing and market trends. It is planned to expand the service later to cover all major types of dairy products as well as other farm commodities.

NEW ANDIS ELECTRIC EAR CLIPPER



ONLY
\$15.
CASH

● Here is a precision built, magnetic-type electric Ear Clipper designed for clean, smooth hair removal. A favorite of leading horse and stockmen who find the Andis especially fine for grooming show animals. Light weight . . . quiet . . . easy to handle . . . fast. Completely housed in aluminum case. Black wrinkle finish. Available for 110 volt—60 cycle A.C. Current.

Order from your Saddlery House, Hardware or Implement Dealer

ANDIS CLIPPER COMPANY
DEPT. 37-K • RACINE, WIS.

Clipper Repairs

Have your ANDIS Electric Clippers in good repair so you can keep your stock clean with minimum work. Save costly repairs later by having your Andis Clipper serviced at the factory now.

ANDIS CLIPPER CO.
37-K • Racine, Wis.

NEW MEMBERS

**Welcomed by the Board of Directors
September 26, 1947**

Byrne, Mrs. Isabel, Route 11, Box 860, West Allis 14.

Ernst, B. J., Route 1, Thiensville.

Giese, George R., Route 1, Box 105, Rockfield.

Grulke, Arnold, Rt. 5, Watertown.

Hembel, Erwin A., Route 4, Box 106, West Bend.

Hopeman, William, Cedar Grove.

Kehl, Adolph, Jr., Rt. 1, Neosho.

Krueger, Erwin, Route 1, Box 131, Hubertus.

Mayer, Ed. L., Belgium.

Lofy, Bernard, Richfield.

Puetz, Anton, R. 2, Box 438, Milwaukee 7.

Schmidt, Calvin, Rt. 4, West Bend.

Vogt, Herbert, Route 12, Box 557, Milwaukee 13.

Walter, John B., Hartford.

Zinke, Alfred, South Byron.

Farmers Are Paying Record Prices For Feed

Feed prices in Wisconsin are now the highest on record, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Feeding costs have increased rapidly in recent months. The index of feed prices paid by Wisconsin farmers in August was 289 percent of the 1910-14 average. Further advances in feed prices during the forepart of September have carried present feed price levels more than 11 percent above previous high prices reached in the summer of 1946.

Unless advancing feed costs are halted, further gains in the livestock and livestock product prices may be expected. Because of smaller prospective feed supplies, grain prices have risen sharply this year. Last month 100 pounds of milk in Wisconsin would pay for only 95 pounds of feed, which is the lowest in over 10 years.

Wisconsin Farm Output One-fourth Higher Than Pre-War

Last year the total farm output in Wisconsin was one-fourth larger than in 1939, the last year before the recent war. Farm output in Wisconsin has been rising steadily

Dairy Council

Continued from page 1

Froemming, President, and sent packets of materials suitable for parent-teacher education. As a result, Mrs. Frank R. Traznik, president of the Archdiocesan League of the Catholic Home and School Association, called your Dairy Council's offices requesting a similar packet of materials for each of her 55 leaders. In a recent letter to your director, Mrs. Traznik said:

"Our membership is composed mostly of Mothers, so nutrition is a big factor in our daily lives, and the more we hear and read about it the better we like it. So thank you again, Miss Sullivan, for helping us to keep up to date on this important subject."

* * *

There've Been Some Changes Made At Your Dairy Council Offices!

On September 26, your Dairy Council officially moved into its new home on the seventh floor of the Plankinton Building. Here, at 7106, we have nearly two and one-half times as much stockroom space and are able to store and use all of our materials to better advantage. The Dairy Council's own illustrative material has been used effectively for decoration to keynote our work.

We extend a cordial invitation to you to visit our new offices sometime soon in order that you may see your Dairy Council staff in action and the full extent of our health education materials.

for a long time. The rise during the early years of the war, however, was unusually rapid and for the last four years it has averaged about one-fourth higher than before the war, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

When the comparison is made between production that prevailed before the first world war — 1910-14 — production in Wisconsin in the last four years shows an increase of about 70 percent over that earlier period. Some increase in production occurred from 1910 to 1930. During the depression years from 1930 to about 1937 there was little change, but since then the increase has been exceptionally rapid.

When the comparison of production in the last few years is made with 1935 it is noted that an increase of about 40 percent in farm output in the state has occurred since that time. This greater output has been accomplished with the addition of only a little new land to

the farms in the state. The number of farms is now smaller and the average size of farms is larger. The number of people on farms has declined greatly since 1935, but the output per farm and per worker has risen sharply. Leading factors in the increased farmer output are the use of more and better machines, more fertilizer, better crop varieties, and greater effort because of war-time needs and demands.

Farm Prices

There are those living right in your own community who are not engaged in farming who will tell you that farm prices are too high, but they will not tell you that the average consumer in the period from 1935-39 spent 23% of his income for food and that for that same food today he is spending only 19% of his income. We know, however, that because he has the money to buy more and better food he is consuming 15% more and at a cost of 24% of his income. Study these figures because it was only 23% of his income that the average wage earner spent in the years 1935 to 1939, and, although he is eating better food and

eating 15% more than he did those years he is today spending only 24%, or 1% more, of his income for food.

We often hear it charged that farm prices have increased out of proportion to the general price level since OPA expired but again official figures disapprove that charge. For the year, April 1946 to April 1947 the wholesale price index of all commodities other than farm products increased 35% while the average increase of farm products was only 31%.

Mr. Albert Goss, Master of the National Grange, recently made the charge that "Selfish interests are attempting to break farm prices as they were broken after World War I and again in 1930-31."

Continuing, Mr. Goss said, "The same forces which are behind the move to break farm prices have been and are now responsible for the tremendous increase in cost of production, including wages."

The farmers of America are not receiving one single penny more than they are entitled to receive with a national income of approximately 170 billion dollars annually.

Continued on page 7



"I guess I'm slipping, George. THIS fight is over some grocery store milk accounts."

TRUSTWORTHY
CREDIT
QUALITY!
Kindy
Glasses

KINDY OPTICAL CO.
615 No. 3rd Street MARquette 7225

Breed For Fall Freshening

Breeding heifers 14 to 18 months of age for fall freshening is a good way to get more fall milk, according to J. D. Burke of Cornell University's Agricultural Extension Service. He explains that such a process is easier than trying to change the freshening cycle of older cows.

The heifers should be fed well through the winter with all the good hay they will eat, silage if available, and from three to six pounds of concentrates a day. In addition, Mr. Burke says they should have free access to salt, water, and mineral mixture.

As important as ample feeding, says Mr. Burke, is cow comfort. While on good days during the fall cows may well remain in corn stalks or meadows that are to be plowed, it lowers milk production if they are out in cold, driving, fall rains.

Cows are much better off in stables under such conditions, especially considering that udder troubles usually increase when cows are forced to lie on cold, damp ground.

The changeover to barn feeding may be accomplished by feeding good hay as a supplement to pasture. The maintenance of full roughage consumption is especially important in cows recently freshened. Mr. Burke states that if production is allowed to slump in the early stage of the lactation period, the entire winter production may be adversely affected.

A temporary drop in production may also be caused by annoyance to cows of confinement in the barn after the freedom of the pasture. Stalls of the proper width, plenty of bedding, free access to water in pressure bowls, and good ventilation all add up to cow comfort in the barn, says Mr. Burke.

—Dairymen's League News.

Milk First Poster

"MILK — Everybody's Drink" is the forceful sales slogan that pops out of the ad now moving among the millions as the first in a series of posters scheduled for every-other-month appearance on the nation's express trucks during the coming year. In natural colors, the pictorial shows happy-faced Young America sipping straws dunked in a giant glass of refreshing milk. The illustration is the prize-winner which appeared in Seventeen Magazine.

Whether moving along busy streets or parked at business stops, the express truck ads are viewed again and again by people in all walks of life who are potential customers for dairy foods, Richards points out. The poster covers one complete side of the truck and gains undivided attention because of exclusive showing.

We know that a fool and his money are soon parted, but what would be interesting to learn is how they got together in the first place.

For Sale

Registered Holstein Bull Calves up to 10 months of age, and very nice individuals. Sired by our Transmitter bull, who classified excellent and whose dam produces 696.5 lbs. of butterfat. The dams of these calves produced up to 600 lbs. of butterfat of 2 x a day milking.

BERN SCHOESSOW & SONS

Route 1, Thiensville, Wis.
2½ miles west of Thiensville
on County Highway M.

File Now for Your

WET GRAINS

FOR WINTER

We will operate as
before.

First come — first serve.

JAMES J. DONOHUE

8310 N. Pt. Washington Rd.
Milwaukee

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912 AND MARCH 3, 1933
Of Milwaukee Milk Producer, published monthly at Milwaukee, Wis., for October 1, 1947.
State of Wisconsin, } ss.
County of Milwaukee, }

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

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

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other incorporated concern, its name and address, as well as those of each individual member must be given): Milwaukee Co-op Milk Producers, 1633 N. 13th St., Milwaukee, Wis.; Pres. Grover Dobbertin, Hartland, Wis.; Vice-President, Edwin Schmidt, R12, Box 498, Milwaukee 13, Wis.; Secretary, Charles F. Dineen; Treasurer, Ambrose A. Wiedmeyer, Richfield, Wis.

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

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

CHARLES F. DINEEN, Manager.

Sworn to and subscribed before me this 24th day of September, 1947. Ann T. Prinz, Notary Public.
(My commission expires March 6, 1949.)

Farm Prices

Continued from page 5

As long as we have any such undreamed of ten years ago national income as 170 billion dollars, farmers should continue to receive from 25 to 30 billion dollars annually. But just as Mr. Goss said, "Unless farmers prove the power of the ballot and exercise their rights as free men to register and to vote and to send men to Congress of the United States to protect the best interests of the farmers we are going to see farm prices depressed and as always in the past, farmers will be the first to feel the depression just as they have been the last to feel inflation."

M. G. Maurer in Caroline
Cooperative.

Milk Shipped By Truck And Boat

Shipping milk by truck and boat to the New York City market got its first test September 16 when the Dairymen's League Co-operative Association sent a tank truck by boat

From Milk Producer Files One Year Ago

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

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

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

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

Five Years Ago

October, 1942 issue stated that September Class I milk was \$2.63, Class II \$2.42 and Class III \$2.09 and the blend price ranged from \$2.45 to \$2.47. On the editorial page of the October, 1942, issue a copy of a letter was printed from the Board of Directors to the Milwaukee Journal. This was an answer to a Journal Editorial entitled "What Milk Farmers Forget." Incidentally the letter was not printed by the Journal.

Ten Years Ago

Ten years ago, the Milk Producer said that Class I milk for October was \$2.71, relief milk \$2.48, Class II or cream milk \$1.67 and Class III or manufactured milk \$1.42. The blend prices ranged from a high of \$2.45 to a low of \$2.17. A machinery dealer advertised a new model tractor with steel wheels.

Fifteen Years Ago

In the October, 1932 issue, a story on prices of dairy products stated that the September price of 92 score butter was 20 cents per pound. Each dealer paid the same blend price for September as he had paid for August. The prices ranged from a low of \$1.08 to a high of \$1.44. (Editor's note:) The dealers who paid \$1.44 went out of business shortly afterwards. Milk retailed at 8 cents per quart. A first page item said that Chet Fletcher has completed his first month work as field-man.

from Albany to New York. The big tank trailer GS 31 loaded with 25,200 pounds of milk taken on at the Canastota and Vernon plants was driven over the highways to Albany with Melvin L. Wilson at the wheel.

— Dairymen's League News.

Clip Cows Regularly With
STEWART
CLIPMASTER



NEW
More Powerful
Motor . . .
25% greater
speed

CLIPS
Cows, Horses
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with low bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Preferred for its convenient size, ease of handling, lasting durability.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping of all animals. Model 11A.

Stewart clipping equipment is available at good hardware and implement dealers

SUNBEAM CORPORATION

(Formerly Chicago Flexible Shaft Company)
5600 W. Roosevelt Rd. Dept. 57, Chicago 56, Ill.

Whitewashing Service

O. C. Hedbany

Route 4, Box 694

Waukesha, Wis.

Telephone — Spring 7216

New!! Sanitary Utensil Rack for the milk producer

Authorities say: "The proper storage of utensils during the hours they are not in use is essential to the quality production of milk. It is important that plenty of convenient racks be provided for utensils."

Check these features:

SANITARY . . . All aluminum construction (heavy cast brackets, special alloy cross bars); no weld or solder.

CONVENIENT . . . Movable brackets fit any milk house wall.

LASTING . . . No refinishing or maintenance ever required.

LOW COST . . . For sale at your Milwaukee Cooperative Milk Producers — see your field man.

Dri-Dek Co.
MANITOWOC, WIS.

DEPENDABLE DAIRYADE for BETTER DAIRYING



FOR FEEDING **RESULTS**—FEED **DAIRYADE** *
and count your *
lucky calves *

make mine DAIRYADE AND WATCH ME GROW

If calves could talk—come eating time, they might very well say, "Make mine Dairyade and watch me grow!" And no truer words could they speak because calves like Dairyade. (And after all, isn't it better to sell milk than feed it?) Then, too, Dairyade seems to do things for calves... and it should, because only Dairyade has the dependable, famous, fortified formula that makes it America's No. 1 baby animal concentrated food compound!*

"Make mine Dairyade and watch me grow"—and watch your milk checks grow too! Feed Dairyade—and count your lucky calves!

DAIRYADE COSTS LESS THAN 6¢ PER DAY—PER CALF!

IT'S DEPENDABLE! IT'S FORTIFIED!



**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

Mutual DAIRYADE

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND

Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

The City Of Waukesha

WAUKESHA (wa'ke-sha). A city of Wisconsin, county seat of Waukesha County. Population estimated in 1946 at 25,000. It is located on the Fox River, 15 miles due west of Milwaukee, Wisconsin. It is serviced by three railroads: The Soo Line, the Chicago and Northwestern and the Chicago, Milwaukee and Saint Paul. Its early history had to do with the various mineral springs whose medicinal values were known throughout the world. It is a favorite resort for vacationers and people in need of medical mud baths. Water from these springs is

still shipped to all parts of the United States and is very much in demand. Waukesha is the center of rich agricultural area of the State of Wisconsin. From outstanding dairy herds, milk production of this county serves the metropolitan areas of Chicago, Milwaukee and St. Louis. It is a sixteen million dollar business annually for the County of Waukesha. It has extensive quarries and excellent building stone and is becoming increasingly important in this industry. Waukesha is the site of Carroll College, one of the oldest in the State of Wisconsin, and by virtue of that historical back-

NEW CLEANING TIME - SAVER

LAATEST post-war advances in detergent chemistry are built into this new Oakite cleaning compound, specially prepared for dairy clean-up crews.

OAKITE

COMPOSITION NO. 83

contains superior wetting agents which make possible faster, more thorough cleaning. Special protective ingredient prevents cracking and irritation of the skin. Instantly soluble, free-draining, water-softening. Use it for all your sanitation chores around the dairy. Ask the man below for free, full details. No obligation.

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

ground is called the Pioneer. The major interests of the manufacturers of today in our city have to do with motors and motor parts, foundry manufacturing, refrigeration and church furniture. It was settled in 1836 and incorporated in 1848.

This article was prepared for the Waukesha County Directory by the Waukesha Association of Commerce, and appeared in the new Directory of Waukesha County.

"I didn't see you in church Sunday."

"I know you didn't. I took up the collection."

Waiter: Mr. Brown left his umbrella again. I believe he'd leave his head if it were loose.

Manager: You're right — I heard him say yesterday he was going to Arizona for his lungs.

Communist — One who has given up hope of becoming a capitalist.

If it's very painful for you to criticize your friends, you're safe in doing it. But if you take the slightest pleasure in it, that's the time to hold your tongue.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 8

"By Farmers . . . For Farmers"

November, 1947



News Notes From Your Dairy Council

High Schoolers Chose Lunches Wisely to Stop Waste

150 Whitefish Bay High School students checked their cafeteria trays with the Dairy Council's EAT A SQUARE LUNCH poster for three days, recently, as a part of the food conservation program. With the Dairy Council's staff guidance, the Home Economics class members explained trays of food from the day's menu labelled "Take It" and "Leave It" to the hungry cafeteria line. Questions as, "What's the matter with the Leave It Tray?" "Aren't potatoes and bread in the same meal too fattening?" "Why shouldn't I have two desserts?" were answered with nutrition facts based on the Dairy Council's "square lunch" pattern. As the EAT A SQUARE LUNCH leaflets were handed out at the cashier's desk, several of the boys and girls returned to get the missing dish that would make their lunches square. Milk, butter, cheese and ice cream were all highlighted in the good trays.

In the upper hall, the Home Economics class had another display using the Dairy Council's FOOD MODELS to contrast a well-balanced meal that conserved food with an

unbalanced meal that wasted food. This exhibit keyed the cafeteria activity which, with Mrs. Flynn, the cafeteria manager's enthusiastic cooperation, started the whole school thinking about nutrition's role in their total well-being. Mrs. Flynn's request for Dairy Council material in this program came as a result of her attendance at the recent meeting sponsored by the Dairy Council for the dietitians of Milwaukee. You may be sure your Dairy Council staff was proud to be of assistance in winning these new customers for the dairy foods!

Your Dairy Council Has a Packet for the Teachers!

Not an apple, but something they like even better—packets of Dairy Council materials were sent to all the supervisory people, including principals and superintendents of all the school systems. Accompanying these packets were letters encouraging the supervisors to arrange faculty meetings with the Dairy Council nutrition staff, or to contact your Dairy Council offices for enough requisitions to fill the entire school's orders. These letters and packets arrived at the desks of these leaders on October 13. Already, we have scheduled 14 faculty meetings, sent out 111 requisitions, and 8,666 pieces

of Dairy Council materials to 27 schools.

The same type of mailing is being planned for all the health department supervisory staffs in order that a multiple emphasis on the services of your Dairy Council to all schools in this area, as well as to parent education activities, may be made.

High School Girls' Counsellor Requests Dairy Council Material For Guidance

Mrs. Eleanor Spiering, Chief Girls' Counsellor at North Division High School is using the booklet, MY REFLECTIONS, as the basis for her year's program. The 1,000 girl students will use this new Dairy Council piece as a diary recording their health, social and personality development throughout the year. All of the counselling work will be keyed to the standards of the booklet, for the entire series of guidance programs has been planned around it. 1,000 of these are already serving to tell the story of nutrition's role in becoming a useful and attractive person.

We've a Task to Do . . .

Every year, the schools offer a new crop of potential milk and dairy products consumers. Miss Hawig, Otjen School, reports the reason she chose breakfast as the meal to be studied in her rat feeding demonstration was because the majority of the class did NOT drink milk, but coffee at breakfast time. Here, is an example of the challenge we are facing and through our educational services are gaining them as your customers for milk and milk products.

For, at the same time, Miss Timbers of North Fifth Street School, told your Dairy Council staff that nearly all the children brought money for milk after they saw the films SKINNY AND HUSKY and FARM ANIMALS. Miss Timbers is an outstanding person in the visual education field and knows how well a lesson may be taught through the use of authoritative films.

Medical Students Use Dairy Council Materials

Our NEWER KNOWLEDGE OF MILK and its new companion NEW- (Continued on Page 3)

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 20 November, 1947 No. 8

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1	EDW. A. HARTUNG Sta. D. R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription \$1.00 Per Year

Milk Prices

The price for October milk from a competitive standpoint and also because there was considerable grass on most farms, was a fair one.

The November price which is \$4.80 for Class I milk is also very fair compared to that which will be received by other producers in this area. Time will tell more about whether it's high enough to pay for the high cost of feed and labor. Our feed costs very little from that of other milk producers within or near this milk shed, if that is any consolation.

Certain concentrates, such as soybean meal, considering the protein content, is a better buy than corn or wheat by-products. Care, of course, must be used in feeding soybean meal or cottonseed meal, since both meals may cause digestive disturbances. Hay prices, at auctions, are not nearly as high as one year ago. It probably pays to take care of the good cows and stockyard the other kind. All signs point to low production through November.

Low Retail Price Stays Through October

The retail price in Milwaukee stayed at sixteen cents for home delivered milk and thirteen cents for milk sold at stores through October, with a cost to the dealers of \$4.80 per hundred pounds for 3.5 per-

cent fat test, and an additional ten cents because milk in the bottle tested about 3.7 percent fat.

The U. S. Dept. of Agriculture reports an average retail price of 19 $\frac{3}{4}$ cents for the large cities. Chicago Class I price for October was \$4.563 and the home delivered price was 22 $\frac{1}{2}$ cents, price paid by the stores was 20 $\frac{1}{2}$ cents.

A serious discount practice on the part of some operators is said to be the reason for keeping the store price down. The consumers have benefited by the low price, but they probably will not thank anyone for it. One dealer who reported he kept the price to stores at fourteen cents was busy calling on his stores to assure them that he would "make it all right with them at the end of the month" according to reports.

Dept. of Agriculture Acts On Milk Diversion From Chicago Market

Milk has been diverted from the Chicago market area in such volume that the market has been on a hand to mouth basis since July, according to reports. This supply has gone to markets in the south and southwest where milk is short in the fall months at a slightly higher price than at Chicago.

The United States Dept. of Agriculture amended the Chicago order so that any other market that draws on the Chicago supply must pay sixty cents per hundred over the Chicago price to get Chicago milk.

Council of Agriculture

The Wisconsin Council of Agriculture, held its annual meeting in the Hotel Loraine, Madison, on October 30 and 31.

On Thursday morning, R. K. Froker, Dept. of Agricultural Economics, Wisconsin College of Agriculture, discussed Cooperation membership contacts with the public. Credit for cooperatives was the title of an address by Jim Wells, Cooperative Bank Commissioner, Farm Credit Administration, Washington, D. C.

There was a noon luncheon for all those present who had the price of \$1.50. Mrs. John K. Smith, wife of our member, John K. Smith, presided. Principle speaker was Mrs. Herbert V. Kohler, chairman, Women's Activities Committee, 1948 State Centennial Committee. Mrs. Kohler gave a splendid talk on the state's

(Continued on Page 3)

Members Win at the National Dairy Show

Many people are of the opinion that only wealthy breeders can win in competition at the big dairy shows.

This idea got a little jolt when three of our members won places at the Waterloo Dairy Congress. In the class for bulls, three years or over, member Bern. Schoessow and Sons, won fourth place with their Prince Tritomia Transmitter Fobes, beating out many bulls who have been grand champions at other shows, including the bull which was the Grand Champion at the Wisconsin State Fair. The Schoessow bull topped the three year old class.

A bull who was grand champion in the eastern states, in New York, placed fifth.

