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Milwaukee milk producer. Volume 21 April 1948/December 1948

Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1948/December 1948

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Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 1

"By Farmers . . . For Farmers"

April, 1948



Wisconsin Industrial Nurses' Institute Finds Your Dairy Council on the Job
Your assistant director points out the valuable resources of our health education materials to Miss E. Herman, R.N., Milwaukee; Miss Sue Hogen, R.N., Oshkosh; and Dr. Paul Brehm, Madison.

Newsnotes from Your Dairy Council

On March 12 and 13, the Industrial Nurses' Institute sponsored by the Industrial Nurses' Section, Wisconsin State Nurses' Association, was held at the Hotel Pfister. At this time your Dairy Council's staff had a chance to meet old friends and make new ones, for this was the second time we exhibited our educational materials to this group. Over 250 people attended, with half of these health leaders coming from industrial plants and department stores in the Milwaukee County area.

In the picture, Mrs. Marjorie Brown, your assistant director, is pointing out the services your Dairy Council offers industrial health programs to Miss E. Herman of Stolper Steel Products, Milwaukee, and convention chairman of exhibits; Miss Sue Hogen of Deltox Rug Company, Oshkosh, and chairman of Industrial Nurses Section; and Dr. Paul A. Brehm, M.D., supervisor, Industrial Hygiene Unit, State Board of Health, Madison.

As a "follow up" to these contacts, a letter explaining in further detail your Dairy Council's services

the various departments in industrial plants and a packet of selected health education materials are being sent to all the industrial nurses in Milwaukee County. In this way, our industrial population will learn the importance of milk products (both at home and at work) to a job well done.

* * *

Your Dairy Council Director is again privileged to be a member of the National Dairy Council Advisory Committee on Materials. Serving an unexpired term, she recently took part in a three-day meeting in Chicago where plans for materials for 1949-50 were discussed. Such advance knowledge of what health education materials are coming in the future helps us to prepare their introduction to the community and their place in our program activities. Through National Dairy Council's testing program for all materials while in the manuscript stage, members of the Advisory Committee get to know their local leaders in the health education field better, as these leaders will be frequently contacted for advice and criticism in the development and testing of the new materials. We

also consider it an honor to serve on this committee because in knowing the materials as they are developed from an idea, we are better able to interpret their scope to our own community groups.

* * *

In the March issue of The Junior Crusader, published by The Wisconsin Anti Tuberculosis Association especially for elementary school classroom use, your Dairy Council's staff was proud to find that the feature story was an interpretation and development of the material presented in the Dairy Council booklet for the intermediate grades, entitled "Animals That Give People Milk."

A picture of a smiling, freckle-faced boy standing beside his cow appeared beneath the title, "A Picture of Health." The article explained the title in this manner:

"The boy is strong and healthy and happy. Many people would say he is 'the picture of health!'"

"The picture is a true picture of health. But it is not the boy who is the picture of health. It is the cow."

"Every healthy cow is a real picture of health. This is not only because the cow looks strong and healthy, but because she helps boys and girls and grown-ups have strong and healthy bodies. Any boy or girl who drinks at least four glasses of her milk each and every day is helping himself or herself on the road to health." A discussion of the other foods the cow gives children and the different animals people in other lands use for milk followed.

"None of the other barnyard animals mean more to our health than does the cow. Nearly every boy or girl has had meals without eggs or without meat. But can any American boy or girl remember a meal in which milk, or butter, cheese, or buttermilk, was not eaten?"

Here is our goal for the children of this community that they, too, may be strong and healthy through the cow's help.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3037 Milwaukee 5, Wis.

Vol. 21 April, 1948 No. 1

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Board of Directors Meeting

At the last Board meeting your directors accepted new members signed by Fieldman Monroe Schoesow in March. . . . Authorized the secretary to have a stainless steel sink installed in the laboratory. . . . Instructed the secretary to attend a hearing on proposals to amend the state dairy laws, particularly to oppose a move to allow standardization of milk by adding to, or taking away, skim milk or milk fat. . . . Appointed Clarence Maerzke to the Board of Directors to fill the vacancy caused by the resignation of James Taylor, who is shipping milk to Chicago. . . . Discussed sampling and testing of milk at different milk plants. . . . Bargained with the milk handlers on the price of milk for March. . . . Got settlement of \$4.80 per hundred for Class I milk. No agreement reached on the price of April milk. . . . Adjourned to an April milk. . . . Adjourned to April 26 by the chairman. . . .

Joseph Schmit Resigns

Joseph Schmit, who came to this organization in 1926 and has always been an earnest, competent and conscientious employee ever since, resigned his job as laboratory technician effective March 15. Joe is now employed in the main post office down on East Wisconsin Ave.

We are sorry that he has left us, but wish him well in his new job.

Credit Where Credit Is Due

The Wisconsin Restaurant Association is to be commended for the courageous stand it took on the oleo question at its annual meeting held in Milwaukee last month.

That organization came out flatly against taking any tax off of oleo-margarine. Said the restaurateurs, "Wisconsin is a dairy state and we are for taxing imitation products. We want to serve dairy products in our restaurants and don't want imitations foisted on us. Seems that the restaurateurs are not scared of labor leaders, women's clubs, The Journal, or any of the oleo appeasers.

Officers of Cooperatives Get in Partisan Politics

Several officers of various farmer cooperatives are getting some ink by fussing around and interviewing Republican presidential candidates, according to the papers. Who paid for a cablegram to General MacArthur, and an airplane trip to New York to see Mr. Dewey? Did the money come out of the cooperatives' treasury, or did the campaign committee of several candidates pay the bills? Are the cooperatives who employ these people being made a tail for someone's political kite and who expect to be in at the payoff?

Landt Heads ADA

Mr. Bryce Landt, manager of the Wisconsin Dairy Federation and a Wisconsin farmer, was elected president of the Wisconsin Dairy Federation at its annual meeting on March 3 in Chicago.

Bryce has been a good booster for the ADA and has been president of the ADA in Wisconsin for several years.

The Oleo Fight

The efforts of the oleo crowd to get all federal taxes removed from oleo were defeated in the Congress. The House committee heard both sides debate some 18 bills that the oleo crowd, supported by labor leaders, women's clubs and even some dairy farmers who grow some soybeans, got introduced.

The committee voted not to present any of the bills to the House for consideration. A rider favoring oleo was then attached to the income tax bill which was pending in

the Senate. That also was defeated, much to the chagrin of the oleo people and their supporters, which includes the Milwaukee Journal. The latter deplored the fact that the committee did not report the oleo bills to the House for action. Oh! How the Journal loves the farmers of Wisconsin.

Hoard's Dairyman is doing a "Chamberlain" act, strutting around with its umbrella to appease the oleo crowd by advocating the removal of the tax on white oleo. When will so-called friends of the dairy farmers get it clear in their heads that oleo is a rank imitation of butter, regardless of whether it's red, white, green, or yellow, and that very few people will eat the stuff except that it's not only colored to look like butter, but also flavored to taste like butter.

Wisconsin's Congressmen and Senators were right with the dairy men and all true friends of the land in the fight on oleo.

First County Fair

Waukesha County Fair and Dairy Show is always the first county fair held in the state, and was staged the week of March 15 to 20 this year. This show is an indoor affair, because of weather conditions at that time of the year and is held in the stock pavilion. It is largely a dairy show and this year was almost exclusively a dairy show, except that some draft horses were shown.

Incidentally, one of our members, Henry Rosenow, took some ribbons in the horse show.

The Holstein class provided the largest class of dairy cattle. We find many of our members among the winners: Woelfel Bros. taking many ribbons as did Baird Bros.; John K. Smith, Don Stroh and Albert C. Steinke.

In the Brown Swiss class, as usual Willard Evans led off with many of the prizes, while Hilbert Farms, another member of ours, which has not been breeding Swiss cattle so long, did pretty well.