Sunny Lea Farm, our member from Grafton, Wisconsin, placed seventh in the cows, three-year-old and under four, in competition with thirty-six entries. Neither Schoessow nor Sunny Lea Farm ever showed before, except in county fair competition.

In fourth place in the heifer calf class, was the entry by member Baird Bros., Waukesha, Wisconsin. This was a class of thirty-six entries and according to the Holstein Friesian World, there was not a weed in the lot. Again the competition came from some of the largest Holstein herds in the United States.

Cheesemakers Meet In Milwaukee

The Wisconsin Cheesemakers Association met in this city on November 3 and 4 in annual meeting.

Sessions were held in the Milwaukee Auditorium and Schroeder Hotel. The members of this organization claim that they make about one-half of the cheese produced in this country. Because some of them were taken into federal court on one count or another and got heavy fines, the cheesemakers are asking that imported cheese and the milk that it's made from, be under the same close inspection and meet the same requirements as the Wisconsin product. The cheesemakers want state and federal regulations to be the same so that there will be no trouble about interstate shipments.

(Continued from Page 1)

ER KNOWLEDGE OF CHEESE, was requested for medical students' use in the classes of Dr. Quick, director of the bio-chemistry department of Marquette School of Medicine. He has used Dairy Council booklets for two semesters, now, and highly approves of the well-organized and accurate reference material.

It is most important to all of us that the medical men of tomorrow know the public health and sanitation story, and nutritive values of milk products. No one person directly and emphatically influences the food habits of large groups of people more than the practicing physician. Your Council is pleased to be one of the resource agencies to which these professional people turn for educational materials.

Your Council's staff has for one of its most important challenges the establishment of your Council as an educational information resource for all professional leaders in the community.

(Continued from Page 2)

history and mentioned some things that will help make the centennial a success.

The afternoon program was chair-
maned by Prof. J. M. May, River

Falls State Teacher's College. Executive Secretary Milo K. Swanton told about the Council, its aim and accomplishments.

Charles Bunn, professor of law, University Law School, talked about world affairs. The professor had traveled extensively in foreign countries and he made some interesting observations on world conditions. "Prices? Why and Where?" was the title of a talk delivered by Asher Hobson, chairman, Dept. of Agriculture Economics, Wisconsin College of Agriculture. Mr. Hobson's talk was easily the most interesting and informative of any presented during the session.

A panel discussion on trade relations with other countries with some interesting side lights ended the afternoon meeting.

A banquet program was much too long as usually happens on occasions of this kind. The chief speaker was very corny. He must have thought that he was back in the Ozarks, instead of being up in front of an intelligent group of Wisconsin farmers. The head table diners, which included Senator and Mrs. Alexander Wiley, had to laugh and seem amused at the speaker's alleged jokes. Well, you have to pay

for your dinner in one way or another.

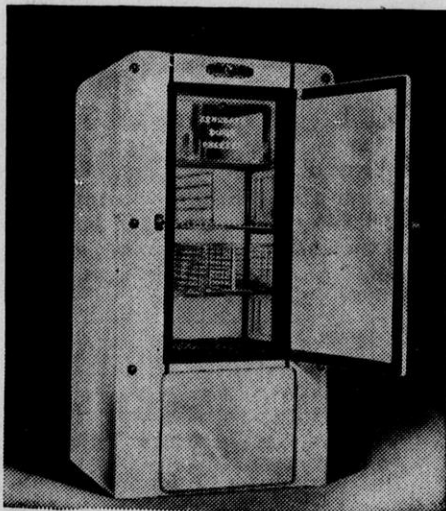
At the business meeting on Friday, October 31, a report on the work of himself and staff by Executive Secretary Milo K. Swanton, proved that it was a very busy year for the Council.

Resolutions adopted included one that said farmers agreed that help should be given to the peoples of foreign countries but that it should be considered an emergency project. In other words, these people should not become permanent wards of ours.

Officers elected were C. W. Claf-
lin, Equity Livestock Sales, presi-
dent; Charles Dineen, Cedarburg,
Secretary of the Milwaukee Co-oper-
ative Milk Producers, vice-president;
and Harvey Thew, Madison, manager
of the Madison Milk Producers,
treasurer.

Elected to act as an executive
committee, with the three above
named officers were Neil Peck,
Master of the Wisconsin State
Grange; Fred Huntziger, President
of Wisconsin Cheese Producers Fed-
eration; Wm. Groves, President of
Pure Milk Products; and Brice
Landt, Wisconsin Cooperative
Creameries. Milo Swanton was hired
as executive secretary.

HERE'S YOUR ANSWER TO HIGH FOOD COSTS



FF 15
15 CU. FT. CAPACITY

✓ LIVE BETTER
✓ SAVE MONEY

with a

WILSON ZEROSAFE FREEZER ACT NOW AND SAVE!

Take advantage of wholesale prices of meats, fruits and
vegetables . . . buy in quantities at the peak of the
season when the quality is best and the cost is lowest.

ACT NOW AND SAVE!

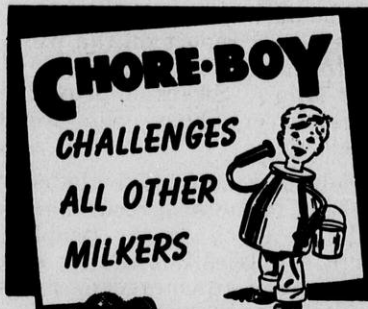
For Sale at the Following Dealers:

SINCLAIR SERVICE
Sussex, Wis.
DOBBERPUHL
ELECTRIC CO.
Grafton, Wis.
EICHSTAEDT BROS.
Waukesha, Wis.

GENESEE DEPOT
GARAGE
Genesee Depot, Wis.
SCHMIT AUTO & SUPPLY
COMPANY
Fredonia, Wis.

H. W. KUESTER & SONS
West Bend, Wis.
MARTIN & RINDT
Prospect Hill, Wis.
RASMUSSEN & HANSEN
Franksville, Wis.

ZEIGELBAUER REFRIG.
& APPLIANCE CO.
Hartford, Wis.
JOHN HERDA
St. Martins, Wis.
FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a

FREE TRIAL
On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

SINCLAIR SERVICE
Sussex, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

Milk Price Hiked

The Golden Guernsey Dairy Cooperative took the lead in announcing a raise of two cents per quart in the price of milk to consumers effective November 1. A statement on Golden Guernsey's new price list said that, "We are raising the price of milk two cents per quart. This will leave a small margin of profit instead of the tremendous losses of the past months and will maintain Milwaukee's reputation for having the lowest home delivery milk price of any city of its size. Established farm prices for milk being shipped to Chicago and other points in this area, are higher than those being received by our farmers. It is necessary to increase the price paid to them in order to keep milk coming to our market.

Not a word in this announcement about the increase in cost of processing and delivering the product. All the blame for the raise is placed on the cost of milk from the farms. Perhaps placing the blame for a raise in price goes over better with the consumers if laid on the producers, but it would seem to be more fair to admit that labor costs are away up.

Wisconsin Centennial Exposition

Representatives of the Wisconsin dairy industry, who make up the Centennial Dairy Committee, met at the State Fair Park, October 27 to discuss plans for the Wisconsin Centennial Exposition, August 7-29, 1948.

Co-chairmen of this committee are E. K. Slater of the Olsen Publishing Company, Milwaukee, and Gordon B. Reuhl, general manager of the American Dairy Association of Wisconsin.

Elaborate plans to portray the history and development of the dairy industry in Wisconsin were discussed. Every phase of the industry will be a part of the Exposition and the following committee members were appointed to head the various dairy divisions:

Milk—Paul Pratt, Advertising Manager, Borden Company Gridley Division, Milwaukee; Cheese—Leonard Kopitzke, Pres., Wis. Cheesemakers Assn., Marion; Ice Cream—Paul Carver, Oshkosh; Evaporated Milk—Paul Lemmel, Supt., Case Goods Div., Borden Company, Madison; Butter—Rupert Steinhauer, Pres., Wis. Creameries Assn., Madison; Powdered Milk—O. R. Wilkins,

New Members Welcomed by The Board of Directors, October 27, 1947

Baehler, Ernest, North Lake
Braatz, Alfred, R. 5, Box 877, Waukesha
Burezyk, Nick, R. 1, Thiensville
Fechter, Martin & Son, Route 1, West Bend
Guenther, Henry, Route 12, Box 556, Milwaukee, 13
Hennes, Frank, Hubertus
Henrickson, Norman A., Route 2, Box 98, Caledonia
Keller, Elmer, 5520 N. 38th St., Milwaukee 9
Kelroy, Robert, Route 2, Fond du Lac
Krumbiegel, Rud., Route 3, Box 770, Milwaukee 9
Pichler, Fred., Route 1, Box 307, Hartland
Reilly, Leo., Route 2, Fond du Lac
Scharf, Ed. & Herbert, Brownsville
Weber, Mrs. A., Route 4, Box 701, West Allis 14
Wimberger, Claude, Route 1, Eden
Whittig, Clark, Byron
Wolfgram, Rudolph, R. 1, Cedarburg

Mgr., Treas., River Falls Co-op. Creamery, River Falls.

Milton H. Button, director of the State Department of Agriculture, Ralph E. Ammon, general manager, State Centennial Commission; and Milo K. Swanton, chairman, Centennial Agriculture Committee have been assigned to constitute the overall committee on agriculture to establish and to co-ordinate agriculture's part in the Centennial Observance and Exposition next August.

FLUID MILK PRICES IN CITY MARKETS

October, 1947

Fluid milk prices advanced again both at retail and producer levels during early October as milk production continued to decline seasonally, the Bureau of Agricultural Economics reports. Approximately one in every four markets reported higher retail prices in early October than in September. More than two-thirds of the gains were in the North Atlantic and North Central areas.

Prices of standard grade milk delivered to homes in 24 cities aver-

aged 19.4 cents per quart for early October compared with 19.0 cents in September, 19.1 cents for October, 1946 and a five year October average of 14.5 cents per quart. The present October retail price is the highest of any month on records extending back through 1919.

Dealers' buying prices rose seasonally for the four consecutive months. At \$4.85 per hundredweight, the October price was the highest on record and compares with a revised September price of \$4.71 and an October, 1946, price of \$4.62.

September milk production on United States farms was 9.3 billion pounds, one percent below a year earlier but five percent above the ten year September average. The seasonal decline from August to September this year was thirteen percent, a somewhat sharper drop than the 1936-1945 average drop for this period. September milk production per cow was the highest for the month in 18 years of record. Heavy feeding of grain and concentrates to well-culled herds is largely responsible for the high milk flow, as pasture conditions were only slightly above average on October 1.

In both the New England and Middle Atlantic areas, retail milk price increases were quite numerous. The United States Dept. of Agriculture suspended certain pricing provisions for Class I milk of the orders regulating the handling of milk in the New York, Boston, Lowell-Lawrence, and Fall River areas. This resulted in an increase of 44 cents per hundredweight in milk prices over the present level for the months of October, November and December. Retail prices of milk delivered to homes rose one cent per quart on October 1 in all of these markets. An increase in dealers' buying prices and in retail prices was quite general throughout New England. A one cent increase in retail price and a corresponding rise in buying prices were reported in the Manchester-Nashua, N. H. area, in the Portsmouth, N. H. area and in the Providence, R. I. area.

Pass the Milk

CHICAGO, NOV. 2 — So you're tired, huh? Hate to get up in the morning?

Well, maybe here's what the doctor ordered.

It's milk. Just plain, good, everyday American cow's milk. You can take a hospital's word for it.

The Miami Valley Hospital in Day-

ton, Ohio, says the National Dairy Council which is a clearing house for nutritional matters, had a problem on its hands two years ago. The staff was tired, listless. Hospital details were slowing up. Sure, they had odds and ends to nibble on for that between-meal snack, that pepper-upper. But no pepper. The hospital management cleaned out the odds and ends, and put in milk, exclusively. Just plain milk for anybody who wanted it between meals. And for free, to get 'em to taste it.

Now, says the Dairy Council, it is two years later, and the hospital reports, after a lot of careful clinical research, this set of energy statistics:

- A, staff members began drinking milk.
- B, some drank it for the first time since childhood.
- C, they began getting the habit; why, the stuff was really GOOD.
- D, their work improved.
- E, they weren't so tired.
- F, the staff has increased its daily milk drinking 17 percent, and everybody feels better.
- G, brother, pass the milk!

NEW ANDIS ELECTRIC EAR CLIPPER



ONLY
\$15.
CASH

● Here is a precision built, magnetic-type electric Ear Clipper designed for clean, smooth hair removal. A favorite of leading horse and stockmen who find the Andis especially fine for grooming show animals. Light weight . . . quiet . . . easy to handle . . . fast. Completely housed in aluminum case. Black wrinkle finish. Available for 110 volt—60 cycle A.C. Current.

Order from your Saddlery House, Hardware or Implement Dealer

ANDIS CLIPPER COMPANY
DEPT. 37-L • RACINE, WIS.



"What'll I do with this one's milk? She's discontented!"

TRUSTWORTHY
QUALITY!
CREDIT
KINDY Optical Co.
615 No. 3rd Street **MARquette 7225**

Exciting New Farm Show To Hit Air!!

The voice of the farmer will soon be heard by Americans everywhere in a new radio program, "R.F.D. AMERICA"—a program "of, by and for farmers."

The new show will be aired over the 405 stations of the Mutual Broadcasting System on Wednesday evenings at 8:30 CST beginning October 29.

R.F.D. AMERICA is a farm quiz show. Competing for awards will be a farmer selected from a different state each week . . . and asking the questions will be the famed "quiz-master" of the Quiz Kids program, Joe Kelly. For 16 years Mr. Kelly was master of ceremonies of the National Board Dance program.

The basic purpose of the new show, states Louis G. Cowan, originator of the R.F.D. AMERICA "is to show what really fine people farmers are and how well informed they are. We are hopeful, in the process, of helping to bring about a better understanding between farm and city groups."

The program will have a preponderance of fun questions, but also will include technical farm questions and some involving serious discussion. Each show will start with four contestants. One contestant will be eliminated with each round of questions, leaving only two to fight it out in the last round for the title of "Master Farmer of the Week." The winner will return the following week to compete with three farmers

from another state. Each panel will include at least one farm woman.

Valuable prizes will be given to winners. And as each loser is eliminated, he will receive an award of considerable worth as a consolation prize. The three new farmers invited to Chicago each week, (where the show will originate) will be the guests of the program for their three-day stay. They will take in the theater and Chicago's best eating places, and will wind up their visit with their appearance on the network broadcast.

In selecting the staff for the farm show, Cowan has made a point of avoiding "city bred radio experts." His advance man, T. W. Lewellen, has been a farmer in Indiana for 40 years. It is his job to visit farm communities, audition farm men and women in local elimination programs and choose the finalists to appear on the network program.

Preliminary tests have indicated that R.F.D. AMERICA will be greeted enthusiastically by farm and city audiences alike.

PURE MILK.

Passing It On

Eight dollar fifty cent raise averts city milk strike, says Dairymen's League News in its November 4 issue.

It seems that drivers and milk plant workers set October 25 at 3:50 A.M. as zero hour for a raise in pay. Milk plant operators including Dairymen's League agreed to an in-

(Continued on Page 7)

MILKING MACHINE TIMER

Time - Her - Rite. The bell makes timed milking perfection. Increases production. Makes expert operators. Reduces mastitis, stripping, hard milkers. Cuts milking time. A milking machine necessity. Thirty day trial, money back.



E. J. GENGLER
Box 851M Arcadia, Calif.

File Now for Your

WET GRAINS FOR WINTER

We will operate as
before.

First come — first serve.

JAMES J. DONOHUE
8310 N. Ft. Washington Rd.
Milwaukee

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee



Samples of Kendall Wafer-Thin Filter Disks to Go To Our Members

Very shortly, a card will go to each of our members, entitling each shipper to free samples of Kendall Wafer-Thin Filter Disks. This is a double post card, which you must sign, with name and address, and check the size of disks you require. This is a splendid opportunity for our members to become acquainted with this remarkable disk. We have these disks in stock, and we feel sure that once you have tried them, you will want to use them constantly.

Livestock Committee of Wisconsin Makes Plans For Centennial Show

Wisconsin's largest livestock show of the century was planned by Wisconsin Centennial Livestock Committee at a meeting at the State Fair Park, Milwaukee, on Monday, October 27. For 23 days, August 7-29, outstanding livestock of the entire country will be shown at the Wisconsin Centennial Exposition in Milwaukee.

John Scott Earll, member of the State Board of Agriculture, Prairie du Chien, is chairman of this Wisconsin Centennial Livestock Committee, and Fred Klussendorf, treasurer of the Waukesha Co-operative Breeding Assn., Pewaukee, is the committee vice-chairman.

Wisconsin's 98th livestock exhibition at the Exposition will be an "open show," that is, open to out-of-state competition. Entries for this show will close July 1.

Livestock exhibits will change every week of the three-week Exposition. The following is the schedule set up by the committee:

In the cattle division, the first week, August 7-13, Junior Fair exhibitors; the second week, August 14-20, Aberdeen Angus, Shorthorns, Herefords in the beef breeds, and Jerseys, Milking Shorthorns, Guernseys in the dairy breeds; the third week, August 21-27, Red Polls in the dual purpose breed, and Holsteins, Brown Swiss, Ayrshires in the dairy breeds.

In the sheep and swine divisions, the first week, August 7-13, Junior Fair sheep and swine; the second week, August 14-20, open class sheep. Open class goats will also show this week. During the third week, August 21-27, open class swine will compete.

With premiums greatly increased and exhibits divided over a three-week period, the Centennial livestock show will be the largest of Wisconsin's first century.

(Continued from Page 6)

crease of \$8.50 per week in pay and some other benefits. This settlement was followed by an announcement of one cent per quart increase to the consumers, no part of which is to go to the producers, announced Henry H. Rathbun, president of the Dairy-men's League.

Safe Milk Demanded

The editor of a northern Wisconsin newspaper recently went to bat editorially for a safe milk supply in his community, and his courage in bringing a dangerous situation into the open could well be matched by editors in many other communities. He wrote as follows:

"A 'patch' test of milk coming into the local area did not come out so well recently. The milk came from both local and out-of-town suppliers.

"We do not want to alarm local residents. We simply want to warn milk suppliers that they must be more careful.

"We were strongly tempted to publish the results of the last test. However, we realized that this would not be fair to the milk suppliers. They should have some opportunity to clean up the milk with which they supply this area before the reports are published.

"Milk is a very important food. It becomes increasingly important when we realize that babies and small children depend on milk as a mainstay in their diet. These babies and children should have the very best milk obtainable.

"Milk suppliers are getting a good price for their product. There is no necessity to have dirty milk

Clip Cows Regularly With

**STEWART
CLIPMASTER**

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS
Cows, Horses,
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with lower bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Powerful, air-cooled, smooth-running motor inside the Easy-grip handle. Model 51-L.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping. Model 1A.

Stewart clipping equipment is available at all good hardware and implement dealers

SUNBEAM CORPORATION

(formerly Chicago Flexible Shaft Company)

5600 W. Roosevelt Rd., Dept. 57, Chicago 50, Ill.

CLIPPERS

Sharpened — Repaired

Send all your blades and clippers to us for quick sharpening and repairing — we guarantee results.

WHOLESALE — RETAIL

**ANDIS, STEWART, OSTER
ANIMAL AND BARBER
CLIPPERS**

**WM. PUETZER
SERVICE STORE**

Route 4, Waukesha, Wisconsin
Highway 15, New Berlin

**BUILDER OF THE ICY-FLO
MILK COOLER—CUSTOM
BUILT**

sent into this community, nor is there any excuse for milk sent into this region with a high bacteria count.

"A good share of the local milk suppliers came out with a clean bill of health. However, as long as there is one careless milk handler or one dirty milk handler, the entire community is in danger.

"We recall, several years ago, that the milk supply of a nearby

(Continued on Page 8)

DEPENDABLE DAIRYADE for BETTER DAIRYING

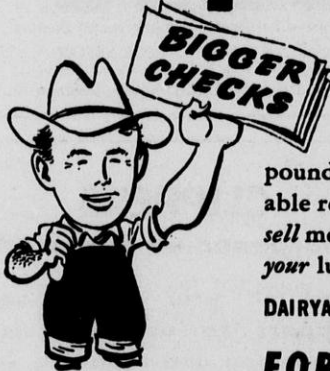
FOR FEEDING RESULTS—FEED DAIRYADE
and count your
lucky calves

fortified...



Fortified! Remember that word when you feed Mutual Dairyade to your baby calves. Folks have learned to expect results from Dairyade because Dairyade isn't just another calf food. No, sir! Dairyade is a fortified food of proven quality!

dependable



Dependable! That describes Dairyade too. Countless dairymen from coast to coast feed Dairyade to baby calves because it is *dependable!* Dairyade is carefully compounded for uniform high quality and dependable results. Feed Dairyade to your baby calves—sell most of the milk you used to feed—and count your lucky calves!

DAIRYADE COSTS LESS THAN 6¢ PER DAY—PER CALF!

FORTIFIED! DEPENDABLE!



**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

Mutual DAIRYADE

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND
Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

(Continued from Page 7)

city was dangerous as far as clean milk and bacteria count was concerned. The daily paper of that city realized the need for action and recognized how imperative it is to have a safe milk supply. This newspaper took up the crusade for clean milk. It published reports of tests of the milk supplied by various milk dealers and dairies in the community.

"At first there was a great hue and cry raised over this. Naturally a milk supplier did not like to see a high bacteria count and the word 'dirty' after his name. There was

great indignation. However, this newspaper had a public service to perform, and it kept after the milk dealers.

"Soon the reports began to show lower and lower bacteria counts. The words 'unsafe' and 'dirty' began to disappear.

"Now the milk suppliers are glad to have the reports published. They take pride in the low bacteria count and the fact that their milk is clean.

"Milk suppliers do not have to put in new and expensive equipment to produce safe milk. All they need to do is to be clean and to be careful.

EASIER Milkstone Removal

EVERY time milk dries on your equipment, it is making work for your clean-up crew. But frequent or daily use of Oakite Composition No. 36 keeps muscle work down to a minimum. Keeps bacteria counts **LOW**.

This mild, inhibited acidic type Oakite material has powerful penetrating properties. It softens even the toughest milkstone coating. Makes follow-up cleaning simpler, and sterilization more certain.

Works equally effectively by soak, circulation or hand-brushing method. Drop a card to Mr. Bond for proof of Oakite Composition No. 36's superior milkstone-removing action. No obligation.

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE Cleaning & Germicidal Materials
DAIRY RESEARCH DIVISION

Clipper Repairs

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

It means no great outlay of cash. It means only a little more effort.