In the Jersey Show, Ernst Fryda and his two boys, Robert and Blaine, won almost at will, with Carl Hasslinger and Sons taking second place on a bull calf.

Member George W. Simmons, son of our former director, Bert Simmons, was a heavy winner in the Ayrshire class. George has been showing for some years, has good cattle and is a good showman.



Engineering Student Turns Skills to Dairy Council Displays

The above picture of Erwin Sieron appeared in the Milwaukee School of Engineering's school magazine, *The Transmitter*, with this explanation: "The title of his job is stock room manager, and he sets up and dismantles the various exhibits used for display." Erwin's job with your Dairy Council was chosen to be featured in this group of interesting part-time jobs.

Erwin Sieron, electrical engineering student at Milwaukee School of Engineering, was pictured at work in your Dairy Council's stock room in the spring issue of the *Transmitter*, the school magazine. Besides working on the exhibits, he also checks the film and movie equipment and fills requisitions for materials. A veteran of the Navy, he is now a Term VI student and was chosen among the part-time workers

of the student body to illustrate an interesting type of job being performed.

New Employee Added To Lab Staff

David Glover, a former serviceman, who has just completed a short course in agriculture at the University, has been hired as a laboratory assistant.

Why D.H.I.A. and Plant Tests Differ

By Ralph Porterfield, J. W. Pou, and Marvin E. Senger, Extension Dairymen, University of Maryland, in Maryland Farmer.

It is not uncommon for D.H.I.A. members to compare their D.H.I.A. tests with dairy plant tests. These two tests cannot be expected to check closely for any given month. If they did it would be the exception rather than the rule. Following are a number of reasons why these two tests will not coincide. If you are dissatisfied with your test results, perhaps you can determine better than anyone else what might be wrong.

1. D.H.I.A. tests are based on a one-day's sample each month. This may be above or below the normal average. However, in a large number of cases, such as averaging 12 D.H.I.A. tests for the year, it is likely to be quite accurate. The dairy plant takes many more samples of each patron's milk each month.

2. Cows are often milked out drier on test day. This gives the D.H.I.A. test the advantage.

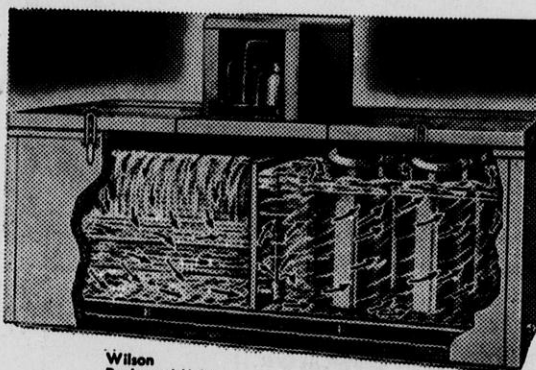
3. Longer milking intervals during the D.H.I.A. test period will

(Continued on page 7)

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OUR ORGANIZATION

We know our members will be interested in the great volume of work that is being done here, and we would like to acquaint our members who may not be very familiar with what we are doing. We thought it would be a good idea to give a general review of our organization.

This organization was founded 32 years ago, with the sole purpose of bringing the farmers together into a single complete unit, for the purpose of making a more stable market to protect our interests, bargaining for price, checking weights and tests and giving other services which would be most advantageous to our members. We are constantly working with the dealers, otherwise known as milk handlers, in the market, and, with the Health Department, assisting farmers with their sanitation problems, and are always ready and willing to have our fieldman confer with members who ask for his help. We are today considered the leading farmers' cooperative in the State of Wisconsin. To give you an idea of the vast amount of work that is done by the office and laboratory forces, a few figures are brought to your attention.