"In this area we have a double responsibility. We must keep our local citizens well and healthy, but we must also protect our tourists. This means that a milk supplier must be careful and conscientious.

"The next time there is a 'patch' test made, we think it will be wise to publish it, especially if no improvement is shown over the last 'patch' test made.

"There are only a few offenders on the dirty milk and high bacteria count. However, the milk suppliers who are clean and careful should get the credit which a 'patch' test will show. Those who are betraying public confidence and trust, should be exposed."

—The Eagle River News-Review.
Wisconsin State Board of Health
Bulletin.

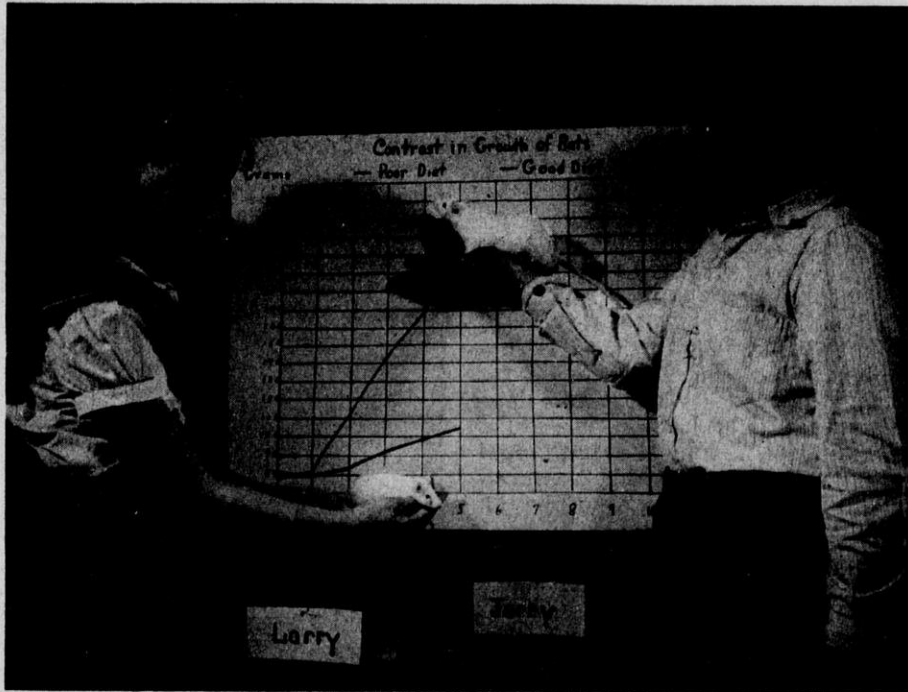
Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 9

"By Farmers . . . For Farmers"

December, 1947



News Notes from Your Dairy Council

This picture appeared in the Milwaukee Journal on November 17 with the following story:

"The importance of eating a good breakfast is exemplified by Larry and Jerry, white mice that were used in a nutrition experiment sponsored by the Milwaukee Dairy Council in the sixth grade at the Otjen School in South Milwaukee. When the experiment began five weeks ago, Larry weighed 81 grams and Jerry, 79. Larry, held by Marilyn Robron, 11, has been eating such things as coffee and sweet rolls and now weighs 109 grams, while Jerry, held by Robert Iglar, 10, can thank a wholesome diet of orange juice, eggs, whole wheat cereal, milk and cream for his robust health and solidly packed 209½ grams."

Your Dairy Council's staff believes that a rat feeding demonstration showing the results of a good diet including milk in comparison with a poor diet not including milk, causes more of "a stir of interest" and gets more results (so we hear from parents and teachers) in teach-

ing nutrition to an entire school than most nutrition projects.

We encourage teachers to permit the children to have the greatest responsibility in carrying on the project. Our nutrition staff helps start the demonstration, will loan a gram scale on request, and is available for guidance as it is needed. The teacher notes the needs of the children and selects for the demonstration that meal which seems most poorly chosen by the students. In too many cases, the majority of the children do not drink milk, but drink coffee instead and the rat on the poor diet who slackens in growth, becomes feeble, irritable, nervous, losing hair and showing other symptoms of diet deficiency teaches a lesson to students and indirectly to parents that will never be forgotten.

From the Postman

Because each day's mail brings so many evidences that your Dairy Council's program is meeting community needs for information in relation to milk and its products, for child and adult health, we wish to share them with you, our members, by quoting from some recent letters:

Dear Miss Sullivan:

"I wish to take this opportunity to thank you and the Dairy Council

of Milwaukee for being a vital part of our recent Wisconsin State-Wide School Health Conference. Since the meeting we have heard many comments of appreciation relative to your contributions—including the educational exhibit and the fact that you made yourself available for individual help.

"Thank you again, and we hope to have you with us at any future school health conference which might be held."

Very sincerely yours,
(Mrs.) Ruth J. Frantz,
Director of Health Education,
Wis. Anti-Tuberculosis Assn.

"Your booklet entitled MY REFLECTIONS was given to me. It contains valuable materials for the social development of our adolescent girls. Kindly inform me how 250 copies could be obtained. This amount would be sufficient for one grade group of girls. The same pamphlets could be used for the other grade groups in our growing up program."

Very truly yours,
Louella K. Reschke,
Vice Principal,
Peckham Junior High School.

"Thank you very much for the pretty GOOD HEALTH pictures.

"We like them. We will put them in our library corner. Most of us eat a good breakfast. Maybe all of us will soon."

Your Friends,
The Townsend School
Kindergarten Children.

"The teachers join me in expressing appreciation for your invaluable and delightful demonstration and interpretation of the materials available through The Dairy Council. We trust that we shall have another opportunity to meet with you."

Yours truly,
James T. Burns,
Principal,
Morgendale School.

"The Milwaukee County branch of the Association for Childhood Education wishes to thank you for your contribution to our November meeting.

"I am sure that the members appreciate your efforts in bringing all

(Continued on Page 3)

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

MArquette 3057 Milwaukee 5, Wis.

Vol. 20 December, 1947 No. 9

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1	EDW. A. HARTUNG Sta. D. R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

Resolutions' Committee Named

President Dobbertin has named the following five members to act as the resolutions' committee for the 1948 annual meeting to be held on February 10 at the Milwaukee Auditorium. If members have resolutions to offer they may address them to this office, in care of the resolutions' committee.

Chairman Jos. Ryan, Pewaukee
Alfred Bezold, Hubertus
Charles Bichler, Belgium
Elmer Honadel, R. 2, Box 328,
Milwaukee 7
Charles Leisure, R. 1, Waterford

Visitors at Office

Recent visitors at this office included A. D. Wilson and Clifford Weaver, first and second vice-president respectively of the Ontario Whole Milk Producers League, Toronto, Ontario, Canada. The Ontario Producers League sent Messrs. Wilson and Weaver here to learn how producers' organizations do things in this country. It was interesting to hear that many of the problems that bother them are the same ones that we have in this market.

Uneven production is their big headache, what to do with a big flood of milk in the spring and early summer months and how to get enough to supply the market in the fall and early winter months.

Can We Supply the Market?

Shortage of milk for cream needs is more acute this fall than at any time in recent years. Why? The price of feed, shortage of help, fewer farmers in the market, all are contributing factors. What about too many cows freshening in late winter and early spring months?

In the month of May about 25 percent of the milk in this market was in the manufactured class. Grass milk? Not too much of it for our pastures are not too good until May 20 to 25.

Oats was about one dollar per bushel then. Too high to make \$4.00 milk if oats at \$1.20 are too high for milk at \$4.80. In June, 1947, separated milk was hard to get rid of at any price. Now there is not enough to make cottage cheese for the regular trade. What can be done about this uneven flow of milk? It's a problem for the individual farmer as well as for this organization. Probably a greater effort on the part of many producers to have cows freshen in the early fall months along with planning for emergency pasture or stable feeding so that fresh as well as old milkers will produce up to capacity. There are enough producers in this market at present, if production can be leveled off. There are not enough to provide sufficient milk in October and November and probably in December with low fall production. New producers means more manufactured or low priced milk in May and June. Let's plan now to make more milk when it's needed most and when prices are best.

Class I Milk Stays At \$4.80

At a conference held at this office on November 28, a price of \$4.80 per hundred pounds was agreed on between the Board of Directors and the milk handlers. This price is for December and for milk testing 3.5 percent fat used for fluid sales to homes, stores, restaurants, etc. A hike in price was asked by the Board but the buyers claimed that it should be lower rather than higher. This is the third month that Class I milk is \$4.80.

Class II milk, which is separated to provide cream is higher, due to a higher price paid by condenseries on which the Class II price is based. The blend price for November will be slightly higher than in October.

Season's Greetings

As this is our last issue before the holidays, we extend best wishes for a Very Merry Christmas and a Happy and Prosperous New Year, to our members and their families. The Board of Directors join with the people here at the office, in the Season's Greetings.

Date Set for Annual Meeting

The Board of Directors has set February 10, 1948, as the date of the next annual meeting of this organization.

Under the old set-up the date was fixed in the by-laws for the fourth Tuesday in January. The constitution and by-laws adopted two years ago provided that the date be set by the Board of Directors. The last meeting was on February 25, 1947. Because that date conflicted with the date of a state wide breeder's association and because the hall in the Milwaukee Auditorium was previously reserved for the preceding week, the Board agreed on the earlier date of February 10. Get set to attend your annual meeting.

Among many other important things that the members will have to consider is base making or uniform production.

Milwaukee Entertains National Dairy Council

A news release appearing elsewhere in this issue gives notice of the Annual Meeting — Winter Conference of the National Dairy Council.

The Dairy Council of Milwaukee is host to the National Council and its affiliated units located in forty-four states of the union.

Milwaukee had considerable competition from other cities in getting the National Council to come here, but had the help of many Milwaukee groups as well as state officials and university people.

A very good program is assured. Mark the dates on your new 1948 calendar and make up your mind to attend on at least one day. Find out how dairy products are being promoted by Dairy Council work, meet producers from other states — they will be interested in meeting farmers from Wisconsin, the leading dairy state. There is no admission charge.

(Continued on Page 3)

(Continued from Page 1)
 the materials and certainly appreciate the privilege of obtaining such interesting materials, free, for classroom use."

Sincerely,
 Margarete Bohle,
 Recording Secretary.

"I would like to take this opportunity to thank you on behalf of your interesting program which you presented at the Y.W.C.A. Business Girls' Club Meeting, Tuesday, October 28.

"The girls thoroughly enjoyed your presentation, and what's more, I'm sure they 'took something home with them.'

"Health is essential to the vitality of the girls and vitality certainly is essential to enable the girls to be a club member, full of vim and vigor. Your health theories were certainly helpful. I'll wager that more girls are eating breakfasts and drinking more milk (many of them have told me that they have taken on these new habits).

"We sincerely hope to have the opportunity to meet with you again sometime, perhaps in the near future."

Yours truly,
 Catherine Roberts,
 President,
 Business Girls' Club, Y.W.C.A.

"This is to thank you for all the wonderful materials you sent us yesterday. The teachers are delighted with all of it. The Dairy Council is to be congratulated on their efforts to further the education of children along the lines of a dietary item that is so vital and which because of its essential need, children too often take for granted.

"That your work may continue to prosper, is the wish of"

Yours sincerely,
 Sister Mary Louis,
 Principal,
 Holy Cross School.

"I had hoped to be able to make some contribution to the making of the National Dairy Council film referred to in your letter of October 22. However, time has not permitted. Our group meetings have taken all of our spare moments and we still are in the process of planing for more.

"This film will evidently be as educational and worthwhile as your other fine materials that you have made available to our schools. Perhaps at some future date, when we are a bit more adequately staffed, I shall have the privilege of having

some part in the planning of your educational projects."

Sincerely yours,
 Helen C. Olsen,
 Supervising Teacher,
 Milwaukee County Schools.

Clippers Available

Yes, we have animal clippers of various makes, the CLIPMASTER which we have handled for years and also the OSTER Heavy Duty Animal Clipper, which we are told is a very good machine.

Much easier to keep clipped cows clean. Stop at the office or have your hauler ask about these clippers.

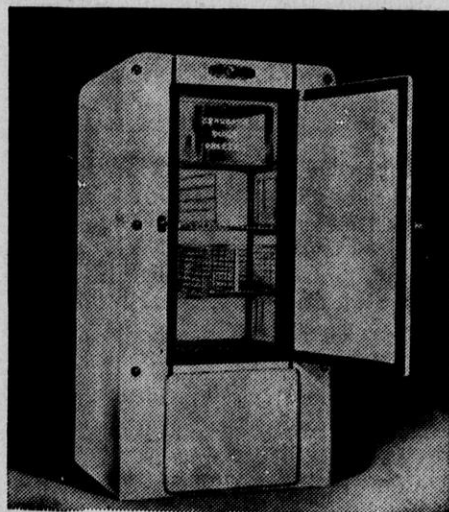
(Continued from Page 2)

Serving as members of the hospitality committee from our Board of Directors are Messrs. Grover Dobbertin, James Taylor, John Ballbach, Ambrose Wiedmeyer, Arthur Allen, and Edwin Schmidt.

Edward Hartung is chairman of the entertainment committee assisted by Messrs. Walter Ahlers, Albert Steinke, Paul Bast, and Wm. Lyman.

Producer members from many states are expected to attend. The meetings are open to all of our members.

HERE'S YOUR ANSWER TO HIGH FOOD COSTS



FF 15
 15 CU. FT. CAPACITY

✓ LIVE BETTER
 ✓ SAVE MONEY

with a

**WILSON ZEROSAFE FREEZER
 ACT NOW AND SAVE!**

Take advantage of wholesale prices of meats, fruits and vegetables . . . buy in quantities at the peak of the season when the quality is best and the cost is lowest.

ACT NOW AND SAVE!

For Sale at the Following Dealers:

SINCLAIR SERVICE
 Sussex, Wis.
DOBBERPUHL
ELECTRIC CO.
 Grafton, Wis.
EICHSTAEDT BROS.
 Waukesha, Wis.

GENESSEE DEPOT
GARAGE
 Genessee Depot, Wis.
SCHMIT AUTO & SUPPLY
COMPANY
 Fredonia, Wis.

H. W. KUESTER & SONS
 West Bend, Wis.
MARTIN & RINDT
 Prospect Hill, Wis.
RASMUSSEN & HANSEN
 Franksville, Wis.

ZEIGELBAUER REFRIG.
& APPLIANCE CO.
 Hartford, Wis.
JOHN HERDA
 St. Martins, Wis.
FOLLSTAD IMPL. CO.
 Menomonee Falls, Wis.



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a **FREE TRIAL** On Your Own Herd Immediate Installation

FOR SALE

at the Following Dealers:—

★

SINCLAIR SERVICE

Sussex, Wis.

★

DOBBERPUHL ELECTRIC CO.

Grafton, Wis.

★

FOLLSTAD IMPL. CO.

Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE

Genesee Depot, Wis.

★

H. W. KUESTER & SON

West Bend, Wis.

★

MARTIN & RINDT

Prospect Hill, Wis.

★

RASMUSSEN & HANSEN

Franksville, Wis.

NATIONAL DAIRY COUNCIL

A PEEK BEHIND the Curtain of the New Year . . .

That's what the Annual Meeting-Winter Conference of the National Dairy Council at Milwaukee will give you . . . facts and figures and forecasts from national authorities about food and business trends.

On the opening day at the Hotel Pfister, Thursday, January 22, the Curtain of the New Year will be lifted . . . by Paul S. Willis, president of the Grocery Manufacturers of America, who is a member of the Truman Citizens' Food Committee. . . . He will discuss the business conditions we face, and will outline the path we must follow. . . . But look at the program for those two conference days, and see how it will benefit you in your business. Here are the highlights:

Thursday, January 22 — Registration (no fee) at Hotel Schroeder, the conference headquarters, and at Hotel Pfister. Luncheon, 12:30, at the Pfister. Dairy Council report by President Milton Hult. Address by Paul Willis — up-to-the-minute facts and figures. At 6:30, banquet at the Schroeder; host, Dairy Council of Milwaukee.

Friday, January 23 — At 9:30 a.m., at the Schroeder, "Community Sales Engineering," panel. "New Product Developments Leading to Greater Sales," discussions by four experts on dairy manufacturers — trends of supply and demand for butter, cheese, ice cream and milk; open discussion. At 1:00, luncheon. Address, "Marketing Factors Affecting Dairy Products Sales in 1948," by a nationally known authority. June Dairy Month plans for 1948; presentation of Dairy Month awards for 1947.

Here you will get stimulating facts and information to help you handle your own problems. Plan on attending both days — January 22 and 23, in Milwaukee.

WE WELCOME YOUR ATTENDANCE.

Low Milk Production Nationwide

The Maryland Farmers says that milk produced for the Baltimore market dropped very fast in late September and that an acute shortage affected the market in October.

New Members Welcomed by The Board of Directors, November 28, 1947

Maurice L. Hundertmark, R. 1, Campbellsport

Raymond Scharf, Brownsville

Conrad Gauger, R. 3, Box 781, Milwaukee 9

Mrs. Grace Stone, Sussex

Only 83 percent of Class I sales and nothing for Class II sales.

"Milk Supply Short" reads a headline in the Dairymen's League News, New York. The secretary of the League stated that for several days the Dairymen's League had to curtail retail deliveries in the metropolitan area by 10 to 15 percent.

Iowa Dairy Marketing News reminds the Des Moines Producers that their milk shed extends 25 miles from the city hall and within these limits was produced all the milk necessary for the city.

"Insofar as possible, we wish to maintain the present 25 mile limit. To date there has been some extension in several localities. The producers living outside the milk shed, however, must pay their own inspection costs under the present ordinance.

"It may have to be still further expanded this spring in order to have enough for the fall months of the year, since at the present time large amounts of milk are being brought in from other milk plants located some distance to the north of the city.

To serve the best interest of your association, this would be a good time for members to encourage their neighbors to meet inspection standards and ship milk, in order that it not be necessary to further extend the milk shed limits."

Not enough milk comes in now however, and producers and plant operators outside of the shed are clamoring to get in.

The News says that the principal reason for the limited production is due almost entirely to the low price of milk as compared to other farm products.

The Louisville, Kentucky market is reported short of milk. Emergency supplies were brought in. Chicago got milk way up state from plants that ordinarily sent in cream.

(Continued on Page 7)

Wisconsin Centennial Exposition

Wisconsin's 100th birthday will be celebrated by a gigantic Centennial Exposition, August 7-29, at the State Fair grounds, Milwaukee. Although the event is over eight months away developments are occurring so rapidly and progress is so great that Centennial officials are certain it will be the greatest celebration the state has ever witnessed.

For 23 days, on 225 acres and in more than 30 buildings the progress of the State of Wisconsin will be dramatically portrayed on one of the most modern exposition grounds in the nation. For over six months workers have been modernizing buildings, repaving the roads, and beautifying the grounds in preparation for this tremendous event.

"The Centennial Exposition will absorb in 1948 what before has been the state fair," according to Ralph E. Ammon, Director of the Exposition.

Indicative of the interest in the Exposition throughout the state and Middle-west is the tremendous demand for exhibit space. At this early date almost 50 percent of the available space on the grounds and in the buildings has been contracted. Onto this Exposition grounds will be transplanted the history of the progress of Wisconsin.

Twenty-three of Wisconsin's outstanding industries will portray the history of Wisconsin industry in one of the largest buildings on the grounds—the 80,000 sq. ft. Industrial Building. It is their intention to spend between \$200,000 and \$300,000 in preparing this dramatic presentation.

Women will have a great part in the Exposition as they had a great part in Wisconsin's first successful century. Under the leadership of Mrs. Herbert V. Kohler, Kohler, Wis., 100 of Wisconsin's outstanding women are planning a dramatic exhibition of contributions Wisconsin women made to the growth and development of the state.

Agriculture in Wisconsin will be depicted through four actual farms to be planted in the Agricultural Building. On each farm of the years 1848, 1873, 1898, and 1948, actual trees and plants will grow and be cared for as they were in their own period. Prof. Floyd Duffy of the University of Wisconsin, chairman of the exhibit, has announced that about \$60,000 will be used to build this portrayal of Wisconsin agriculture.

A committee of 25 of the outstanding men of every phase of the dairy industry is planning a dramatic exhibition of dairying through the century. Thousands of pounds of Wisconsin's dairy products and \$50,000 will go into this spectacular display. At the head of this committee are Gordon B. Reuhl, general manager of the American Dairy Association of Wisconsin, and E. K. Slater, Milwaukee.

For the first time in four years an Auto Show will be held on the Exposition grounds. Already the auto industry has contracted for enough space to fill two large Lannon stone buildings. One building will house Wisconsin automobile manufacturers and many automotive accessory firms. The other building will be a national showhouse. Among those already contracted are Chevrolet, Ford, Kaiser-Frazer, Nash, Four-Wheel Drive, Sterling Motor Truck Co., Oshkosh Motor Truck Co., Peter Pirsh & Sons Co.

Elaborate plans for many other exhibits are underway. The Wisconsin Conservation Commission has started construction of a log building and a three-acre display of the beauties and wonders of the state. A Transportation Building will tell the story of transportation by water.

(Continued on Page 6)

Membership Dues Raised

At the last annual meeting of your organization, the finances were discussed rather thoroughly. A motion was made, seconded and unanimously carried, that the dues per hundred pounds of milk, for the support of this organization, should be raised from one and one-half cent per hundred pounds to two cents per hundred pounds of milk, when and if the directors deemed it wise to do so.

The Board of Directors has given this question much study through the year and finally decided that in order to meet its obligations the dues should be raised to two cents per hundred, effective on milk shipped in November of this year and until further action by the Board of Directors or by the members in annual meeting.

Accordingly, dues will be at the rate of two cents per hundred pounds, on all milk delivered in November and paid for in December. Notice of this change was filed with the milk dealers on October 9, 1947.

NEW ANDIS ELECTRIC EAR CLIPPER



ONLY
\$15.
CASH

● Here is a precision built, magnetic-type electric Ear Clipper designed for clean, smooth hair removal. A favorite of leading horse and stockmen who find the Andis especially fine for grooming show animals. Light weight . . . quiet . . . easy to handle . . . fast. Completely housed in aluminum case. Black wrinkle finish. Available for 110 volt—60 cycle A.C. Current.

Order from your Saddlery House, Hardware or Implement Dealer

ANDIS CLIPPER COMPANY
DEPT. 37-L • RACINE, WIS.

Dairymen Urge U. S. to Give Food Plans Back to "Man of Experience, The Farmer"

American Dairy Association Moves Into Program to Meet Food Crisis, Combat High Living Costs, State Committeeman Reports

"Give the food production problem back to the man of experience—the farmer, to help meet the food crisis, combat high living costs and protect America's way of life by maintaining high levels of milk production."