Weights and tests have been entered on a permanent Kardex file record system since 1932, which means that for producers who had been members for that long, their record is available in this office. Keeping this record involves adding weights and tests to this file by hand each month. Between 700 and 800 daily tests on milk are made in the laboratory and a complete record of these butterfat tests are kept indefinitely. This laboratory work is under the careful supervision of Roy Knoll, who is known to many of you. A very important phase of our operation is our check testing service. Producers are assured of correct tests on milk sampled, and can readily see how important that is, as they are paid according to the fat content of their milk. We do not wish to imply that the dealers in town are dishonest, albeit it is human to err, and men in the plants may become hurried or careless, with poor results, in testing, if they would know they aren't being checked upon. Cards are issued to the members at the end of each testing period, showing the daily or composite tests, and the average for that particular period. This means that considerably over 2,000 government postal cards are filled out by hand, ad-

dressed and mailed to our members each month, informing them of tests made. An average of 25 herd tests are made each month, a report of such individual tests are mailed out.

The office force, consisting of co-worker and our bookkeeper, Ann, and this writer, attends to farmers and haulers who call for supplies which include a list ranging from milk shipping cans to sponges. Also, DDT paint, disinfectants, detergents, strainers, stirrers, with filter discs being sold in exceptionally large amounts. This is all sold practically at cost. We now have milking machine washers of the best type available. We carry all these different items in stock not exactly because we want to be in the selling business, but as an accommodation to our members. Milk cans, pails and strainers are in critically short supply and members who feel that they will need some of these utensils will do well to get their order in early; milk strainers, particularly, being very difficult to obtain. Stainless steel pails and strainers are now being made. They are considerably higher in price than tinned steel. Stainless steel strainers have been priced to us at \$15 to \$17 apiece, the manufacturer claiming that they will last 20 years to a lifetime.

We trust this summary has given you a more complete idea of our activities, and assure you that your organization is always ready to assist you in solving any problems which may confront you. Our aim is to make this important Milwaukee metropolitan milk market a 100 percent milk producers' organization. — Ruth.

Proposal Would Allow Milk Standardization

Among other proposals to change the dairy laws of the state heard by an interim legislative committee on March 30-31 was one that would allow market milk to be standardized.

This same proposal came before the last session of the legislature in the form of a bill, author not stated. After much battling around in the closing days of the session, this bill was killed. The one now proposed spells out the manner by which milk might be standardized while the bill presented last year did not. The new proposal reads as follows:

"Standardized milk is milk adjusted to a stated fat content either by the addition or removal of cream or the addition or removal of skim-milk. The milk fat content shall be not less than 3.5 percent and the

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percentage thereof shall be stated on the cap or label, together with the designation 'Standardized milk.' "

There is little doubt about who is back of this proposal. A handler of milk in this market appeared for the bill at the last session. He spark plugged the behind-scenes-work on the present proposal also. Having considerable high fat milk for which there is a limited sale, it would no doubt serve his purpose if he could use the skimmilk left over after separating for his cream needs to

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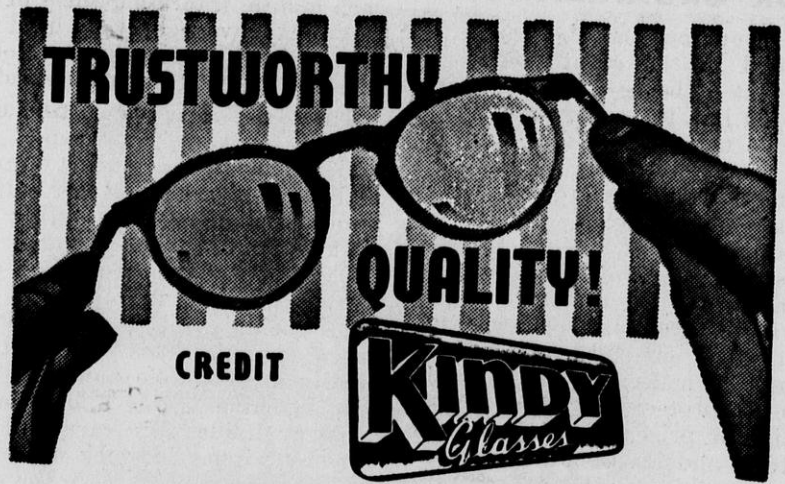
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add to other high testing milk and bring down the fat test to 3.5% fat.