This is the positive program of America's dairy farmers for utilizing "the world's most efficient food factory," the dairy cow, Bryce Landt reported today on his return from a 2-day policy session of the American Dairy Association's executive committee in Minneapolis.

Landt, President of the ADA of Wisconsin and Chairman of the National ADA Executive Committee, stressed that the program—adopted unanimously by dairy leaders from coast to coast—opposed rationing and price controls, favored a free market for greater production, and

(Continued on Page 7)

TRUSTWORTHY
CREDIT
QUALITY!
KINDY
Glasses
KINDY OPTICAL CO.
615 No. 3rd Street
MARquette 7225

(Continued from Page 5)

air, and land. Leading food and provision firms of the state and nation will be in operation in a special Food Building.

Wisconsin will have a celebration of her 100th birthday that will be remembered for many years forward.

The \$50,000 needed for the Dairy Industry Display at the Wisconsin Centennial Exposition must be raised by the dairy industry itself. Contributions are being sought from every branch of the Wisconsin dairy industry. An honor roll of persons making this display possible will be prominently posted on a plaque in the dairy building. Checks are to be made out and mailed to:

Bryce Landt, treasurer,
Wisconsin Centennial Dairy
Committee,
Wisconsin Dells, Wis.

Farm Bureau Had Good Meeting

Meeting in Madison in November, the Wisconsin Farm Bureau had over 600 people to listen to a good program and act on resolutions.

Growth in membership in six years from 2,000 to 25,000 was reported by James C. Green, Secretary. Commodity conferences on dairy, fruits, vegetables, poultry and livestock were a very worthwhile part of the state meeting. Contracts more favorable to producers of cash crops were urged after a report was presented by Wm. E. Black of Cash

Crops Cooperative which showed that growers of canning crop got much lower returns than did producers of other farm commodities. Farm Bureau wants soil conservation and some other federal agencies but do not want such agencies to take over the activities of farm organizations or to take sides in politics. Full production by farmer, labor and industry was advised.

Asher Hobson told the delegates that farm prices would be likely to stay high while this country continues to export large amounts of food.

Dairies Sell Out

The Welbes Dairy Co., located in South Milwaukee, sold its business and equipment to Richard Huebner. Mr. Huebner had been in the dairy business with his brother Victor, but sold his interest to Victor some time ago. Mr. Welbes had been in business for many years. He evidently feels that he has earned a rest.

Hosmanek Dairy, a small operator who has had quite a hard time making things go ever since it started several years ago in Cudahy, sold out to Victor Huebner, who took over the customers on December 1.

Echos of the trials and tribulations of the defunct Maple Hill Dairy, West Allis, were heard in Federal Court this week. This dairy was forced into involuntary bankruptcy action of a former employee. A large producer brought his statement from Maple Hill Dairy to this office. It took a little time and several conferences but we finally got the full amount, which was over \$300.00 for our member.

MILKING MACHINE TIMER

Time - Her - Rite. The bell makes timed milking perfection. Increases production. Makes expert operators. Reduces mastitis, stripping, hard milkers. Cuts milking time. A milking machine necessity. Thirty day trial, money back.



E. J. GENGLER

Box 851M Arcadia, Calif.

File Now for Your

WET GRAINS FOR WINTER

We will operate as before.

First come — first serve.

JAMES J. DONOHUE

8310 N. Ft. Washington Rd.
Milwaukee

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee

You Got Lice?

No? Maybe some of your cows and calves have. Hoard's Dairyman recently said—most appropriately, we think—It is no disgrace to the dairyman if his cows have lice—it may be if he lets them stay that way.

As a matter of fact, the 2 lb. bags of 50 percent DDT wettable powder which we keep in stock at the Co-operative's office give farmers a quick, easy and inexpensive treatment that will eliminate these costly pests.

It can be used, full strength, as a dust, but it works most thoroughly, easiest and fastest, used with water as a spray. We don't recommend spraying stock in the coldest weather, but in a good barn, the moderate amount of water needed does no harm. Use 1 lb. of the 50 percent DDT wettable powder to 2½ gallons of water in an ordinary compression sprayer, then a pint or so to a cow. Mix the powder by pouring it back and forth with two pails three or four times before you put it in the sprayer. Your stock will repay you in production—feed is too precious to waste it on lice.

If you need it, we have the 50 percent DDT wettable powder on hand and your hauler can get it for you.

(Continued from Page 4)

Chicago is our chief competition for market milk. The October price for Class I milk in Chicago was \$4.563; Class II was \$4.163; Class III, \$3.625 and Class IV, \$3.32.

The blend price was \$4.563 for October in the 70 mile zone. Five cents per hundred pounds was deducted from the gross blended price for administrative expense; advertising and plant program of Pure Milk Association. For November, the Class I price was \$4.525 and Class II, \$4.125. Price of Class III and IV are not announced prior to December 5.

December Class I will be \$4.325 and Class II will be \$3.945. This big drop in milk price in the Chicago market is due to a provision of the federal order for that market that provides for a premium overbase price of 70 cents per hundred for the months of December, January, February, March and April for Class I milk and 32 cents per hundred overbase price for Class II milk for the same months as against 90 cents over for Class I and 50 cents over for Class II for September, October and November. For May and June the Class I premium is 50 cents over Class I and 32 cents over for Class II.

Purpose in paying high premiums in September, October and Novem-

ber and a low premium in May and June is to induce producers to make more milk in the seasons of low production. How did it work out in Chicago this year? We quote from Pure Milk:

"Production on the 10th of November seemed to be at the low point for the year—365 pounds per herd or 39 percent below the June 1st peak of 597 pounds per herd.

"In comparing records for 1946 and 1947, we find that the high production was five pounds per herd higher this year than last and the low production was 21 pounds lower than last year's low. In other words, we have a wider seasonality in production this year than we had in 1946.

"It will be well for producers to remember that market demands are quite uniform throughout the year, that seasonal pricing is in effect at the present time, and that it will be advantageous to the individual producers and the entire market for each producer to make every effort to reduce his wide seasonal variation in production which exists at the present."

Twin Cities Milk Producers Bulletin reports that in Minneapolis and St. Paul that the paying price for 3.5 percent milk delivered to the distributors for October was for "A plus," \$4.16; "A," \$3.99 and "B," \$3.83.

Iowa Dairy Marketing News, Des Moines, Iowa, reports that \$4.55 for market milk for the first half of September with a five cent check-off fee.

Michigan Milk Messenger reports November Class I at \$4.90, Class II at \$3.97 and Class 2B at \$3.64 per hundred pounds.

(Continued from Page 5)

blasted the Truman food committee proposals as "dangerously unsound."

Truman Plan "Misses Mark"

"The Truman committee proposals to stop feeding grain to livestock," Landt said, "would miss their mark of helping to feed the world, and actually threaten permanent damage to America's food supply."

"On the other hand," he declared, "the farmer's livestock can turn feeds unsuitable for humans—fodder, hay silage grass and grain—in to the food basket as milk and meat for a hungry world."

"For every pound of grain the dairy cow consumes," he said, "she produces 5½ pounds of milk. In terms of wheat alone, for every pound consumed in the ration she gives more than 150 pounds of milk. In many sections, dairy cows pro-

Clip Cows Regularly With

**STEWART
CLIPMASTER**

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS
Cows, Horses
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with lower bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Powerful, air-cooled, smooth-running motor inside the Easy-grip handle. Model 51-1.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping. Model 1A.

Stewart clipping equipment is available at all good hardware and implement dealers

SUNBEAM CORPORATION

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

CLIPPERS

Sharpened — Repaired

Send all your blades and clippers to us for quick sharpening and repairing — we guarantee results.

WHOLESALE — RETAIL

**ANDIS, STEWART, OSTER
ANIMAL AND BARBER
CLIPPERS**

**WM. PUETZER
SERVICE STORE**

Route 4, Waukesha, Wisconsin
Highway 15, New Berlin

**BUILDER OF THE ICY-FLO
MILK COOLER—CUSTOM
BUILT**

duce milk without eating any grain. In fact, the national average shows that about three out of four quarts of milk are produced without use of any grain at all."

Sees Three Threats

In his report of the ADA conference to the farmers of this state, the dairy leader said, "Ill-advised planners have announced their intentions to place America on an all-grain diet instead of the balanced

DEPENDABLE DAIRYADE for BETTER DAIRYING

FOR FEEDING RESULTS—FEED DAIRYADE
and count your
lucky calves

results...

When it comes to raising your own herd replacements, it's *results* you want! And it's results that thousands of dairymen from coast to coast are getting with Dairyade year after year... dependable food of proven quality.



results...

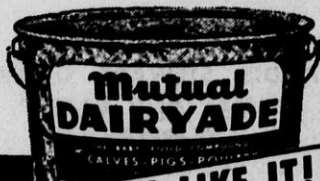
Results from coast to coast prove that Dairyade does the job. And after all, wouldn't you expect *results* when you feed Dairyade? Only Dairyade has the famous, fortified formula that makes it America's No. 1 baby animal concentrated food compound!* Start feeding Dairyade today—*sell* most of the milk you used to feed—and count *your* lucky calves!



results...

Dairyade Costs Less Than 6¢ per day—per calf

DEPENDABLE! FORTIFIED!



**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

Mutual DAIRYADE

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND
Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

and diversified fare that has made the American standard of living the envy of the world."

"Such a program," he declared, "offers a triple threat to the public welfare of the nation: (1) the health of the people; (2) the ability of America to feed even itself; and (3) the American system of balanced production of crops and livestock. An all-grain diet would confront this nation with the danger of famine whenever grain crops fail."

The association took its stand after committeemen from every section of the country presented regional evidence of crop conditions and food

needs. Typical of the reports were these:

MOUNTAIN STATES: "Huge crops of alfalfa and other forage will be wasted if they aren't fed to livestock, we've got to ship out our products in concentrated form."

DAIRY BELT STATES: "We are producing record quantities of cheese, evaporated milk and dry milk, providing concentrated food value and occupying minimum shipping space. Let's send more of these to hungry Europe."

SOUTHERN STATES: "Our grasslands are in condition to make

Troubled With Bottom-of-Bottle Dirt Rings?

If your present bottle conveyor line lubricant leaves a ring of dirt around the bottom of your bottles you can solve this troublesome problem by switching to Oakite Composition No. 6.

This finely balanced compound not only keeps conveyors clean to prevent bottom-of-bottle dirt rings, it also provides ideal surface slippage to reduce gate pressure and prevent costly bottle breakage.

Oakite Composition No. 6 may be applied by running chains through solution-filled trough. Or you may apply Oakite Composition No. 6 by the conventional drip method using dispenser specially designed by Oakite and supplied free of charge to Oakite customers. Complete details gladly sent on request. Write today!

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*

DAIRY RESEARCH DIVISION

Clipper Repairs

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

a tremendous contribution to the nation's greatest food challenge. Price controls will not solve the situation because they would tend to diminish the total supply."

NORTHERN PRAIRIE STATES: "The work of a century in building a sound agriculture, with dairying as the keystone, would be sacrificed and our food production impaired if reckless planning destroys our livestock."

EASTERN STATES: "Our dairy herds are going all-out to meet this new assignment. Today's dairy food prices are very much in line with hourly wages."

PACIFIC STATES: "Using grain as a supplement to huge stocks of roughage would add more milk, more meat and other essential foods to the food basket."

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 10

"By Farmers . . . For Farmers"

January 1948

Newsnotes From Your Dairy Council

It always brings your Dairy Council a sense of pride and privilege to report to our members some of the highlights of each month's activities in this publication.

And from our conversation with you, we have good reason to believe that you take time to read about and are very much interested in what your Dairy Council is doing for you and the dairy industry as a whole.

For this reason, I especially wish to apologize for not having a detailed report for you this month since your Dairy Council is in an especially busy hum these days carrying on its regular work along with plans for the National Dairy Council Conference on January 22 and 23. We shall all be looking forward to seeing you at this worthwhile meeting. You will find the program elsewhere in this issue of *The Milk Producer*.

Miss Marjorie Wiles, our assistant director, became Mrs. Ward Everett Brown on Saturday, January 3 at Waukesha Methodist Church in her home city. Dr. Brown will start the practice of medicine in Waukesha soon, and Mrs. Brown, we are happy to say, will continue as a member of your Council's staff, upon her return to the office on January 12.

We shall be looking forward to seeing you at the convention.

— Your Dairy Council Director

Annual Meeting

As stated in the December issue the Board of Directors decided on February 10 as the date of your annual meeting. Because this may be the last issue of the *Milk Producer* to reach you before February 10, you are again urged to be at that meeting. Business of importance to you as a producer of milk will be transacted.

Remember that you are a member if you are paying the check-off of two cents per hundred pounds of milk delivered. Official notice will go out at least ten days before the meeting. But Make Plans To Attend Now.

Guest Editorial Taken From
"Nation's Business":

The State of the Nation

The humble potato has played a considerable role in history. Failure of that crop in Ireland, a century ago, was the proximate cause of the famine which cut the population of Erin by one-third. A volume could not trace the full effect of the hundreds of thousands of Irish immigrants who then swarmed to this country.

It was in 1847 that the Irish potato crop fell away to almost nothing. It was in 1947 that a catastrophic decline in the English potato crop became apparent. The acreage sown has gone down, but the yield per acre is off even more. The total British potato crop for 1947 is estimated by the Ministry of Food as 20 per cent under 1946.

Writing of the Irish potato famine, the English historian J. A. R. Marriott says: "So severe and general was destitution that by June, 1847, no less than 3,020,712 persons (nearly 40 per cent of the population at that time) were daily supported on Government rations." But food subsidies did not avert starvation in Ireland a century ago. And they are not averting a destitution not far removed from starvation in England now.

On November 9, 1947, potato rationing went into effect in Great Britain, on the basis of three pounds of the tubers per person weekly. Cards must now be punched to obtain one of the few basic foodstuffs heretofore unrationed in Great Britain. The present potato ration is 11 per cent below the average pre-war consumption of this vegetable in England, and 44 per cent below the average consumption during the recent war, when the acreage planted in potatoes was greatly increased. Even this ration may have to be cut.

English historians, seeking to gloss a far from admirable chapter of English history, generally ascribe the Irish famine to the malevolence of nature. Bad weather was held responsible then, much as bad weather is blamed for the current decline in English production. Professor Marriott, however, went beyond climatic

irregularity to assert that "the most obvious" cause of the Irish famine "was the appalling rapidity with which during the last century and a half the people of Ireland had multiplied." The same might be said for present food shortages in England.

* * *

But there was one contemporary Englishman, the great Quaker Member of Parliament, John Bright, who was not interested in alibis for governmental failures, no matter whether the government was that of his own or another country. Early in 1848, speaking of "the agonies which have been endured by the population of Ireland," he told the House of Commons that:

We must retrace our steps. We must shun the blunders and, I would even say, the crimes of our past legislation. We must FREE THE LAND; and then we shall discover, and not till then, that industry hopeful and remunerated, industry free and inviolate, is the only sure foundation on which can be reared the enduring edifice of union and peace.

What John Bright was criticizing in this famous speech was absentee landlordism. What he meant by freedom of the land was the removal of state controls, exercised over Ireland from London, which made it virtually impossible for the Irish peasant either to own, or to improve, or even to cultivate intelligently the soil on which he labored. When arbitrary state controls produced the Irish famine, John Bright blamed neither the weather nor the Catholic Church. He put his finger on the source of the decay — a governmental system dedicated to suppression of individual initiative in behalf of a privileged governing class.

In the century since John Bright argued for "industry free and inviolate," the wheel has come full cycle in the British Isles. The Irish people have achieved their independence and, far from fearing famine, now eat in a manner which is the envy of their English neighbors. And there is bitter irony in the fact that the English Socialists, who worked devotedly for Irish freedom, have misguidedly fettered on their

(Continued on Page 5)

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

MArquette 3057 Milwaukee 5, Wis.

Vol. 20 January, 1948 No. 10

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription \$1.00 Per Year

January Class I Milk Is \$4.80

Meeting with the dealers on December 29, your Board of Directors reluctantly agreed on \$4.80 for Class I milk for January. The Board argued for more money because of increased cost of feed and labor.

The dealers said there was no margin at the present price and predicted considerable increase in supply of milk for January, stating that there had been a decided upturn in production. They evidently expect manufactured milk price to raise increasing the price of cream milk. December blend price will be five to seven cents higher than November due to a higher price for manufactured and cream milk.

January 22 and 23

Are important dates for our members to remember. The National Dairy Council will hold its Annual Winter Meeting and Conference here for the first time in its history.

The sessions are open to the public. Take a few hours off and hear about plans to promote greater use of dairy products.

No Tears Here

Student — "When I left my last boarding place the landlady wept."
Landlady — "Well, I won't. I always collect in advance."

Retail Milk Price Upped

On Jan. 1 the dealers announced that the retail price of milk was raised from 18 cents to 19 cents per quart.

Operating costs some of them dating back to last summer, principally extra labor cost, together with some that came into the picture later could not be absorbed. Passing this increase in cost on to the consumer was the only way out the dealers claim, if they were to remain solvent. Increase in cost of operating trucks, telephone rates, coal and numerous other items are cited by the dealers.

In Chicago milk retails at 22½ cents per quart and the store price is 21½ cents. This compares with 19 cents for home delivered here and 18 to 19 cents out of stores.

Please Read

President Truman's request that power to fix prices, wages, ration and control production and distribution be given him, needs thoughtful consideration and action.

We want to bring this Presidential demand and its possible results if granted, to the attention of our members. For that reason, an editorial taken from the magazine "Nation's Business" is given a place in this edition as a guest editorial.

This is a well considered, well written article that points the way which this country may go if more power to regiment our lives is given to government.

Rural Youth Is Offered \$19,000 in Premiums At Centennial Show

Premium awards totaling more than \$19,000, plus travel and transportation allowances will be offered to Wisconsin youth participating in the rural youth section of the centennial exposition, August 7 to 29, according to an announcement by Donald N. McDowell, chief of the administrative division of the state department of agriculture.

McDowell announced that the following youth events have been scheduled:

August 7-13 — Junior fair cattle; girls' demonstrations.
August 16-17 — Dress Revue.
August 16-19 — Boys' demonstrations.

The Take Off and Pay-Back Plan to Get Even Production

The Kansas City, Mo., market made deductions in May, June and July of twenty cents per hundred pounds of milk and paid the money back in October, November and December. Read what the Coop's paper says about the plan.

Reverse Payments

"Producers who delivered milk to the market in November received 32 cents per hundredweight under the Reverse Payment plan. The fund from which this money was paid was accumulated in accordance with the marketing order whereby the Market Administrator deducted two cents from the blend price during May, June and July and held it until the pay-back periods of October, November and December when one third of the aggregate amount is paid producers on the deliveries of each of those months.

"The rate of pay-back for October, was 28 cents per hundredweight. The rate for December cannot be determined until the total amount of deliveries for the period is known.

"Producers should consider the Reverse Payments as an incentive to produce more milk during the fall months." — Kansas City Cooperative Dairyman.

The Baltimore market has deduction in May and June and pays the money back in October and November.

August 18 — 4H Club Day; Little Theatre.

August 19 — FFA and FHA Day; Little Theatre.

August 20 — Judging contests.

Schedules for the judging of junior fair cattle have also been completed. On Monday, August 9, all beef breeds and Guernseys, Jerseys, Brown Swiss, Ayrshire and milking Shorthorns will be judged. Holsteins will be judged Tuesday, August 10, while the showmanship contest will be held Wednesday, August 11. Judging of hogs has been slated for August 9 and 10, and sheep for Wednesday, August 11. The swine and sheep showmanship contest and the junior sheep-shearing contests will be held on Thursday, August 12.

Easy to Fool

Wolf — "Do you know the difference between taxis and trolleys?"
Bait — "No."
Wolf — "Good, then we'll take a trolley."

IT IS EVERY MEMBER'S DUTY . . .

Test Variations

The old time worn question and problem of test variations from day to day and from period to period, shall be with us probably just so long as there are cows to milk. By and large most herds will run fairly uniform most of the time, but here and there you do find fluctuations up and down that do seem almost unbelievable. But still such variations are there—we find them and we must record them as such.

It is pretty generally agreed by authorities and by those of us who have had years of experience in this field that the weather plays a leading role in this matter of daily test fluctuations. Herds that are carefully managed where there is no sudden change in feed—where the daily routine is exactly the same will be found to show variations just as well as one not taken care of quite in a like manner. The answer to a big degree, must be the weather. A cow probably can be likened to we humans—she feels as we do, more or less, as the weather goes. At times full of pep and get-up—and at other times not so sharp.

Some extreme variations are due to sudden feed changes—off schedule milkings—cows in heat—just

to name a few. On the other hand, often times extreme jumps or drops are not caused by the herd itself. A can may have become tilted in the milk tank and water gotten in. Some producers are in the habit of shipping only full cans—if they aren't careful in stirring up the milk being used to fill the cans—they are apt to send in milk of high fat content on one day and low the next. Most weigh tanks and receiving receptacles in the dairies are constructed so as to properly agitate the milk so that when the sample is taken the milk has been thoroughly stirred. Here and there, of course, it is possible that the milk isn't stirred as well as it should be—this could happen easier in the case of a small shipper. Rough treatment in loading on the trucks or unloading where a cover is knocked off and cream lost will tend to cause variation. These last named causes of variations are mechanical and have no connection with the herd itself, but I mention them because they are possibilities. I want to record a particular herd recently sampled, a case we happened to know about and ran down to see exactly what caused this big variation.

Dec. 9	10	11	12	13	and 15
4.50	4.60	4.40	4.40	3.80	

Dec. 16	17	18	Average
3.60	3.40	3.30	4.00%

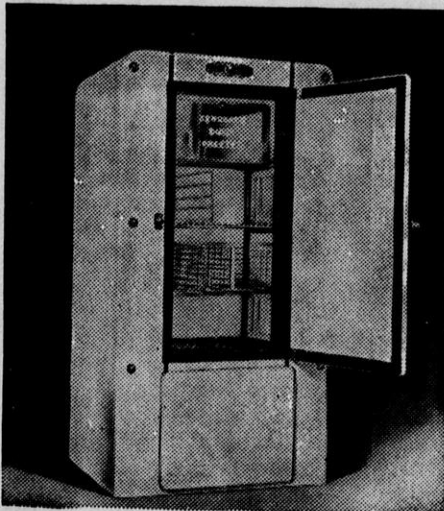
Here was a herd that normally ran around 3.50%; when the daily test period was started and the big jump noted, inquiry was made and we found that the herd was suffering to some degree from shipping fever and production had fallen off at least one third. Before the test period was completed the veterinarian had the herd back to normal.

In summarizing, may I suggest that at this time of the year when there is danger of freezing which might subsequently result in fat losses, do two things—don't fill the cans too full, stir or plunge the evening milk before it is sent on its way.

By filling to no closer than two inches of the cover, you avoid cream losses in two ways—if the can is treated roughly and the cover is knocked off the cream isn't so apt to be spilled off, if the milk should be subjected to freezing the cream won't freeze to the cover and get lost in that manner. It is just added insurance to stir the evening milk, redistributing the cream thoroughly through the whole body after it has had that chance to set over night.

Roy P. Knoll, Laboratory.

HERE'S YOUR ANSWER TO HIGH FOOD COSTS



FF 15
15 CU. FT. CAPACITY

✓ LIVE BETTER

✓ SAVE MONEY

with a

**WILSON ZEROSAFE FREEZER
ACT NOW AND SAVE!**

Take advantage of wholesale prices of meats, fruits and vegetables . . . buy in quantities at the peak of the season when the quality is best and the cost is lowest.

ACT NOW AND SAVE!

For Sale at the Following Dealers:

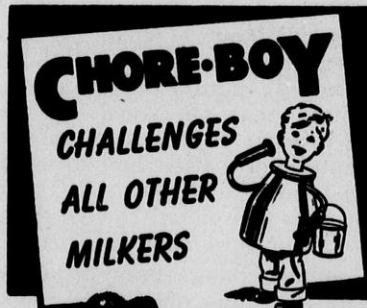
SINCLAIR SERVICE
Sussex, Wis.
**DOBBERPUHL
ELECTRIC CO.**
Grafton, Wis.
EICHSTAEDT BROS.
Waukesha, Wis.

**GENESEE DEPOT
GARAGE**
Genesee Depot, Wis.
**SCHMIT AUTO & SUPPLY
COMPANY**
Fredonia, Wis.

H. W. KUESTER & SONS
West Bend, Wis.
MARTIN & RINDT
Prospect Hill, Wis.
RASMUSSEN & HANSEN
Franksville, Wis.

**ZEIGELBAUER REFRIG.
& APPLIANCE CO.**
Hartford, Wis.
JOHN HERDA
St. Martins, Wis.
FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

ATTEND THE ANNUAL MEETING



CHORO-BOY
CHALLENGES
ALL OTHER
MILKERS

CHORO-BOY WILL
PRODUCE MORE
MILK FROM YOUR
HERD THAN MOST
OTHER MILKING
MACHINES

Dairy men report 10%
increase in milk pro-
duction — pays for it-
self in greater milk
production, time saved

Ask for a

FREE TRIAL
On Your Own Herd
Immediate Installation



**BALANCED
LOW VACUUM
PIPELINE UNIT**

FOR SALE

at the Following Dealers:—

★

SINCLAIR SERVICE
Sussex, Wis.

★

**DOBBERPUHL ELECTRIC
CO.**
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

The Theme of the 1948 National
Dairy Council Annual Meeting
Winter Conference is

Building Sales That Stay Sold

ANNUAL MEETING
Thursday, January 22

9:00 REGISTRATION — HOTEL
SCHROEDER

10:00 BOARD OF DIRECTORS
MEETING—Committee Room
— Seventh Floor — Hotel
Pfister

12:30 ANNUAL MEETING LUNCH-
EON — Fern Room — Hotel
Pfister — \$2.00 per plate.
E. W. Tiedeman—Presiding.

THE PRESIDENT REPORTS
Milton Hult

THE FOOD INDUSTRY
LOOKS AHEAD
Paul Willis

4:00 Adjournment

4:00 MEETING OF NEWLY
ELECTED BOARD OF DI-
RECTORS—Committee Room
— Seventh Floor — Hotel
Pfister

6:30 BANQUET — Crystal Ball-
room — Hotel Schroeder —
\$3.25 per plate — Entertain-
ment—Courtesy of The Dairy
Council of Milwaukee

Friday, January 23

9:30 MORNING SESSION — Ban-
quet Room

COMMUNITY SALES EN-
GINEERING

A. June Bricker, Director —
Connecticut Dairy and Food
Council; Elizabeth Sullivan,
Director — Dairy Council of
Milwaukee; B. Alene Theisner,
Director — Dairy Council of
Detroit; Cameron Peck — Co-
ordinator

NEW PRODUCT DEVELOP-
MENTS LEADING TO
GREAT SALES

Butter — S. T. Coulter
Cheese — G. H. Wilster
Ice Cream — A. D. Dahlberg
Milk — K. G. Weckel
H. H. Rathbun — Discussion
Coordinator

1:00 LUNCHEON MEETING —
Crystal Ballroom — \$1.75 per
plate

MARKETING FACTORS
AFFECTING DAIRY PROD-
UCTS SALES IN 1948

Walter B. Garver

New Members Welcomed By the Board of Directors, December 29, 1947

Antoine, Clarence — Belgium
DeRuyter, Walter — Cedar Grove
Egide, Frederick—Route 2, Ogon-
omowoc

Great Home Farms (G. J. Feider)
—Belgium

Herda, Ralph — Hales Corners
LeDuc, Norman — Route 2, West
Bend

Mayhew, Charles C., Jr. — R. 2,
West Bend

Schumacher, Nic — Cedarburg
Spoke, Chester R. — Route 1,
Nashotah

Wittenberg, Walter — Route 1,
Rubicon

DAIRY MONTH — YOUR SALES OPPORTUNITY

Plans for 1948

Neal Kelley

A JOB FOR ALL OF US

E. W. Tiedeman

3:30 ADJOURNMENT

Old Dairy Equipment Wanted for Centennial

Information as to the location of
unusual pieces of dairy equipment
used during the past 100 years is
being sought by the Centennial Ex-
position Dairy Committee.

One of the features of the dairy
show at the exposition will be a
museum, said E. K. Slater, Milwau-
kee, co-chairman of the committee.
In order to obtain a representative
display of dairy equipment used on
Wisconsin farms and in dairy plants
during the past century, the com-
mittee is anxious to learn the loca-
tion of items which would be suit-
able for the display.

“Do not send equipment to the
exposition headquarters,” Slater
said. “But if you know where pieces
of old and unusual equipment can
be found, please let us know. To
help us in making our selection,
indicate the age of the piece, who
owns it and where it is located, and
give a fairly detailed description as
to its size and weight, as well as
what it is used for.”

Information should be sent to “De-
partment A,” Centennial Exposition,
West Allis 14, Wisconsin.

Milwaukee and Chicago Milk Prices for 1947

Class 1	Class 2	Class 3	Blend		Class 1	Class 2	Class 3	Class 4	Blend
4.45	4.45	4.45	4.45	Jan.	4.567	4.187	3.867	3.418	4.31
4.30	3.79	3.54	4.10	Feb.	4.254	3.874	3.554	3.462	4.03
4.30	3.76	3.51	4.06	Mar.	4.221	3.841	3.521	3.271	3.94
4.30	3.64	3.39	3.95	Apr.	4.078	3.698	3.378	2.868	3.77
4.00	3.26	3.01	3.55	May	3.519	3.274	3.019	2.837	3.33
4.00	3.26	3.01	3.55	June	3.475	3.235	2.975	2.944	3.34
4.00	3.44	3.19	3.59	July	3.856	3.476	3.156	3.156	3.66
4.20	3.61	3.36	3.90	Aug.	4.154	3.774	3.454	3.441	4.05
4.30	3.84	3.59	4.10	Sept.	4.354	3.954	3.663	3.663	4.27
4.80	3.91	3.66	4.45	Oct.	4.563	4.163	3.625	3.320	4.47
4.80	4.09	3.84	4.65	Nov.	4.525	4.125	3.845	3.845	4.46
4.80	4.41	4.16	4.69	Dec.	4.325	4.025	4.262	4.260	4.26
4.35	3.79	3.56	4.09	Average Price	4.155	3.552	3.528	3.540	3.99

Milwaukee blend is estimated since dealers have slightly different blends. Chicago prices are for milk within the 70 mile zone and are 02c per hundred pounds less for each zone up to and including zone 18 after which there is a 01c drop per zone.

Chicago supply went down earlier in the year than Milwaukee's did.

(Continued from Page 1)

own people a governmental system as crushing as the one from which they helped to liberate Ireland.

On November 17, President Truman asked the special session of Congress for authority to impose a price-fixing, wage-fixing, rationing and production-allocation program going beyond anything which the American people endured as a part of the war effort. In a radio broadcast that night Senator Taft aptly referred to English experience under what the President has himself described as a "police state" economy. Said Mr. Taft:

The English have complete price control and rationing, and they haven't enough to live on. They have no incentive to get production. Men don't work longer hours, because there isn't anything to buy with the money they will earn. Surely, with that example before us, we don't want to socialize and regiment America.

The tragedy of the English experience should be better appreciated in this country. I have before me material from the official British Information Services, issued ten days before potato rationing went into effect in Great Britain. It points out that "Government subsidies control the price of basic foods" and mentions potatoes at 2¼ cents a pound as an illustration of the advantage of this price-fixing policy to the consumer. Almost before the ink was dry on this propaganda the British housewife found herself unable to buy more than three pounds of potatoes a week, and forced to queue up to obtain even that pathetic handout.

Ten years ago I was in Berlin, when the Nazis were going strong and very proud of their planned economy. But the anxious German people had a grim joke, passed around by word of mouth because in a police state no paper dared to print it. "Hitler keeps down the price of eggs," they said. "The only defect in his planning is — there are no eggs."

That is the catch in National Socialism everywhere. The British Government has certainly kept the price of potatoes down, but nobody in England can now have more than "one medium-sized boiled potato" a day. It is interesting to see how a "Ministry of Public Enlightenment" can play both ends against the middle. At the end of October the British Information Services were emphasizing the cheapness of potatoes. At the end of November they were emphasizing the scarcity of potatoes.

The potato is only a symbol, though an important one. If a controlled economy meant merely a shortage of this particular food, men would survive the hardship. The Irish peasants survived by emigrating to the United States. We are no longer so hospitable to immigrants. But we are glad to give of our surplus to save demoralized Europeans from starving in their own countries.

But that sort of help can never be more than a palliative. Before Ireland could become prosperous it had to be freed, as John Bright pointed out, of absentee landlords. Before England can become prosperous again it will have to be freed of absentee bureaucrats — those who are absent from productive enterprise so that they may hamper the production of others with countless

decrees, controls, taxes and regulations. There are fewer potatoes in Britain than there were two years ago. But in this period the Ministry of Food has added more than 10,000 employes to its payroll. By ironic coincidence, the percentage DECLINE in potato production is the same as the percentage INCREASE in official planning for agriculture.

Perhaps the most tragic part of the English picture is the effort to eliminate the disasters of a controlled economy by adding more controls. On December 8, conscription of labor, on the true National Socialist pattern, started in Great Britain. The first men and women to be drafted, for mining, agriculture and textile factories, are the "spivs" and "drones" — those who have no occupation or who live by betting operations and the like. Are there no "spivs" and "drones" among the 53,600 employes of the Ministry of Food?

The great majority of Americans are descendants of men and women who came to this country to escape those countless regulations which kept them from being productive in Europe. America today attests what men and women can do when they build on what John Bright called "the only sure foundation."

Will a free people accept the National Socialist devices which have been so disastrous for Europe?

—Felix Morley

Wanted—Powdered Milk And Cheese

A letter was received at this office on January 2, which a friend of ours, professedly well versed in the Ger-

(Continued on Page 8)

MILKING MACHINE TIMER

Time - Her - Rite. The bell makes timed milking perfection. Increases production. Makes expert operators. Reduces mastitis, stripping, hard milkers. Cuts milking time. A milking machine necessity. Thirty day trial, money back.



E. J. GENGLER
Box 851M Arcadia, Calif.

File Now for Your

WET GRAINS FOR WINTER

We will operate as
before.

First come — first serve.

JAMES J. DONOHUE
8310 N. Pt. Washington Rd.
Milwaukee

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee



KINDY OPTICAL CO.

615 No. 3rd Street

Marquette 7225

Superintendents and Judges for Centennial Youth Fair Announced

Superintendents and judges for the various divisions of the rural youth section at the Wisconsin Centennial Exposition to be held Aug. 7-29, were announced this week by Donald N. McDowell, chief of the administrative division, state department of agriculture.

Following are the superintendents: cattle, I. O. Hembre, Madison; swine, J. O. Beadle, Galesville; sheep, Jess Smith, Lake Geneva; poultry, Doris Gnauck, Milwaukee; dress revue, Agnes Hansen and Kathryn Gill, Madison; demonstrations, R. R. Rasmussen, Madison; judging contest, Dale Aebischer, Madison.

Judges who will serve during the exposition are: Holstein cattle, Howard Clapp, Oconomowoc; Guernsey cattle, Clarence Sheridan, Fond du Lac; other dairy cattle, Robert Miedermeier, Madison; beef cattle, Ralph Reynolds, Iodi; swine, Robert Grummer, Madison; sheep, Arthur Pope, Madison; and poultry, J. B. Hayes, Madison.

McDowell also announced changes which have been made in the cattle show. No grade cattle will be shown this year and premiums from this class have been added to the purebred awards. The aged cow class has been eliminated, making the two-year-old the oldest class.

In the swine division both boar and gilt classes for pigs farrowed be-

tween February 1 and March 1, 1948, have been added in the senior spring pig classification. In the sheep show, the "ewe class" has been replaced with a yearling ewe group.

Prizes in the county herdsman class have been trebled and fifteen prizes, starting at \$30, plus a traveling Centennial Exposition Memorial trophy, are being offered. Increased emphasis is being given to all showmanship contests, with separate contests for beef and dairy cattle, swine, and sheep. The Wisconsin Holstein Breeders are also offering a special \$10 award for the "Holstein calf born in 1948 having the name most commemorative of Wisconsin's Centennial year."

Make Plans for June Dairy Month Campaign

Preliminary plans are rapidly taking shape for the 1948 June Dairy Month campaign.

Organizational and promotional committees have met in Chicago at the call of E. W. Tiedeman, general manager of the Central Grade A Cooperative at Appleton, Wisconsin, who has served as general chairman of the campaign for several years.

"We find it increasingly necessary," declared Mr. Tiedeman in an announcement, "to work far in advance of the actual campaign."

"The organizational program is vast. Operating under the sponsors, we have a program chairman, who has two carefully coordinated phases of activity to direct: sales promotion and publicity.

"In the matter of promotion, regional committee chairmen are appointed, and under them state chairmen are set up. Finally, there are thousands of local chairmen, who in turn influence communities all over the nation.

"In the same way a detailed publicity pattern has to be established and committees set up, and Dairy Month headquarters must provide publicity kits and manuals for planned operations.

"Obviously, thousands of dollars are involved in this nation-wide promotion and publicity campaign for the dairy industry. Four color sales and advertising materials must be planned, created, and printed in sufficient volume to accommodate thousands of stores, all kinds of business enterprises and civic groups.

"Then, too, all these promotional and publicity materials have to be delivered to chairmen, industry leaders and communities all over the nation well in advance of the month of June itself. It is obvious that art and production schedules have to be carefully mapped months in advance, and then strictly adhered to."

Sponsor, promotion, and publicity committee meetings are being held, according to Mr. Tiedeman, "so that, with an earlier start, the 1948 campaign will be the best, in practical sales value, in the history of Dairy Month."

State Dairy Group Votes Centennial and Research Aid

The American Dairy Association of Wisconsin has authorized financial support of two projects designed for the advancement of the state's greatest industry—dairying, it was announced today by Gordon B. Reuhl, state manager.

Convening here Monday, the board of directors representing every branch of the dairy industry voted an appropriation of \$2,310 provided the cheese industry matches that amount, bringing the total to \$4,620 to be used by the University of Wisconsin to purchase equipment for special research in curing cheese.

Also approved by the board was an appropriation of \$5,000 toward the development of the dairy industry's greatest show at the State Centennial Exposition, August 7-29 at the State Fair Park, Milwaukee. Bryce S. Landt, president of the state ADA, said the national ADA is also making a substantial contribution to the Centennial dairy show, and the remainder of the budget

would be raised among members of the state's dairy industry.

Referring to the action of the board in making available funds for research equipment at the University, Landt, who is also chairman of the national administrative committee, said:

"The national ADA has approved the expenditure of approximately \$19,000 for investigations at the University of Wisconsin to study the behavior of proteins in curing cheese. Results should prove of great benefit to the cheese industry that has made Wisconsin famous."

He added: "The national association has a policy of not investing in equipment at the many educational institutions where its research projects are carried on. Lack of funds for equipment at the University of Wisconsin would cause a costly delay in starting the work. The new equipment will undoubtedly be used for research on all types and varieties of cheese in the future."

The American Dairy Association of Wisconsin is supported by a voluntary advertising set-aside from a majority of the dairy farmers in the state. It is affiliated with the national organization in the sales-promotion of dairy foods.

Producer-financed, controlled and directed, the association activities are directed to advertising, merchandising and research for dairy foods.

This year, Landt pointed out, by special action of the state board of directors who serve without pay, 85 percent of the funds set aside at Wisconsin dairy plants in June are being pooled for the national business action program.

Wisconsin Dairy Exposition

Of very much interest to all dairymen, homemakers, and anyone else whose business deals with milk and milk products in Milwaukee, Ozaukee, Washington and Waukesha Counties is the "Dairy Exposition," coming soon to this area. It will be held at the Nightingale Ballroom, at the junction of Highways 55 and 74, north of Milwaukee at 1:30 and 7:30 p.m., on Monday, January 26, and again at 10:00 a.m., and 1:30 p.m., on Tuesday, January 27, 1948. These four shows should give everyone an opportunity to view the show.

This exhibit has been prepared by the College of Agriculture at Madison and will consist of panel exhibits which will surround the hall, talks from specialists with opportunities for question, 4-H and F.F.A.

Clip Cows Regularly With

**STEWART
CLIPMASTER**

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS

Cows, Horses
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with lower bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Powerful, air-cooled, smooth-running motor inside the Easy-grip handle. Model 51-1.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping. Model 1A.

Stewart clipping equipment is available at all good hardware and implement dealers

SUNBEAM CORPORATION

(formerly Chicago Flexible Shaft Company)

5600 W. Roosevelt Rd., Dept. 57, Chicago 50, Ill.

CLIPPERS

Sharpened — Repaired

Send all your blades and clippers to us for quick sharpening and repairing — we guarantee results.

WHOLESALE — RETAIL

**ANDIS, STEWART, OSTER
ANIMAL AND BARBER
CLIPPERS**

**WM. PUETZER
SERVICE STORE**

Route 4, Waukesha, Wisconsin
Highway 15, New Berlin

**BUILDER OF THE ICY-FLO
MILK COOLER—CUSTOM
BUILT**

demonstrations, and many other features to interest all who attend.

One of the stars of the show is to be "Daisy," the talking cow. The entire show is a caravan type of affair, and will make many other stops throughout the State, so considerable time has been spent in preparing it, to make it as interesting and educational as possible.

Model dairy barns and milk houses will be there to see. Also

(Continued on Page 8)

DEPENDABLE DAIRYADE for BETTER DAIRYINGFOR FEEDING RESULTS—FEED **DAIRYADE***and count your
lucky calves*

raise



More dairymen the country over are raising their own calves—and more dairymen the country over are feeding Dairyade to their own calves. It's the right combination—raising your own calves!—feeding Dairyade!

your own



University experiments and on-the-farm cases prove that average herds can be built to high producers—almost doubling their production in three generations—by culling, proper breeding and feeding.

calves

Remember, better producing herds mean lower production costs—higher profits. Feed Dairyade—*sell* most of the milk you used to feed—and count *your* lucky calves!

Costs less than
6¢
per day—per calf

IT'S DEPENDABLE! IT'S FORTIFIED!

**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

Mutual DAIRYADE

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND
Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

(Continued from Page 7)

many labor saving ideas to reduce the estimated 55% of the time of the average Wisconsin dairyman which is spent doing farmyard chores. In case you'd like to know more about how electricity can help you or some good ideas on getting running water in your buildings, you can find these things at the Exposition.

For Dairy Plant Operators, there will be a model Dairy Plant arrangement. Three new trucks and new milk truck bodies will carry the exhibit around the State and will be on exhibition at each stop. Milk

haulers will want to see and ask questions about them.

The dates again—Monday afternoon and evening, January 26, and Tuesday morning and afternoon, January 27, at the Nightingale Ballroom.

County Agents of the four counties are making local arrangements and local Dairies and the Milwaukee Cooperative Milk Producers are helping to sponsor it.

DON'T MISS IT!

(Continued from Page 5)

man language says is a request for powdered milk and cheese. The

NEW CLEANING TIME - SAVER

LAATEST post-war advances in detergent chemistry are built into this new Oakite cleaning compound, specially prepared for dairy clean-up crews.

OAKITE COMPOSITION NO. 83

contains superior wetting agents which make possible faster, more thorough cleaning. Special protective ingredient prevents cracking and irritation of the skin. Instantly soluble, free-draining, water-softening. Use it for all your sanitation chores around the dairy. Ask the man below for free, full details. No obligation.

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

OAKITE *Cleaning &
Germicidal
Materials*
DAIRY RESEARCH DIVISION

letter follows, maybe you can read it easier than the editor:

“Es wird bestätigt, dass Herr Dr. Ing. Viktor Brudny, München, Hildgardstr. 8, wegen einer subacuten Gastroduodenitis mit Cholengitis in fachärztlicher Behandlung steht, und dass er zur Wiederherstellung seiner Gesundheit dringend Milchprodukte, besonders Trockenmilch and käse benoetigt.

Dr. Otto Kuchenbauer.

Administration Submits A New Recontrol Measure

The Administration submitted to Congress Dec. 15 a bill to provide for the temporary recontrol of prices and wages. Under the terms of the bill maximum prices would be fixed on the basis of prices prevailing between June 15 and June 30, 1947.

The draft of the Administration bill was submitted to the House Banking Committee and the Senate Banking Committee by Secretaries Krug, Anderson, Harriman and Schwellenbach.

It is agreed that the bill has very little chance of meeting the approval of the present Congress unless conditions become much worse than they are now.

— Washington Situation.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 20—Number 11

"By Farmers . . . For Farmers"

February, 1948

Newsnotes From Your Dairy Council

The year 1948 holds sound promise of two vital things:

- 1, Fairly stable prices, and
- 2, A continuation of a good market for milk and dairy products.

The forecasts came respectively from Paul S. Willis, president of the Grocery Manufacturers of America, New York, and Walter Garver, agriculture economist of the Federal Reserve Bank of Chicago.

They were featured speakers at the annual meeting-winter conference of the National Dairy Council, which has just concluded a three-day session here that was attended by Dairy Council workers from 55 key markets of the nation, and hundreds of dairy industry leaders from Wisconsin and the midwest. Your Dairy Council was host to this enthusiastic group.