This operator did not appear at the hearing on the proposal to standardize market milk on March 30. Probably expected that embarrassing questions might be asked and since he was sure that a spokesman for a farm group would endorse the proposal, he did not need to be there. Then, too, he might have been very busy with partisan politics. However, he did have his company secretary (not a farmer) there to listen in.

No question but that skim milk would be sold in place of whole milk to some extent if the proposal to allow standardization of milk became law. Skim milk is a good food, but it should be sold as such, and not be used to dilute whole milk. How would skim milk used to dilute high fat test milk be paid for? At 25 cents per hundred as it is sometimes sold for in the flush season, or at the Class I price?



KINDY OPTICAL CO.

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Producers of high test milk ought not be willing to have their product used as a vehicle to carry skim-milk to the consumer and certainly no producers want less milk sold at the top or Class I price. All producers should protest and fight against any move to tamper with the milk supply.

The labor union part of a cooperative might favor the idea thinking it might mean more profits to the cooperative and thereby greater dividends for the workers.

The proposal says that the word standardized must appear on the cap or label. Naturally the consumer will want to know what that word means. If told that part skim-milk is offered, will the customer be pleased or will it be just a little harder to sell our product?

The people who dry skim milk say that the word skim milk should not appear on the package or container that the powder is sold in. Says that the word skim belittles the product, puts a stigma on it, thereby hurting sales. But the head of a farmer-labor union cooperative says it's all right to put skim in market milk. Strange, isn't it?

OUT WITH OLEO

On another page is an article taken from Sanitary Milk Bulletin, St. Louis, entitled "Butter Enthusiast Speaks Up on Oleo." We agree with Hugh Russell Frazer who wrote the article in "The American Mercury" magazine.

Oleo is a rank imitation of butter, no matter how it is colored. It could

never be sold in any amount if it was not put out as an imitation of butter.

We disagree with Sanitary Milk Bulletin in its statement "that the dairy industry has no quarrel with oleo makers so long as they do not color their product yellow."

Sure, there are some umbrella toters who want to soft pedal on the oleo question, say it's a good food and all that balderdash, mostly to curry favor with misguided consumers. But as Mr. Frazer says, "run the makers of phony butter — or phony anything — out of business." Twenty-two states do not allow the phony product sold in their borders. But in the greatest dairy state in the union, our appeasers are busy plugging for the product if it is not colored yellow.

If vegetable oil is good as a spread for bread, why not for making ice cream, cheese and milk with the addition of skim milk?

Butter Enthusiast Speaks Up on Oleo

When it comes to oleo, Hugh Russell Frazer writing in "The American Mercury" believes in drastic action. He would like to see oleo manufacturers run out of business — which is a good deal more than the dairy industry asks. The dairy industry has no quarrel with oleo makers as long as they don't color their product yellow and seek to imitate butter.

(Next page, please)

THE DON STROH DISPERSAL

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Offerings include: 15 offspring of Sir Skylark Transmission, who has an index of 511 lbs. fat on his daughters. In the Stroh herd there are daughters of Maytag Ormsby Fobes, Sir Bonny Ormsby Fobes 15th, Kyland Fobes Burke, Sir Ormsby Skylark Barbetta, Dunloggin Deen Var, Montvic Rag Apple Chief, Montvic Commander, Montvic Chieftain 10th.

One of the outstanding cows in the herd is Tritomia Skylark Fobes DeKol with 794 lbs. fat as a 3-year-old, classified "Very Good." There are several of her daughters in the herd, and she is bred to Fabst Roamer.

Herd sire selling is Tritomia Fobes Pride DeKol, son of Sunbeam Pride Transmitter, from Tritomia Skylark Fobes DeKol. There will be 10 bulls, serviceable age and younger.

Other consignors: Ventnor Farms, Waukesha County Asylum, Baird Bros., Christ Mayer, George Kieffer.

For Information Write

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WAUKESHA OR WATERTOWN, WIS.

"I am beholden to no one, directly or indirectly, in the (dairy) industry," writes Mr. Fraser. "Yet let me tell you frankly and plainly I am enthusiastically for taxes on the margarine manufacturers; I would like to see them taxed until nobody can buy their products, and if possible I would like to see them run out of business.

"Yes, Mr. Editor, and don't think I am the only one. The reason the so-called Butter Trust is so successful is because they don't have to bribe or persuade millions of people, including legislators, to vote their way. They are naturally for butter and against margarine, these millions.

"Why? I'll tell you why. Because millions of people love good food. They hate substitutes, no matter how cheap and ingenious they are. Especially is this true of butter. Try to fool anyone who loves the rich, clean, sweet taste of pure butter with an oily, insipid thing called margarine and you will insult their intelligence. There is something nauseating about suggesting a substitute for nature's own goodness. There is something evasive — almost dishonest about it...

"Tax the margarine industry? Of course, we should tax it. We should run the makers of phony butter — or phony anything — out of business! Come on, everybody. Hold that line!"

— Sanitary Milk Bulletin.

(Continued from page 3)

lower the test. Too often the dairyman thinks he is gaining by delaying the milking when the tester is there; however, this is not the case.

4. Cows about to dried off are often milked until the D.H.I.A. supervisor makes his monthly test and then dried off.

5. The D.H.I.A. tester does not test the milk from a cow that has been fresh less than seven days prior to his visit to the farm.

6. The milk which goes to the dairy plant oftentimes is not entirely the same milk that is tested by the D.H.I.A. tester. Some milk is usually kept at home for human consumption and calf feeding. If this milk is higher or lower in test than the average herd, it will result in a variation in the test. This would be especially pronounced if cream were taken out for table use.

7. Mechanical losses may attribute to some variation, such as cream sticking to the top or inside of the can and spillage. Milk that is accidentally spilled is usually from the top of the can and therefore contains more cream.

8. There is a seasonal variation in tests which raises considerable doubt with some as to the accuracy of a test. Tests start to decline in the spring and rise again in the fall.

9. Frequently the milk plant test of one month is checked against the

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
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D.H.I.A. test of another month. Even the D.H.I.A. test taken the first or last of the month often shows considerable variation with the milk plant test which consists of several if not daily, samples for the entire month.

10. Improper sampling, testing, or reading of the test by one party or the other may be a source of variation. We cannot expect two people to read tests exactly alike and anyone can make a mistake. Before any accusations are made, all factors concerned should be carefully checked.

Spring is here and many tests will soon be dropping. Most milk shippers will be able to determine the reason but some will not. Before you accuse your dairy plant or your D.H.I.A. tester of giving you an inaccurate test, study carefully all factors that could be involved.

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

1. EASY TO SETUP
2. NO COMPLICATED PARTS
3. EASY TO CLEAN
4. AGITATES LIQUID FEED
5. GUARANTEED TO SATISFY

YOUR GUARANTEE OF COMPLETE SATISFACTION

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!

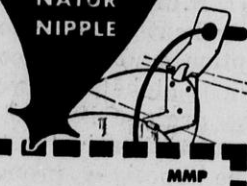
MUTUAL PRODUCTS CO.

515 North 4th St., Minneapolis 1, Minnesota

Enclosed is \$2 for one Natur-Nipple. Send postpaid to

NAME (PRINT) _____

ADDRESS _____



MMP

To Select Queen as Model For "Alice in Dairyland"

"Alice in Dairyland" has been chosen as the theme for the centennial dairy exhibit at the Wisconsin Centennial Exposition to be held at State Fair Park, Milwaukee, August 7 to 29.

"Alice" will be a large animated figure, 11 feet high, who will preside over the dairy building. The various product exhibits, such as butter, cheese and evaporated and dry milk, will be keyed to this central theme. A virtual wonderland dairyland will be produced within the dairy building.

CANS LOOK LIKE NEW!