Although he saw no particular change in food prices for 1948, Mr. Willis declared: "We cannot pass unnoticed the implications of the Marshall Plan. Leaders in the great American food industry have a more distinct stake in seeing that it is sound than does any other group in the country, because a large part of the Marshall Plan consists of food."

Stressing the need of a long-range program, Mr. Willis said:

"Our planning in the food business must be toward producing larger quantities of better foods. I can not see a time in the future when we will again resort to a policy of restricted production on the farms or in the factories."

Mr. Garver's economic views supplemented those of Mr. Willis. In his forecast for 1948, he asserted:

"On the demand side, as far as consumer incomes are concerned, the expectation at the moment is that 1948 will bring a continuation of a good market for milk and dairy products."

Asserting that "nutrition education has been responsible for the increase in fluid milk consumption," Mr. Garver said:

"How much of such gains we shall be able to hold in the year ahead it

is not possible to measure, but there is good reason to believe that at least a part of them will be relatively permanent."

Both speakers urged wide expansion of research. Mr. Willis declared:

"I am filled with enthusiasm and confidence in the ultimate welfare, because I see that through all the confusion of our past years, fine organizations in the food business, and especially such fine organizations as exist in the dairy industry, of which your National Dairy Council is the shining example, have kept your work directed toward cultivation of essential things.

"Human nutrition and the study of the uses which milk and its products may perform in this have been your creed. You have developed ways and means through the whole educational system of teaching materials. Your attitude has been such that this material has been accepted both because of its content, and because of the devotion which you have had to the cause of better human nutrition.

"The work of your organization has been magnificent. Many lives have been more healthy, many people, because of better strength, have had the courage to meet every day's work, because you have shown the way."

The membership of the National Dairy Council elected 10 new members to its board of 40 directors. They included: Mark Kieffer, Jersey City, N. J.; R. M. Steinhauer, Madison, Wis.; E. J. Davidson, Chicago; O. R. Thompson, Medford, Wis.; L. F. Friend, Memphis, Tenn.; Howard F. Simmons, Detroit; George Fullenwider, Carleton, Ore.; and David M. Mojonner, Chicago.

The new board elected Milton Hult, of Chicago, to serve his 12th consecutive year as president of the Dairy Council. Other board officers were reelected, and are as follows: W. A. Wentworth, of New York City, and John Ladd, of Chicago, vice presidents; G. E. Wallis of Chicago, treasurer; Wilbur G. Carlson of Chicago, secretary; and D. M. Raffel, assistant secretary-assistant treasurer.

Board members, industry leaders and Dairy Council workers packed a

convention hall to hear four experts discuss new developments in products manufacture.

Speaking on butter, Dr. S. T. Coulter, professor of dairy husbandry at the University of Minnesota, declared:

"Perhaps the best evidence that the American people want butter is that, rightly or wrongly, butter more than any other product has borne the brunt of public reaction to higher prices. Evidence may be produced to show that the price of butter is not out of line with that of other commodities or current wage prices."

Predicting more and better butter in 1948, Dr. Coulter said:

"The continuous churn, if completely successful, may eventually have a profound effect on creamery organization since, if lower manufacturing costs result, the present trend toward consolidation will inevitably be hastened."

Speaking on milk, Dr. K. G. Weckel, professor of dairy industry at the University of Wisconsin, declared that science is planning to take the air out of milk, in order to improve its flavor and to increase its vitamin C.

"Within the past few years," Dr. Weckel said, "There has been a very rapid development in the distribution of pasteurized milk from larger urban centers to small outlying communities. The development in this direction has been through three factors: improved quality of milk and pasteurized products, greater variety of dairy products, and effectiveness in the educational work of those interested in public health."

Speaking on cheese, Dr. G. H. Wilster, professor of dairy manufacturing at Oregon State College, asserted that cheese consumption has increased a third since 1937, and said that 1948 might easily break the all-time record set last year.

"The future of cheese," said Dr. Wilster, "will depend on two things: 1, cheese must be of superior quality and always true to type; 2, research should be increased and more strongly applied to industry.

"Such research," he added, "will pay great dividends. Quality will
(Continued on Page 4)

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 20 February, 1948 No. 11

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

GOVERNOR RENNEBOHM

Acting Governor Rennebohm as he has chosen to term himself, pleased the big crowd attending the Dairy Council Conference luncheon on January 22. Introduced as the owner of a dairy farm and a breeder of good dairy cattle, the Governor said that obviously could be the only reason that he was present, for he could not hope to get many votes out of that crowd since there were so many people present from other states.

PREDICTIONS

Paul Willis, president of the Grocery Manufacturers of America, speaking at the annual meeting of the National Dairy Council in Milwaukee on January 22, predicted a strong market for all food products. He stressed the need of food in foreign lands and the strong buying power of our own people. Farmers should hold on to their dairy cattle, the speaker said, because the land, source of all life, would run down very fast unless cattle are kept in goodly numbers.

Walter B. Garver, agricultural economist of the Federal Reserve Bank of Chicago, did not seem to be quite so hopeful that everything looks rosy when he talked to the same group, but seemed to think that the demand for food would continue to be strong for some time to come.

BUTTER

Butter too high in price! Can't afford to eat it! Hope that none of our members is saying anything like that. Sure butter is higher than it used to be, but not too high considering the cost of feed, labor and all other expense that goes into producing and marketing it. Not too high compared with the hourly wage scale either. Common labor in the building trades earns from \$1.35 to \$1.50 per hour with double time for Saturday. Used to be considered fair if an hour's labor paid for a pound of butter.

The big daily papers and all the uplifters are asking that oleo be tax freed. How dumb they are not to know that oleo price would be upped by at least that amount and the manufacturers would take the profit. The people who cry for the removal of the oleo tax would be doing a worthwhile service to the people whom they profess to want to help, if they would tell how much better butter is than the imitation product which they want untaxed.

Haulers Doing a Good Job

Sub-zero weather and considerable snow in cross roads and drives have made the milk haulers' job a tough one. Just the same the milk came in pretty much on time and in only a few instances did our technicians find frozen milk when taking samples at the dealers' plants.

Nearly all of the farmers are keeping their driveways in passable shape. It pays to cooperate with the milk hauler so that he can make the rounds on time and without too much strain on his truck. Gas, oil and parts come pretty high as we all know too well.

American Dairy Assn. Annual Meeting

The tenth annual meeting of the American Dairy Association of Wisconsin will be held at the Retlaw Hotel, Fond du Lac, February 17, it was announced today by Gordon B. Reuhl, state manager.

The business session will be called to order at 1:30 p.m. and the program will run afternoon and evening, a new departure from former years when the day's activities began in the morning and concluded in the afternoon.

Boston Market Proposes A New Formula

A new formula for pricing milk has been worked out by a group known as the Boston Milkshed Price Committee for the Boston Market. Dissatisfied with basing price of Class I milk on butter and skim milk powder the committee has come up with something which seems somewhat revolutionary. This committee composed of New England milk economists from various Universities and Experiment Stations along with employees of milk companies and producers' organizations really have something new to offer. Boston operates under a Federal Market Order and much dissatisfaction has developed because the formula based on butter and skim milk powder has lagged behind production costs and some competitive factors. Suspension of the order has been resorted to in order to make adjustments in price to such an extent that the order did not mean too much and was often criticized as being unworkable.

The proposed formula is gotten at by taking the index of department store sales in New England, the grain labor index and the index of all wholesale prices in the United States, add all these and then divide by three and there you have it. Simple, isn't it? There are some other things that the committee says must be considered like arriving at a balance between receipts from producers and fluid sales. Balancing production between flush production and short seasons. Keeping producer prices and income fairly satisfactory. And then, of course, a stable market. Other markets notably the great New York market may be vitally affected by the Boston plan if it is put in operation.

PRICE TRENDS

Prices of dairy products are very strong in marked contrast to prices in January, 1947.

Condensery price for January was \$4.30 for most of the large plants as compared to \$3.86 for January, 1947.

Milwaukee Class I was \$4.80; Class II or cream milk \$4.56 and Class III or manufactured milk \$4.31 with a blend of about \$4.70+.

In January, 1947, after a fourth conference, a blend price for all milk of \$4.45, or 40 cents less than in December, was agreed on. Chicago blended out at \$4.31 as against \$4.81

for the previous month. Butter and cheese prices were much stronger than January and continue so through the first week in February.

Fieldman Service Added By 258 Plants in Wisconsin During 1947

During the past year 258 Wisconsin dairy plants adopted the patrons' field service plan, a recent survey made by the dairy division of the Wisconsin Department of Agriculture reveals.

At the end of 1947 there were 880 Wisconsin plants using the field service for control of quality production problems, H. J. Weavers, chief of the state dairy division, announced. There are now 407 fieldmen working for Wisconsin dairy plants.

The district comprising Iowa and Lafayette counties leads the state in number of dairy plants using the fieldman service. The survey showed 80 plants in this area in which the plan is being used. Dodge county district is second with 78 plants, and the Clark-Wood county district third with 76.

(Continued on Page 4)



Now the makers of B-K Powder offer you a new and effective product especially designed to remove or soften milkstone. Use it on milk pails, milk can strainers, milking machine teat cups and milk lines. Use it either of these two ways:

1. **SPOT APPLICATION**—apply it to the milkstone area with cloth or brush.
2. **SOAK METHOD**—fill the utensils with a solution of Pennclean.

In both methods, let stand for few minutes, remove softened stone with brush. Pennclean has been thoroughly tested in two of the large milk producing areas. It mixes easily with water, spreads rapidly, penetrates milkstone and milk solids. It's safe for tinned copper, tinned steel, stainless steel, glass-lined equipment. Produces no unpleasant odors or fumes. Costs little to use. Send for full information on Pennclean. Available in quarts and gallons for farm use.

B-K* CHLORINE-BEARING POWDER—backbone of quality milk programs for many years. Contains 50% available chlorine, easy to use, economical.

B-K* LIQUID—handy germicide and bactericide of a hundred uses, both around the farm and in the home.

*REG. U. S. PAT. OFF.



B-K DIVISION

PENNSYLVANIA SALT MANUFACTURING COMPANY
1000 Widener Building Philadelphia 7, Pa.

NEW ANDIS ELECTRIC EAR CLIPPER



ONLY \$15. CASH

Here is a precision built, magnetic-type electric Ear Clipper designed for clean, smooth hair removal. A favorite of leading horse and stockmen who find the Andis especially fine for grooming show animals. Light weight . . . quiet . . . easy to handle . . . fast. Completely housed in aluminum case. Black wrinkle finish. Available for 110 volt—60 cycle A.C. Current.

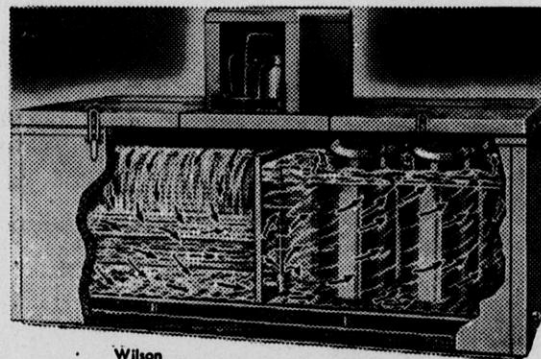
Order from your Saddlery House, Hardware or Implement Dealer

ANDIS CLIPPER COMPANY
DEPT. 37-L • RACINE, WIS.

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- **AUTOMATIC SELF-LEVELING WATER BATH** with
- **FAST Cooling of TWO Milkings Daily** and
- **SAFE Storage for BOTH** without rehandling cans.
- **LIFE-TESTED** for low-cost maintenance and long life.



Wilson Packaged-Unit MODEL ZF8-HX50 This model cools & stores 8 cans daily! Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS

Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

ACT NOW AND SAVE!

For Sale at the Following Dealers:

SINCLAIR SERVICE
Sussex, Wis.
DOBBERPUHL ELECTRIC CO.
Grafton, Wis.
EICHSTAEDT BROS.
Waukesha, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.
SCHMIT AUTO & SUPPLY COMPANY
Fredonia, Wis.

H. W. KUESTER & SONS
West Bend, Wis.
MARTIN & RINDT
Prospect Hill, Wis.
RASMUSSEN & HANSEN
Franksville, Wis.

ZEIGELBAUER REFRIG. & APPLIANCE CO.
Hartford, Wis.
JOHN HERDA
St. Martins, Wis.
FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.



CHORE-BOY WILL PRODUCE MORE MILK FROM YOUR HERD THAN MOST OTHER MILKING MACHINES

Dairymen report 10% increase in milk production — pays for itself in greater milk production, time saved

Ask for a **FREE TRIAL** On Your Own Herd Immediate Installation

FOR SALE

at the Following Dealers:—

★

SINCLAIR SERVICE
Sussex, Wis.

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

★

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

★

H. W. KUESTER & SON
West Bend, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

COUNCIL (Continued from Page 1) improve, costs will be reduced, and consumption will increase."

Speaking on ice cream, Dr. A. C. Dahlberg, professor of dairy industry at Cornell University, declared:

"Future sales of greater volume will be made most easily with an ice cream that has more taste appeal. Basically this means that the flavor characteristics preferred by consumers should be ascertained by consumer tests."

Predicting the development of novelties, cup sundaes and special flavors, Dr. Dahlberg added:

"It is valuable to know that ice cream is a good food. It contains the food element of milk fortified with milk solids, sugars and flavors. In many instances, ice cream is consumed primarily because it is nutritious. Hence, the broad educational program of food value as developed by the National Dairy Council is especially desirable."

New educational materials were shown at the conference. As a part of the hospitality extended by your Dairy Council as conference hosts, the Milk Waukee Bar was provided for the convenience of guests.

Guests at the bar consumed 115 gallons of ice cream (and they had hot fudge and fresh fruits for garnish), 2,500 small bottles of milk, and more than 75 pounds of cheese — all provided as a compliment by dairy interests in Milwaukee.

Milwaukee said WELCOME in a great big way to the National Dairy Council with lighted signs on the City Hall, the Electric Company's sign on the Wells Street Bridge and the Pabst rotary sign on Kilbourn Avenue.

Window displays at Gimbels' and the Boston Store dramatized the educational program of the Dairy Council. One of the window displays included the following message:

"Dairy foods from America's Finest Farms bring wholesomeness to your table . . . balance to your diet and health to your family.

"Eat Some Dairy Foods Every Day."

Thousands of passersby daily observed these good lessons on dairy products which came through the co-operation of these Milwaukee department stores. Newspaper coverage was very well done. The Milwaukee Journal and Milwaukee Sentinel editors and photographers cooperated with the conference press headquarters.

Paul Willis, Thursday's guest speaker was interviewed on station

NEW MEMBERS January, 1948

Leonard W. Peter, R. 3, Kewaskum.

Edward Pamperin, R. 1, Allenton.

Fred Supple, Jr., R. 3, Fond du Lac.

Jacob P. Weninger, Brownsville.

Tony Albert, R. 2, Fond du Lac.

Vincent Costello, R. 3, Fond du Lac.

Arthur Young, R. 1, Rubicon.

Harold Kumm, R. 2, Box 236C, Hales Corners.

Leo Polster, R. 1, Box 447, South Milwaukee.

Vernon Hecker, Sussex.

WISN at 4:15 Thursday by Ann Leslie; and Nancy Gray of WTMJ had a transcribed interview with Mr. Willis, which told of the Dairy Council Conference and went "on the air" at 8:30 a.m. Monday, January 26.

Over one hundred leaders of professional, educational, and consumer groups in the Milwaukee area attended the opening luncheon of the conference at the Hotel Pfister — a real tribute to the community's interest in and appreciation of your Dairy Council's and National Dairy Council's program.

FIELDMEN (Continued from Page 3)

"Patrons' field service has enjoyed a consistent, strong, and healthy growth in Wisconsin," Weavers said. "The survey shows that there are plants using the plan in each of the 24 dairy inspection districts of the state.

"Wisconsin milk producers like the plan because it gives them prompt, friendly service whenever they run into problems of quality production," Weavers stated. "Dairy plants like it because it helps them to solve quality problems quickly when they arise and prevent losses to their patrons through lowered quality of the product marketed by the plant."

Council of Farmer Cooperatives Names Rathbun President

H. H. Rathbun, New Hartford, N. Y., was elected president of the National Council of Farmer Cooperatives at the nineteenth annual

(Continued on Page 5)



Cow Clipping Benefits Five Ways Says Dairy Expert

“Be sure to guard against a **FLANK ATTACK** if you want to produce high quality milk,” says Dr. H. A. Bendixen, in charge of dairy manufacturing at the State College of Washington.

“Millions of enemies, in the form of quality lowering bacteria, are massed under cover of the dirt clinging to long hairs on both flanks of the cow. They are bound to infiltrate into the milk at milking time, causing a low quality milk and reduced returns to the dairyman. To prevent this infiltration by bacteria it is necessary, first of all to reduce the cover, which hides and shields the enemy, by keeping the hair clipped. Thus, filth and bacteria have less opportunity to cling to this vantage point above the milk pail.

“The hair of the cow becomes especially thick during winter,” says Dr. Bendixen. “At the same time, the overnight stabling or sheltering of the cows increases the dirt on the cows’ flanks, udder, belly, and tail. Keeping the hair on these parts clipped, (a) reduces the labor of keeping the cows clean, (b) reduces the sediment rate of the milk, (c) lowers the bacterial count, (d) improves the flavor, and (e) increases the keeping quality.

“The well-groomed man and the well-groomed cow are the hallmarks of success today. This is an age of dairy progress, so be up-to-date and clipper-wise in your methods. Use a clipper every few months, and

you’ll be proud of your cows and the quality of the milk you sell. Above all, top quality milk production pays off in greater profits!”

There Are Those

in the creamery business, or allied with it, who think it unwise to adopt strenuous methods in dealing with the arch enemy of butter — oleo. They want to be “fair” to the enemy and often, in their anxiety to do so, they lean backwards. Just put this in your big book. The oleo maker depends for business upon supplanting butter with oleo, and he and his kind are out to put you and your kind out of business wherever and whenever he can. We don’t blame him a bit. It is his business to do it, but we submit that it is poor policy not to use any strength we have in combatting his effort. Put him out of business, if you can. That is exactly what he is trying to do to you.

RATHBUN (Continued from Page 4) convention held in Chicago, January 5 to 9. He is president of the Dairy-men’s League Cooperative Association, Inc., New York City.

Rathbun was born in New Mexico but after graduation from Culver Military Academy and agricultural study at Purdue University, he purchased a farm in New York State. He now has developed this farm into a 1,000-acre operation where he carries on dairying and general farming.

During the war he served as a member of the New York State Food Commission. He is one of the pioneer

DISINFECTAB

QUATERNARY AMMONIUM COMPOUND FOR RINSE SOLUTIONS

Lower “bacteria counts” save time, labor and waste.

No mismeasure or guesswork with handy Disinfectab. Don’t irritate hand or animal, non corrosive to metal, protects costly milk machine, pails etc.

Last all day. Don’t evaporate or lose germicidal. Meets many needs.

STABLE SOLUTIONS

Up to 40% savings. No mismeasure or waste to endanger bacteria control. 2 tabs in gallon yield 200 PPM sterilizing solution in 100 degree or coldest water.



quick
safe
sure

Ideal for deodorizing. Many home and farm uses. Hatchery, poultry, pens.

**SPRAY RINSE
MOP PAIL SOAK**
bottle In case
200 — \$1.95 — 24 bot.
500 — \$4.95 — 12 bot.

Save 10% in case lot thru your usual supplier.

Stocked by Leaders, or write



Just Drop In Water

**RESCO, 804 E. Michigan St.
Milwaukee 2, Wis.
Phone MARquette 4883**

DISINFECTAB

QUATERNARY AMMONIUM COMPOUND FOR RINSE SOLUTIONS

members of the Dairymen’s League Cooperative Association and has been on its executive committee for 23 years.

Value of Buildings Equals Land, Farm Reporters Declare

The Wisconsin farmer now values his building almost as much as the land in his farm, according to the crop reporting service of the Wisconsin (Continued on Page 6)

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee

File Now for Your

WET GRAINS

FOR WINTER

We will operate as before.

First come — first serve.

JAMES J. DONOHUE

8310 N. Pt. Washington Rd.
Milwaukee

VALUE (Continued from Page 5)
consin and United States departments of agriculture.

In their December reports, Wisconsin dairy correspondents were asked to estimate the percentage distribution of their investment in real (Continued on Page 8)

Many Dairies Shift To Pasteurized Milk State Survey Shows

Dairies supplying fluid milk for Wisconsin consumers are steadily shifting from raw to pasteurized milk, a survey by the dairy division of the state department of agriculture reveals.

During 1947, the survey shows, 61 dairies installed pasteurizing equipment and began deliveries of pasteurized milk to all their customers. This trend has been under way for a number of years, according to H. J. Weavers, chief of the dairy divi-

sion, and today 93 per cent of all bottled milk sold in Wisconsin is now pasteurized.

"With more and more dairies installing pasteurizing equipment the department anticipates that it will be only a comparatively short time before practically all bottled milk sold in the state, with the exception of Certified milk, will be pasteurized," Weavers said. "This will give consumers of fluid milk the added protection which pasteurization provides in assuring a safe milk supply."

The department survey shows that the shift from raw to pasteurized milk during 1947 was most pronounced in the northwestern part of the state. The change is an illustration of the desire of dairy plants to improve their product. Increasing popular demand for pasteurized milk, and the adoption of city and village milk ordinances requiring pasteurization of fluid milk have also been a factor in bringing about the change. Major Wisconsin cities which have adopted such milk ordinances during the past year include Oshkosh, Wausau and Fond du Lac.

Current Grain Conservation Ties in With Long Range Program

Grain-saving suggestions for dairy farmers, as outlined in the current "grain conservation on farms" program of the U. S. Department of Agriculture, tie directly in with the objectives of the long-range dairy program which was launched earlier in cooperation with the Dairy Indus-

try Committee, says a recent joint release of the department and committee.

The long-range program has been directed toward increased production of good quality roughage, and the current grain-saving program recommends that farmers feed increased amounts of good roughage to reduce requirements for grains and other concentrates, the statement explains.

Specific suggestions for dairy farmers conserving grain are:

Roughage consumption can be increased by giving barn fed cows a fresh supply three or four times a day, and by supplementing pastures with hay throughout the season.

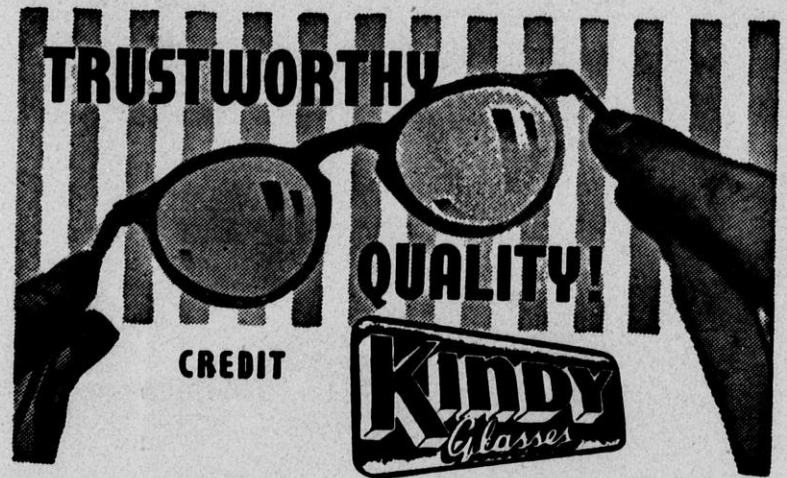
When roughage supplies are limited and a choice must be made, the milking cows and young calves should receive the best roughage, while the less palatable roughage may be fed to dry cows and heifers.

Dairy heifers getting adequate amounts of good roughage can get along with grain after one year of age until shortly before calving time.

Dry cows can be fed to good calving condition with little or no grain if given adequate amounts of good roughage.

Maximum use should be made of late fall and winter grazing. Early in spring grazing can be advanced by fertilizing pastures with nitrogen.

Such grain that is fed to milking cows should be on the basis of their individual production in accordance with the following time-tested formula: Cows on good roughage producing no more than 12 pounds of high-



CREDIT

KINDY OPTICAL CO.

615 No. 3rd Street

Marquette 7225

test milk or 18 pounds of low-test milk a day need no grain. Cows producing more than these amounts should be fed only enough grain to provide the nutrients for the extra milk. For each 5 pounds of high-test milk produced daily in excess of 12, feed 2 to 2.2 pounds of grain; for each 5 pounds of low-test milk produced daily in excess of 18, feed 2.5 to 2.8 pounds of grain.

Seek Old Dairy Equipment for Wisconsin Centennial

Unusual pieces of dairy equipment used during the past century are being sought by the Wisconsin Centennial Exposition Dairy Committee. This equipment will be used to help give authenticity to the panorama of industry progress to be presented in the dairy building at the Centennial Exposition in August, 1948, at State Fair Park, Milwaukee. Co-chairmen of the exposition dairy committee are E. K. Slater, Milwaukee, and Gordon Ruehl, Madison.

One of the features of the dairy exposition, Mr. Slater reports, will be a museum. In order to obtain a representative display of dairy equipment used on Wisconsin farms and in dairy plants during the past century, the committee wants to learn the location of items which are suitable for the display.

"Do not send equipment to the exposition headquarters," Slater urged. "But if you know where pieces of old and unusual equipment can be found, please let us know. To help us in making our selection, indicate age of the piece, who owns it, and where it is located, and give us a fairly detailed description of its size and weight, as well as what it was used for."

Information should be sent to Department A, Centennial Exposition, West Allis 14, Wis.

The dairy industry will be the only Wisconsin industry to have a complete building for itself at the Wisconsin Centennial Exposition. To adequately portray the industry to the more than two million persons who will visit the exhibit, about \$50,000 will be spent on the building and display. A drive is now under way to raise this by direct subscription among men engaged in the dairy and allied industries. Checks for this fund should be made out and sent to: Bryce Landt, treasurer, Centennial Exposition Dairy Committee, Wisconsin Dells, Wis.

CARE OF THE MILKING MACHINE

AFTER EACH MILKING (Morning and Evening)

I RINSE immediately after milking by drawing three gallons of clean, cold drinking water through each unit. Do not use cistern or storage tank water. Douse the teat cups in and out of the water several times. Disconnect air hose and rock or shake milker pail to rinse head. Use clean water for each unit.

II WASH all parts thoroughly inside and out in warm water, (120° F.) with brush and using an approved dairy cleaner. Remove the pulsator, rubber head gasket and dismantle the milk valves for cleaning.

III RINSE all parts with hot water. (170° - 180° F.)

IV RACK the teat cups and long milk hoses and fill with caustic (lye) solution. In freezing weather, the solution may be drained out in 30 minutes. Place milker buckets, metal parts, and rubber gaskets on a clean metal rack to dry.

BEFORE EACH MILKING (Morning and Evening)

I Sterilize by drawing chlorine solution 200 p.p.m. (parts per million) through each unit. Rinse other parts of milker and utensils with same solution.

ONCE A WEEK boil all inflations, long milk hoses, and the air hose in caustic (lye) solution. Replace parts when they become rough and cracked.

* * *

DIRECTIONS FOR MAKING LYE SOAKING SOLUTION

Pour the contents of a 13 ounce can of ordinary household lye into a gallon of water. Be sure to pour slowly and to use an earthenware jar. (A glass container may break.) Stir the water gently as you add the lye to prevent caking at the bottom. Be careful to keep this solution from getting on your hands and clothing, and especially in your eyes.

When lye is dissolved and the solution has cooled, place in a glass jug and keep tightly closed. Mark "POISON" plainly on each bottle. KEEP ON A SHELF HIGH ENOUGH SO CHILDREN CAN'T REACH IT.

To fill the jar of the teat-cup rack, use one-half pint of the above

Clip Cows Regularly With

STEWART CLIPMASTER

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS
Cows, Horses
Mules, Dogs,
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment in milk. Clipped cows are easier to keep clean, take less time—produce milk with lower bacteria count and less sediment—it is more desirable milk—brings more money. For best clipping results use the Clipmaster. Powerful, air-cooled, smooth-running motor inside the Easy-grip handle. Model 51-L.



HAND OPERATED MACHINE

Use the easy-to-turn, ball-bearing machine where electricity is not available. Has 6-foot shaft and chain for convenient clipping. Model 1A.

Stewart clipping equipment is available at all good hardware and implement dealers

SUNBEAM CORPORATION

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

MILKING MACHINE TIMER

Signals time to remove teat cups. Eliminates guesswork. Cows like the milking machine timer and cooperate with a fast, complete milk let-down, after they know milkers come off when bell rings. Time-Her-Rite eliminates more mastitis than a whole cabinet full of drugs. A recent letter from a user reads as follows:

"When we first started to use the timer I had to buck employee cooperation, but after using it a short time they began to think it was a mighty fine piece of equipment. We are saving 20 minutes per milking, and have reduced the incidence of mastitis to practically nil. Previous to using it we were taking too long to milk, I knew, but I could not break the employees of it until I got the timer. We have also quit using one unit, and still are milking faster."

Signed: R. C. WASHINGTON
Rural Route No. 2
Pecatonica, Illinois

"It's a pleasure to milk cows with a Time-Her-Rite. Sold on a 30-days trial, money back guarantee."

E. J. GENGLER

1251 Holly Avenue — Arcadia, Calif.

DEPENDABLE DAIRYADE for BETTER DAIRYING



FOR FEEDING RESULTS—FEED DAIRYADE
and count your
lucky calves

GIVE YOUR CALF THAT NEW LOOK

And give your milk check a new look too—*Bigger!* How? With Mutual Dairyade! Yes sir, Dairyade will do both jobs because—1. Dairyade has the proteins, vitamins and minerals so important for raising fine herd replacements—and 2. by feeding Dairyade you can *sell* most of the milk ordinarily fed and get bigger milk checks! So why not start feeding Dairyade today—give your calf that *new look* and your milk check too! You'll be glad you did!

DAIRYADE COSTS LESS THAN 6¢ PER DAY—PER CALF!

IT'S DEPENDABLE! IT'S FORTIFIED!



**TRY IT! LIKE IT!
OR YOUR MONEY BACK**

Mutual DAIRYADE

AMERICA'S NO. 1

BABY ANIMAL CONCENTRATED FOOD COMPOUND

Distributed Exclusively By Milk Plants

ORDER DAIRYADE FROM YOUR MILK PLANT TODAY

© MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

solution to a gallon of water. This weaker solution is still strong enough to prevent the growth of bacteria. Be careful that the solution does not touch any metal parts other than the claw of the teat-cup assembly.

DIRECTIONS FOR BOILING RUBBER PARTS

Soak all rubber parts for fifteen minutes in a boiling hot solution prepared by adding four level table-spoonfuls of lye per gallon of water. Then brush in clean warm water. It is a good idea to heat the lye

solution carefully to the boiling point before putting in the rubber parts. Then, if the vessel is set off from the hot part of the stove, there will be no danger of the rubber getting overheated.

Use an enamelware vessel because the lye solution corrodes other utensils.

Be sure that no metal parts of the machine come in contact with the lye solution. **This treatment is for the rubber parts only.**

The Milwaukee Health Department.

For Less Bottle Breakage

... Lubricate your conveyor chains with economical Oakite Composition No. 6. This carefully compounded lubricant also keeps belts clean and sanitary. Apply

Oakite Composition No. 6

by drip-tank or trough method to keep belts constantly bathed in slippery solution that keeps gate pressure down ... reduces bottle chipping and breaking ... saves downtime for belt cleaning ... eliminates troublesome grime rings from bottle bottoms. Ask Mr. Bond to show you how Oakite Composition No. 6 can take the pressure off your gates. Or write for FREE 6-page Oakite Dairy Folder which gives whole story.

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

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

Clipper Repairs

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

VALUE (Continued from Page 6)
estate, buildings, equipment, livestock, and other items. Opinions of farmers from all parts of the state showed about the same proportion of the farm investment in the different classifications.

These Wisconsin farmers estimated that their land represents 31 per cent of their total investment and the buildings 30 per cent. The value of livestock at 20 per cent of the total is the third largest single investment item. Machinery and other equipment accounts for 16 per cent of the total value of the farm plant according to the reports. All other items totaled 3 per cent.

LIBRARY
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN
MILWAUKEE

Milwaukee Milk Producer

Volume 20—Number 12

"By Farmers . . . For Farmers"

March, 1948

Newsnotes From Your Dairy Council

Your director and assistant director of the Dairy Council feel proud to have been a part of the thirty-second Annual Meeting of the Milwaukee Co-operative Milk Producers. It was a real privilege for us to present our community health education program during your meeting. We enjoyed, too, the fine opportunity to meet and talk with you at the Farm Equipment Caravan when it was in Milwaukee County.

* * *

The marriage of Mrs. Ruth Hitzhusen Buckner to Mr. Milton Hult, President of National Dairy Council on Monday, February 16, 1948, in Chicago was announced recently. Mrs. Hult was the former director of program activities for National Dairy Council, who, you may recall, participated in the program of your organization's Annual Meeting in 1945.

* * *

During February, 1760 copies of the recently published, NEWER KNOWLEDGE OF CHEESE booklets, were sent to physicians, dentists, nurses, dietitians, and home economists in Milwaukee County. This booklet is a companion piece to NEWER KNOWLEDGE OF MILK and is the same type of reference handbook containing up-to-date information about cheese. Some of the enthusiastic comments we have received are:

"Thank you for the booklet, NEWER KNOWLEDGE OF CHEESE. I am always delighted to have new material from the Dairy Council, and I shall be very happy to call this to the attention of our teachers."

—Florence E. Beatty,
Supervisor of Home Economics,
Milwaukee Public Schools.

"I should appreciate two copies of the reference handbook, NEWER KNOWLEDGE OF MILK and 3 copies of this year's NEWER KNOWLEDGE OF CHEESE."

—Robert P. Montgomery, M. D.

"I have just read your newly published booklet, NEWER KNOWLEDGE OF CHEESE, and I am very interested in using it in my Food Study classes. The illustrations of the commonly used cheeses are excellent, for they give the student some idea of what to expect when they purchase a cheese not familiar to them; however, that is only one of the many points, which attracted my attention."

—Ruth G. Derfus, Instructor
Home Economics,
Mount Mary College

* * *

Miss Clara Rue, R. N. Associate Director of the Visiting Nurses Association, visited your Dairy Council offices recently after returning to Milwaukee from a two-year leave of absence. She was very interested in the Dairy Council services, particularly in those materials she could use in the mothers' classes in the three new groups: South Milwaukee, Cudahy, and West Allis.

* * *

During this past month, some 520 pastors in the Milwaukee County area received a letter from the Dairy Council of Milwaukee, telling of our lecture and film services that are available to men's, women's, and youth groups. In this way, we shall be able to reach many of the adult groups who should have the importance of dairy products for people of all ages brought to their attention.

* * *

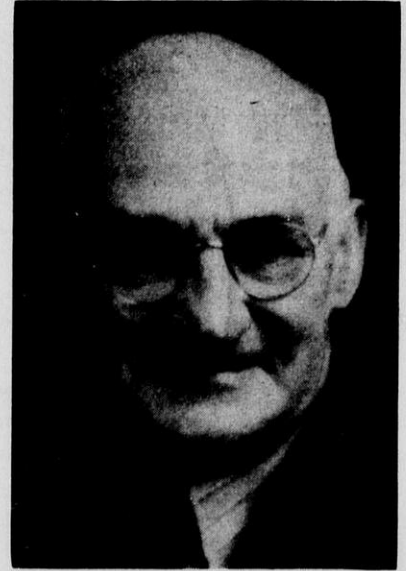
More people use Dairy Council materials than ever before! Yes, in every group there is increased interest in the health message we have to offer. For example:

Miss Mary Piechura, dental hygienist wrote, commenting for Dr. Zachman:

"I do wish to show my appreciation for the two copies of your newest books for children. Thank you for remembering me.

"I showed the books to Doctor Zachman, and he agrees with me that they are equipped with excellent educational information for our young patients."

Edward A. Hartung



Edward Hartung, a director of this organization since 1918, and president from 1932 to 1945, with the exception of one year when he served as treasurer, declined nomination to the Board at the last annual meeting.

Through all the bad years, especially the early thirties, Ed was right there with his shoulder to the wheel. Always fair in his dealings, and willing to see the other fellow's side, he had the respect of all of his Board members and everyone else that he had dealings with.

The office force will miss his kindly presence and wholehearted sincere friendship, the sense of warmth his presence gave them all. The office and laboratory forces extend to Mr. Hartung the best of wishes, health and happiness and sincerely hope he will make our office a stop whenever he has the opportunity. His decision to retire from active association affairs must be respected for he has undoubtedly done more than his share for the members in the last thirty years.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

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

Vol. 20 March, 1948 No. 12

OFFICERS — DIRECTORS

GROVER DOBBERTIN President Hartland, R. 1.	EDW. A. HARTUNG Sta. D, R. 2, Box 626, Milwaukee 7
EDWIN SCHMIDT Vice-President R. 12, Milwaukee 13	JAMES R. TAYLOR Mukwonago, R. 2
CHARLES DINEEN Secretary Cedarburg, R. 2	PAUL J. BAST Rockfield
AMB. A. WIEDMEYER, Jr. Treasurer Richfield	ALBERT C. STEINKE Waukesha, R. 3, Box 7
JOHN BALLBACH R. 13, Box 473 Milwaukee 7, Wis.	ART J. ALLEN Waukesha
	WM. LYMAN R. 1, Hales Corners
	WALTER AHLERS Grafton

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

Subscription\$1.00 Per Year

February Class I Milk Is \$4.80 per Hundred

The price of February Class I milk is \$4.80 per hundred pounds for 3.5% fat test, as in the past months. Class II milk, which is separated for cream, is \$4.39 or 17 cents lower due to a drop in condensery prices, and Class II or manufactured milk is lower by the same amount for the same reason.

Butter price for February is \$.03 below the average for January. Cheese had weakened but not to an alarming extent.

Dry skimmilk prices had not weakened and the demand for the product was strong. Nationwide fluid milk markets were reported easier by U. S. Dept. of Agriculture. Production the country over was 8 to 9% lower than last year. Eastern fluid markets had caught up with demand and in some instances had some milk to manufacture, the report stated.

The break in the butter market and the violent changes in price that occur very frequently has everyone guessing and is certainly confusing to consumers.

February blend price ranges from \$4.61 to \$4.68.

Annual Meeting

Our annual meeting held on February 10 was poorly attended. There are many affairs that take farmers' time in the winter months, such as local fire insurance companies, farm implement shows, breeders' meetings, cash crop organizations, farm auctions, and many other local affairs. These meetings may keep some of our members away from their annual meeting, but nevertheless there ought to have been more members out, for the weather was favorable. Could it be that the members are so well satisfied with the way things are going?

Anyway, the members who were there took a keen interest in the proceedings. Resolutions were presented by Chairman of the Committee, Joseph Ryan; Charles Leisure, Charles Bichler, Elmer Honadel and Alfred Bezold, the other members of the Resolution Committee were on the stage when the resolutions were presented and acted on. They appear on another page of this issue.

Edward A. Hartung, a director since the early days of this organization, declined election. Messrs. Walter Ahlers, Ambrose Wiedmeyer and Charles Dineen were elected to succeed themselves and Henry Conrad, of Hales Corners, was elected as the fourth man. Good talks were given by Miss Elizabeth Sullivan, Director of the Dairy Council of Milwaukee, and her assistant, Mrs. Ward Brown. An interesting sound movie picture entitled "Whenever You Eat" was shown on the screen by Miss Sullivan.

The American Dairy Association was represented by Mr. Ricksham of the Chicago office. Mr. Ricksham told in a very interesting way the work being done by ADA to promote the use of dairy products. Mr. Ricksham also showed sound pictures that pointed up the work of ADA, which now operates in 44 states.

Annual Meeting of BOARD OF DIRECTORS

In compliance with the by-laws, the Board of Directors met at the Milwaukee Auditorium on February 10 immediately after the adjournment of the annual membership meeting.

Because the hour was late, the meeting adjourned to meeting on February 17 at 10:00 o'clock a. m. At the adjourned meeting held

on February 26, officers were elected as follows: Edwin Schmidt, president; Grover Dobbertin, vice-president; Charles Dineen, secretary; and Walter Ahlers, treasurer.

Committee to audit expense accounts of employees and directors consists of Messrs. John Ballbach, Paul Bast and Henry Conrad.

The four directors were named to act as an executive committee.

Sucker Bait or Please Pass the Oleo

The papers say that Golden Guernsey Dairy resolved in favor of untaxing white oleo. Also that consumers ought to be allowed to have oleo sent in for their own use free of all tax and regulation. Didn't say what the color might be, but presumably consumer's choice.

Shades of Joe Beck, who led the fight to get our present oleo tax law enacted. Come to think of it, he also helped to promote Golden Guernsey Dairy.

Dairy farmers may wonder why a group organized to promote dairy-men's interests would sanction such action. Of course, it must be remembered that while Golden Guernsey started out as a producer group, the labor element now has considerable to say about the program. Add to that the management greed for new customers and the "end justifies the means" program that is so apparent.

Fool the consumer into believing that the aim is to help them to get oleo cheap, regardless of its effect on all dairy farmers. In other words, take the consumers for suckers and catch them with the oleo resolution bait.

The oleo crowd will probably make good use of the following headline in a Milwaukee paper: "End Oleo Tax Is Dairy Plea, Golden Guernsey Acts." Take a look at the resolution committee: Wm. Vilter, retired industrialist; Kenneth Rowe, a route foreman (consumer); and a nice young farmer, oh, so flattered that he was put on the committee.

A recession is a period in which you tighten your belt. In a depression you have no belt to tighten — and when you have no pants to hold up, it's a panic.

Right Off the Bat

The resolution introduced by Walter Leister at the annual meeting criticizing Walter Reuther, head of the CIO Auto Workers Union, for his criticism of farmers was well received. This is as it should be for Reuther is either inexcusably ignorant or he is a blatant rabble rouser.

Reuther published statements to the effect that farmers are not producing so that prices may be kept up, is an outrageous lie.

Coming from a man who has insisted on short hours and high wages which are responsible for low production of automobiles, tractors and general farm machinery, it's very hard to take.

If farmers would insist on a forty hour week with double pay for the extra hours that they put in, butter would be at least \$2.00 per pound sold at cost and **on its merits** (Milwaukee Journal please note) instead of less than \$1.00 per pound.

Looks like Reuther is about as untruthful as the Communists he professes to condemn.

If he wants to stir up bad feeling between labor unions and farmers, he is going about it in the right way.

It's Bad Enough

to read newspaper editorials in newspapers published in non-dairy states, misrepresenting the butter-oleo situation, but when such misrepresentation is made by the leading newspaper in the nation's greatest dairy state, it is more than bad — it's inexcusable. Whoever was responsible for the editorial in a recent issue of the Milwaukee Journal in which the suggestion was made that butter should stand on its merits, instead of depending on federal laws, should ask some of his co-workers, at least, for the facts. Existing federal legislation is for the protection of consumers so that oleo must be sold on its merits, not butter. Who ever heard of butter being offered on the market as something else?—National Butter and Cheese Journal.



Now the makers of B-K Powder offer you a new and effective product especially designed to remove or soften milkstone. Use it on milk pails, milk can strainers, milking machine teat cups and milk lines. Use it either of these two ways:

1. SPOT APPLICATION—apply it to the milkstone area with cloth or brush.

2. SOAK METHOD—fill the utensils with a solution of Pennclean.

In both methods, let stand for few minutes, remove softened stone with brush. Pennclean has been thoroughly tested in two of the large milk producing areas. It mixes easily with water, spreads rapidly, penetrates milkstone and milk solids. It's safe for tinned copper, tinned steel, stainless steel, glass-lined equipment. Produces no unpleasant odors or fumes. Costs little to use. Send for full information on Pennclean. Available in quarts and gallons for farm use.

B-K* CHLORINE-BEARING POWDER—backbone of quality milk programs for many years. Contains 50% available chlorine, easy to use, economical.

B-K* LIQUID—handy germicide and bactericide of a hundred uses, both around the farm and in the home.

*REG. U. S. PAT. OFF.

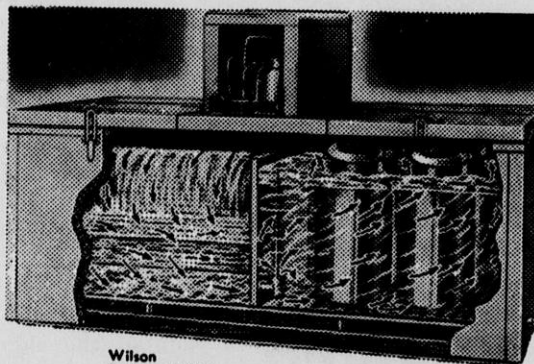


PENNSYLVANIA SALT MANUFACTURING COMPANY
1000 Widener Building Philadelphia 7 Pa.

Zero-Flow YOUR MILK

EXCLUSIVE—You get ALL features that count ONLY in WILSON ZERO-FLOW Milk Cooler:

- AUTOMATIC SELF-LEVELING WATER BATH with
- FAST Cooling of TWO Milkings Daily and
- SAFE Storage for BOTH without rehandling cans.
- LIFE-TESTED for low-cost maintenance and long life.