THAT'S what washing personnel say after using Oakite Compound No. 84-M in the can washer two days running each month. And you'll say the same when you see the results produced by this mildly acidic but thorough-acting compound. Cans look brighter, smell sweeter and last longer. For helpful data on applications, write **TO-DAY**. Or ask our Mr. Bond.

OAKITE PRODUCTS

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

OAKITE

Cleaning & Germicidal Materials

DAIRY RESEARCH DIVISION

New Members Accepted March 23, 1948

Clauer, Orley A., Route 2, Caledonia.

Finley, J. M., Sullivan.

Garvens, Richard C., Route 1, Mukwonago.

Hoelz, Jacob, Rockfield.

Kasten, Werner, Cedarburg.

Lindner, Edgar F., Route 12, Box 504, Milwaukee 13.

Lofy, Walter, Richfield.

Pari, Frank, and Hanke, Herbert, Route 4, Box 397, Waukesha.

Patzen, Frank, Richfield.

Peterson, Gilbert W., Route 2, Box 72, Caledonia.

Prost, August, Rockfield.

Schauf, James, Route 2, Pewaukee.

Schwamb, Edward, Route 2, Hartford.

Strupp, Isidor, Route 3, Hartford.

Wappler, Ervin, Sullivan.

"Alice" herself will be modeled after a Wisconsin dairy queen, to be selected within the next several months.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 2

"By Farmers . . . For Farmers"

May, 1948

Visit to Dr. Pilgrim Brought Encouragement to Your Dairy Council

Your nutrition staff had an opportunity recently to have a conference with Dr. Stanley Pilgrim, Chief of the Milk Sanitation Division of the Milwaukee Department of Health. We were very pleased to find so many of the Dairy Council materials in action. Propped up on the desk of Dr. Pilgrim's secretary was the leaflet, "Grin or Grouch," which points out that milk and dairy products head the list of the seven important groups of protective foods. Dr. Pilgrim commented that he kept the booklet, "Milk Facts," on his desk all the time so that it would be handy. "I think the Dairy Council of Milwaukee is doing a fine job for the consumers of today and the future by acquainting people of all ages with the important story of sanitation in milk production," Dr. Pilgrim stated.

In the next office occupied by Miss Hedwig Poehler, nutritionist, Milwaukee Department of Health, an exhibit with the slogan, "Be Healthy by Intelligent Eating," was displayed. The three Child Feeding posters from your Dairy Council showed a good breakfast, a good dinner and a good supper. "Take one" piles of a well-selected group of Dairy Council materials emphasizing a balanced lunch whether it is packed or bought were offered to the office staff and others who visit.

Training on the job such as this is an important way of impressing this key personnel group with the importance of Milk and other foods we eat to health and efficiency at work.

Your Dairy Council Contacts All Health Departments

This month, all the health departments in rural and suburban areas as well as the city were sent a letter by your Dairy Council offering the leaflets and posters of "Building Health Between Baby Days and School Days" for the Child Health Conferences and Summer Round-ups. At the Child Health Conferences well babies are examined throughout the year in Milwaukee and in the spring and summer

months in the outlying areas. The Summer Round-up in the county health departments includes the pre-school age children who are examined prior to their admission to school. The health departments have an excellent opportunity at both these times of stressing health habit training when it is really needed. The health officer's signature appears on the leaflet in order to impress the parent that all the messages have the approval of the local medical authority as well as the seal of the American Medical Association. In the past two years, 110,000 of these leaflets with Dr. Krumbiegel's signature have been used in Milwaukee, and eight of the county and suburban health departments have requested these health education materials in April.

This leaflet encourages regular medical and dental examinations as well as health habit development. When the examining nurse and doctor are in individual consultation with the child and his mother, the leaflet is explained in detail. This is a most effective means of teaching both the mother and the child the necessity of a continuing and well-rounded health building program. Thousands of the young citizens of the Milwaukee County of tomorrow will be guided by your Dairy Council's materials today to keep dairy products first among foods for health!