Wilson Packaged-Unit MODEL ZFB-HX50 This model cools & stores 8 cans daily. Other sizes to fit any requirement.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS
Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation

ACT NOW AND SAVE!

For Sale at the Following Dealers:

SINCLAIR SERVICE
Sussex, Wis.
DOBERPUHL
ELECTRIC CO.
Grafton, Wis.
EICHSTAEDT BROS.
Waukesha, Wis.

GENESEE DEPOT GARAGE
Genesee Depot, Wis.
SCHMIT AUTO & SUPPLY COMPANY
Fredonia, Wis.

H. W. KUESTER & SONS
West Bend, Wis.
MARTIN & RINDT
Prospect Hill, Wis.
RASMUSSEN & HANSEN
Franksville, Wis.

ZEIGELBAUER REFRIG. & APPLIANCE CO.
Hartford, Wis.
JOHN HERDA
St. Martins, Wis.
FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.



CHORE-BOY
CHALLENGES
ALL OTHER
MILKERS



CHORE-BOY WILL
PRODUCE MORE
MILK FROM YOUR
HERD THAN MOST
OTHER MILKING
MACHINES

Dairyman reports 10%
increase in milk pro-
duction — pays for it-
self in greater milk
production, time saved

Ask for a

FREE TRIAL

On Your Own Herd
Immediate Installation

FOR SALE

at the Following Dealers:—

★

SINCLAIR SERVICE

Sussex, Wis.

★

DOBERPUHL ELECTRIC CO.

Grafton, Wis.

★

FOLLSTAD IMPL. CO.

Menomonee Falls, Wis.

★

GENESEE DEPOT GARAGE

Genesee Depot, Wis.

★

H. W. KUESTER & SON

West Bend, Wis.

★

MARTIN & RINDT

Prospect Hill, Wis.

★

RASMUSSEN & HANSEN

Franksville, Wis.

Cardinal Stritch College's newly organized Home Economics Department requested more reference materials for the nutrition class. We are always happy to be of service to the home makers and professional home economists of tomorrow.

The Milwaukee Public Library's collection of health education materials recently brought together for use by all health and health education agencies in Milwaukee County includes a copy of every type of visual aids your Dairy Council has for use in a health instruction program. It gives us great pleasure to be called upon to co-operate with these key organizations and thus further our aim "to promote optimum health and human welfare in Milwaukee County."

Ice Cream Used to Remove Safety Pins

CHICAGO, Feb. 1948—Ice Cream is something more than a nutritious food — now, says the National Dairy Council, it is being used as an aid in preventing surgery.

That is, in the case of swallowed pins.

The Dairy Council reports that St. Joseph Hospital, in nearby Elgin, Illinois, has just sent home its third child, in 30 days, after the successful use of a novel non-operative treatment.

Sister Rita Claire, St. Joseph's superintendent, described the child patients as 2 and 3 years old — two boys and a girl. Each had swallowed an open safety pin.

Staff doctors didn't operate.

Instead, she said, they simply fed each of the children small balls of cotton covered with ice cream. A dish of ice cream and cotton every two hours.

These cottons balls went down easily. In the stomach, the cotton matted itself around and over the pin, point and all. The pin was eliminated without any injury to the child.

"That," reports the Dairy Council, which follows nutritional and allied matters closely, "was the only way the doctors could get the children to take the cotton. As a matter of fact they liked it, in ice cream."

New Members Accepted By Board of Directors February 26, 1948

Harry Kramer, Sullivan.

Arthur Kramer, Sullivan.

Harley Kramer, Mukwonago.

Lawrence Neu, Germantown.

Jacob J. Becker, R. 1, Box 168, Sussex.

Charles Bucko, R. 2, Box 149, Mukwonago.

Frank C. Kopecky, R. 2, Box 11, Pewaukee.

Robert Balster, R. 1, Box 5, Pewaukee.

Edwin or Victor Schmidt, R. 1, South Milwaukee.

John Behling, R. 14, Box 336, Milwaukee 14.

Oscar Milbrath, R. 1, Box 84, Germantown.

Harry Schneider, Saukville.

Harvey Wilke, R. 2, Box 349, Milwaukee 7.

Elwood J. Seyfert, R. 5, West Bend.

Howard Seyfert, R. 5, West Bend.

Prost Bros., Jackson.

Paul C. Mueller, R. 1, Pewaukee.

Guy Nichols & Son, R. 1, Campbellsport.

Lawrence Ries, Brownsville.

Robert Gotthart, R. 2, Thiensville.

A. J. Benishek, R. 1, Colgate.

Member Writes Good Story

Joseph E. Ryan, one of our outstanding members, has a feature article in Hoard's Dairyman, March 10 issue. This article entitled "Dairying Finds Its Business Voice" portrays the birth and growth of the American Dairy Association from the time it was organized in 1940 to date.

The writer shows that the ADA is a real producers' organization set up to sell dairy products and the wonderful way in which it is carrying on its program. If you are not a subscriber to the Dairyman, send for a copy or borrow one from your neighbor for this article is well worth reading.

Resolutions Passed At Annual Meeting

Resolution No. 1

WHEREAS . . . A vast amount of extravagant and untruthful propaganda magnifying and exaggerating the real NET income of farmers has been disseminated over the air and through the press, and WHEREAS: such propaganda has caused millions of people to regard the farmer with prejudice and disfavor; and, WHEREAS: were the farmer's actual position as enviable and rosy as it has been painted, he would be besieged by both potential buyers for his land and a deluge of applicants to help him in his work, and, WHEREAS, neither of these conditions exists in fact, with the selling price of farms being moderate, and farm help unobtainable, now therefore, be it RESOLVED: That we instruct our Directors to inform such representatives of the press and radio who may come within their contact that the actual truth is that unless dairy farm conditions are not merely maintained, but improved, the lure and ease of industrial work will entice so many dairy-men from their work that soon sufficient dairy foods won't be produced to meet the health needs of the nation.

Resolution No. 2

We believe in the economic soundness of plans that will bring about more uniform production of milk throughout the year. Consumers use about the same amount of milk the year round. To provide that amount, uniform production is necessary unless the handlers carry a very high amount of milk over the fluid needs in the spring and early summer months to insure enough of milk during the months of low production.

Milk cannot be manufactured as profitably in a large city market as in country plants due to higher cartage, labor costs, taxes, etc. Therefore it is in the producers' interest to produce as uniformly as possible.

We therefore recommend to our Board of Directors that it make a close study of bases made in 1947 and set such tolerance over base made as in their judgment will be of most benefit to the great majority of our members, also that for 1949 the base made in 1947 may be used in combination with the one made in 1948 so that the producer

who made a good base in 1947 may be benefited thereby.

* * *

We recommend a 50% tolerance over base for 1948.

Resolution No. 3

The American Dairy Association now operating in forty-four states is promoting the use of dairy products by advertising in leading magazines, on the air and on billboards.

It is becoming evident that it is necessary to have our own people use more dairy products, since there will be less shipped abroad, if we are to get a fair price.

The American Dairy Association should have our loyal support and the committee recommends three cents (3c) per hundred pounds of milk be deducted from each producer's account in the month of June, 1948, for the support of the American Dairy Association. It is understood that this is entirely voluntary and that if a producer represents to the dealer that he does not wish deductions made, none will be made.

Resolution No. 4

In order to promote the consumption of dairy products in this market, the Milwaukee Cooperative Milk Producers, assembled in its thirty-second annual meeting vote to have a deduction of one cent per hundred pounds of milk made by the various dealers on all milk delivered to the various dealers which is sold for fluid consumption, providing the said dealers contribute a like amount on the sale of all fluid milk, such money to be expended by the Dairy Council of Milwaukee, for the promotion of the sale of dairy products in the Milwaukee Metropolitan Area.

Resolution No. 5

The last session of the legislature considered a bill that would allow standardization of fluid milk. This bill failed passage because of efforts of this organization. No individual producer, regardless of fat test, can gain by standardization of fluid milk, by a handler, either by taking fat from milk by separation or by adding skimmilk, whether fluid or reconstituted skimmilk powder, which would in either event, result in less whole milk being sold.

We believe that any attempt to legalize standardization of milk by handlers should be vigorously op-



Lower "bacteria counts" save time, labor and waste.

No mismeasure or guesswork with handy Disinfectab. Don't irritate hand or animal, non corrosive to metal, protects costly milk machine, pails etc.

Last all day. Don't evaporate or lose germicidal. Meets many needs.

STABLE SOLUTIONS
Up to 40% savings. No mismeasure or waste to endanger bacteria control. 2 tabs in gallon yield 200 PPM sterilizing solution in 180 degree or coldest water.



**quick
safe
sure**

Ideal for deodorizing. Many home and farm uses. Hatchery, poultry, pens.

SPRAY RINSE MOP PAIL SOAK	
bottle	in case
200 — \$1.95	— 24 bot.
500 — \$4.95	— 12 bot.

Save 10% in case lot thru your usual supplier.

Stocked by Leaders, or write



Just Drop In Water

**RESCO, 804 E. Michigan St.
Milwaukee 2, Wis.
Phone MARquette 4883**



Resolution No. 6

RESOLVED: That we believe it lowers the effectiveness of our Association to transmit advertising matter of any kind under the letterhead or in the stationery of our Co-operative.

AVOID NUTRITIONAL DISORDERS

Be sure that your livestock get a complete Mineral Feed. Grade A Mineral Feed contains all the necessary elements so necessary for health, greater vigor, better growth, more meat, milk and eggs. Healthy stock is more profitable for you.

100 lbs.....\$3.95

FEED SUPPLIES, INC.

Grade "A" Feeds

West Allis — Saukville — Wales
Germantown — Milwaukee

File Now for Your

WET GRAINS

FOR WINTER

**We will operate as
before.**

First come — first serve.

JAMES J. DONOHUE

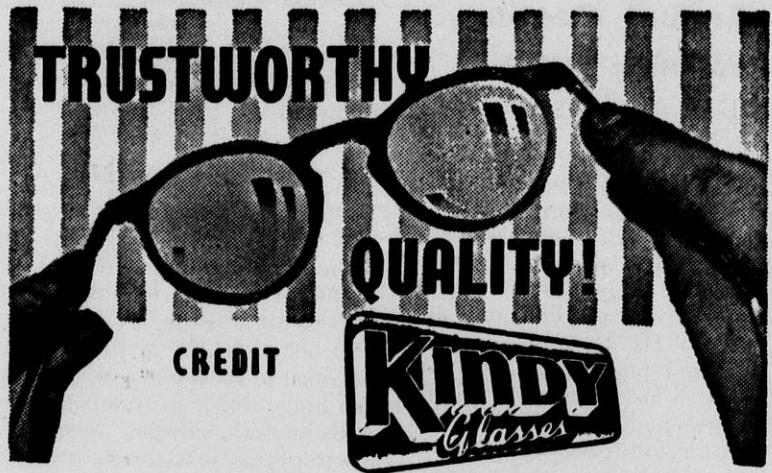
8310 N. Pt. Washington Rd.
Milwaukee

Resolution No. 7

RESOLVED: That a country is no greater than its farms; that to prevent decadence in dairy farming we need the blood of youth; therefore that we instruct our directors and our fieldman to make a special effort to invite and encourage young dairymen to become active members of this organization with full support given to the expression of their ideas and the fair consideration of same.

Resolution No. 8

RESOLVED that the present differential of 4 cents a point for milk below 3.5% remain as it is. But that as the price of butter varies between 40c and 70c a pound, each 5 cents change in the butter price shall result in a 1/2c change in the differential of milk over 3.5%. Changes in butter prices above 70c a pound shall not be considered in fixing the differential.



KINDY OPTICAL CO.

615 No. 3rd Street

Marquette 7225

Resolution No. 9

Calfhood vaccination has been recognized by the Federal and State Government as a means of controlling Bangs infection.

We believe that our members will benefit by vaccinating calves and that efforts should be made to get 75% sign-up of farmers in each county as suggested by the state.

Resolution No. 10

Wm. Kerler and Michael O'Connell, two men who pioneered in organizing the Milwaukee Cooperative Milk Producers, and whose names appear on the list of signers of the articles of organization of this Cooperative, departed this life in the past year; Michael O'Connell at the age of 92 years, and William Kerler at the age of 86 years, both of these men gave unselfishly of their time to the Cooperative. We are privileged to honor the memory of these men in this our Thirty-Second Annual Meeting.

Resolved that a copy of this testimonial be entered in the records of this meeting and sent to their respective families.

Moved that Section 5 voting be amended so that it reads: Each member is entitled to one and only one vote on each question. No one whose name does not appear on the records as a shipper may become a member. Voting by proxy is not allowed in the association; but members may vote by mail as provided by law.

We express appreciation to Mr. Wm. C. Maas, manager of the Milwaukee Auditorium on the excellent facilities provided.

If You Plan to Build A Milk House

Plans for building milk houses are available at this office or from your fieldman, Monroe Schoessow. In case you plan to build a milk house or remodel the one you now have these plans may be helpful. Many milk houses are not convenient, mainly because they were built only to hold a cooling tank. Room for can and utensil racks were not thought about in the early days. Now many farmers want room for an electric cooling tank, water heater, wash tanks, solution rack, as well as pail and can rack. Keep this in mind. If you are building, it's better to get the job done right.

Oleo and Soybeans

In the interest of honesty and commercial morality, the present tax of 10 cents a pound on yellow oleomargarine must be maintained. Indeed, properly, it should be increased to make it impossible for this product to masquerade as butter.

Dairymen are willing to accept the results of honest competition, but they protest that yellow oleomargarine is a substitute so cunningly devised and colored that it cannot be detected except by scientific experts and for this reason cannot be considered honest competition.

This question of deceit is the major reason why consumers as

well as producers should support the present federal law. As has been true through the years, the two dozen manufacturers of oleomargarine have sought to confuse the issue. They seek to set farmer against farmer on the basis of self-interest and have induced some representatives of the soybean industry to front for them and argue for the repeal of the federal law taxing yellow oleomargarine.

What are the facts as to self-interest of the grower of soybeans? As Al Smith used to say, "Let's look at the record." Here is what we find, based on records from the U. S. D. A.:

The farm price of soybeans in 1946 was \$2.57, and 80 percent of the production was crushed for oil and meal. The grower received not quite two-thirds of the wholesale value of the resulting oil and meal. On the bushel basis he received slightly under 18 cents for the soybean oil used in oleomargarine; \$1.11 for the soybean oil used in paints, shortening compounds, etc.; and \$1.28 for soybean meal.

What is the grower's major interest and most important market? Is it the 18 cents a bushel from soybean oil used in oleomargarine or the \$1.28 he receives from the soybean meal purchased by the dairymen?

The self-interest of the soybean farmer, if nothing else, should lead him to support protection against dishonest competition in dairy markets. Good dairy prices are a vital factor in conserving the future price of soybeans.

— From Hoard's Dairyman.

Oleo and Soybeans

In an editorial in this issue we show that in 1946 the grower received for each bushel of soybeans the equivalent of 18 cents for its oil content used in oleomargarine, \$1.11 for soybean oil used in paints, shortening compounds, etc.; and \$1.28 for its meal content. This is deduced from government estimates as explained below:

Producers received a farm price of \$2.57 per bushel for soybeans in 1946. The total farm return from the 170,000,000 bushels sent to be crushed was \$436,900,000.

At the 1946 prevailing wholesale price of 22.9 cents a pound for soybean oil at mid-western mills, the crushers received \$45,967,628 for the 200,732,000 lbs. soybean oil used in oleomargarine and \$286,998,372

for the 1,253,268,000 lbs. soybean oil used in paints, shortening compounds, etc.

At the prevailing wholesale price of \$81.10 per ton in Chicago, the crushers received \$331,325,940 for the 40,854,000 tons of soybean meal produced from the 1946 crop. This brings the total wholesale value of the oil and meal to \$664,291,940.

The farm value of soybeans sold to crushers in 1946 was \$436,900,000. This is 65.77 percent of the wholesale value of \$664,291,940 for the resulting oil and meal. Applying this percentage to the figures previously given, farmers received \$330,232,908 for soybean oil used in oleomargarine; \$188,758,829 for oil used in other products; and \$217,913,070 for soybean meal. These returns divided by 170,000,000 (bushels crushed) give the farm return per bushel as 17.8 cents for soybean oil used in oleomargarine, \$1.11 for soybean oil used in other products, and \$1.282 for soybean meal.

— From Hoards Dairyman.

COTTAGE CHEESE GETS "PEACHY" SALES PUSH IN NATIONWIDE DRIVE

American Dairy Association and Cling Peach Advisory Board Spearhead Merchandising Mobilization; Include Cream Cheese

The powerful business beam of the nation's food spotlight focuses on cottage cheese and cream cheese with peaches in April and May as sales forces all over America mobilize to merchandise, it was announced today.

Spearheaded by the American Dairy Association and the Cling Peach Advisory Board, the wide-sweeping campaign will reach and sell the millions in a precision promotion packed with advertising impact and mass sales direction.

"For the first time in the history of the dairy industry," declares Owen M. Richards, general manager of the American Dairy Association, "cottage cheese and cream cheese, two of the unsung members of the famous family of dairy foods, will receive top billing for the preferred position on the shopping lists of America's housewives."

94 Million Eyes On Ads

A combined circulation of more than 47 million will be reached by full-page color ads in Life, American Weekly, This Week, Parade, Sunday Supplements to metropolitan dailies, and Good Housekeeping. These ads represent a coordinated

MILKING MACHINE TIMER

Signals time to remove teat cups. Eliminates guesswork. Cows like the milking machine timer and cooperate with a fast, complete milk let-down, after they know milkers come off when bell rings. Time-Her-Rite eliminates more mastitis than a whole cabinet full of drugs. A recent letter from a user reads as follows:

"When we first started to use the timer I had to buck employee cooperation, but after using it a short time they began to think it was a mighty fine piece of equipment. We are saving 20 minutes per milking, and have reduced the incidence of mastitis to practically nil. Previous to using it we were taking too long to milk, I knew, but I could not break the employees of it until I got the timer. We have also quit using one unit, and still are milking faster."

Signed: R. C. WASHINGTON
Rural Route No. 2
Pecatonica, Illinois

"It's a pleasure to milk cows with a Time-Her-Rite. Sold on a 30-days trial, money back guarantee."

E. J. GENGLER

1251 Holly Avenue — Arcadia, Calif.

advertising activity by the American Dairy Association and the Cling Peach Advisory Board.

"Here is an outstanding example of related food cooperation," comments Richards. "The cling peach combination with cottage cheese and cream cheese is a natural. It builds business for both the dairy industry and the peach industry. This is one of many related food tie-ups planned for the months ahead which multiply over and over again the merchandising power of the advertising dollars invested each June by dairy farmers united in business action across America."

Richards points out that related food advertising in the current cottage cheese-peach campaign snowballs as added impetus is given by the full-page advertising of such brand manufacturers in the peach industry as Del Monte, Libby McNeil and Libby, Stokely and many

Here's Your New Nipple Feeder

NATUR-NIPPLE

MADE BY THE MUTUAL PRODUCTS CO.

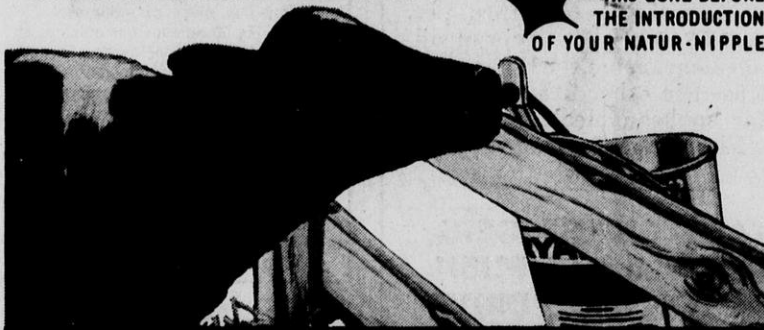
Manufacturers of Nationally Famous DAIRYADE

ONLY THE **NATUR-NIPPLE** HAS THESE EXCLUSIVE FEATURES

YOUR GUARANTEE OF COMPLETE SATISFACTION

1. EASY TO SETUP
2. NO COMPLICATED PARTS
3. EASY TO CLEAN
4. AGITATES LIQUID FEED
5. GUARANTEED TO SATISFY

OVER ONE YEAR OF PRE-TESTING HAS GONE BEFORE THE INTRODUCTION OF YOUR NATUR-NIPPLE



Here's Our Special Introductory Offer—
THIS COUPON IS WORTH

50¢

Made to sell for \$2.50 . . . but the special coupon below gives you a 50c discount . . . you send only \$2 and your NATUR-NIPPLE will be forwarded postpaid immediately

on the purchase of each NATUR NIPPLE

GOOD FOR ONE MONTH ONLY AND IN U.S. ONLY
ORDER TODAY AND SAVE!

MUTUAL PRODUCTS CO.

515 North 4th St., Minneapolis 1, Minnesota

Enclosed is \$2 for one Natur-Nipple. Send postpaid to

NAME (PRINT) _____

ADDRESS _____

MMP

others. Add to this the gigantic push from brand advertisers of dairy foods — the Bordens, the National Dairies, the Krafts, the Abbotts, the Sheffords and the like, to mention only a few — and you have tie-in advertising and merchandising that moves vast quantities of

product to family tables all over America.

The "parade of sales" marches on as retail stores by the tens of thousands join the cavalcade. Point-of-sale activities for cottage cheese and peaches include a barrage of local tie-in advertising, special displays,

Easy Removal of Milkstone

OAKITE Compound No. 36 gives you these five cost-saving advantages in removing milkstone from processing units:

- 1) Cuts clean-up time
- 2) Helps keep bug counts low
- 3) Reduces tedious brushing
- 4) Prolongs equipment life
- 5) Assures maximum efficiency . . . greater economy for your chemical sterilizer

New Oakite Booklet shows where and how to use this money-saving material. Detailed data FREE. Write for it!

OAKITE PRODUCTS

A. H. BOND, 757 N. Broadway, Milwaukee 2, Wis.

OAKITE *Cleaning & Germicidal Materials*
DAIRY RESEARCH DIVISION

SEED BARLEY
from

**Northern Wisconsin
Sow Barley for a
CASH CROP**

NEACY ELEVATOR

4130 W. Lincoln Ave.

Milwaukee, Wisconsin

Phone: EVERGREEN 0109

posters for stores and wagons and other sales helps.

Sales Action Unlimited

Widespread action at the point-of-sale provides the advertising with the important follow-through in making the sale. Both the dairy industry and the peach industry are making available store display material through the American Dairy Association and the Cling Peach Advisory Board.