Elementary School Principals Reached by National Dairy Council's Educational Director

In the April, 1948, issue of the National Elementary Principal magazine, there appeared an article by Frank Allen Smola, educational director, National Dairy Council, entitled "Industrial Organizations and Schools." We are proud of Mr. Smola's enlightening article, not only because he is a member of our national staff but because it is additional evidence of our constant and close relationships with the leaders of school groups, nationally as well as locally.

Mr. Hult, president, National Dairy Council, commented on the article, as follows: "The results of

such contacts filter into every community in the country and the effect is felt all over. You will be interested in learning that Mr. Smola's article will reach the desks of nearly 10,000 elementary school principals. It is outstandingly significant that of a number of national 'auxiliary agencies' invited to contribute to the publication, the National Dairy Council represents the only agency supported entirely by industry."

Our school contacts are very valuable and they are doubly so through recognition given us by such an influential group as the Department of Elementary School Principals. Many in our community are members of this national organization and will have increased regard for your Dairy Council program through Mr. Smola's informative article.

Junetime Action Builds Year Round Dairy Sales

**"Back ADA in June" Is Slogan of
Dairy Farmers and Plant Operators;
Advertising Set-Aside Vital to
"Say It With Sales"
Program**

Junetime is actiontime for the nation's dairy farmers. This is the month they designate as a springboard for 12 months of "Say It With Sales" advertising and promotion in the year ahead through their own organization, the American Dairy Association.

Across America dairy plant operators are cooperating with their farmer patrons by making an advertising set-aside from milk and cream checks at the rate of one cent per pound of butterfat delivered by the farmers during June.

"Producers recognize that competition in the food field is growing keener," Owen M. Richards, general manager of the ADA declares. "Other industries are spending huge sums on advertising to increase consumption and assure profitable markets for their products. The dairy industry needs to put forth every effort to maintain its leadership in the sales parade. With an ever-in-

(Continued on Page 6)

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. 21 MAY, 1948 No. 2

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Subscription \$1.00 Per Year

Board Meeting

The Board of Directors met at the office on Monday, April 26. Clarence Maerzke was welcomed as a new member of the Board. The secretary reported on a hearing held by an interim committee of the legislature regarding standardization of market milk by adding or taking from milk either skim milk or cream.

Also a report on a meeting of the Wisconsin Centennial Dairy Committee held at the Administration Building, State Fair Park.

Discussed the advisability of holding the property adjoining the office building.

Accepted as members — 14 applicants signed by Fieldman Monroe Schoessow.

Discussed at considerable length fat differential payments, a subject laid over from the last meeting.

Gave attention to reports on dairy products' prices and prospects for future prices.

Reviewed correspondence between the office and the ten representatives and two senators from this state regarding legislation affecting taxes on oleo.

Met with the milk handlers. Got to an agreement on the price of April milk. Class I milk at \$4.80, Class II at 25 cents above average of four condenseries, and

Class III at the average price of the four condenseries per 100 pounds.

Set the date of the next monthly meeting for Tuesday, May 25, at 10:00 o'clock a. m.

Condensery Price Up Ten Cents

The average price paid by four condenseries whose price we use as a base for our cream milk price and also is the Class III price was ten cents higher in April than in March.

This makes our Class II or cream milk price \$4.31 and Class III \$4.06. Blend price runs from \$4.53 to \$4.58 depending on the amount of milk the dealers sell in the different classifications.

The Chicago April prices Class I Price \$4.707, Class II \$4.407, Class III \$4.058 and Class IV \$3.981. The blend price is estimated at about \$4.52.

Change in Fat Differential

The Board of Directors have conferred with the dealers on many occasions in regard to a change in fat differential payments. The subject was discussed at length at the April 26 price conference. The dealers asked for time to study their records before committing themselves. A meeting was then dated for May 4 to try for an agreement. At that time, after much argument, it was decided that effective May 1, 1948, a change would be made increasing the deduction from 4 cents to 6 cents per point fat for each point lower than 3.5 percent and that the amount added for each point above 3.5 percent fat be 2 cents higher or 7 cents per point.

In practically every large market in the country the differential up or down from a given point usually 3.5 percent fat is the same. In Chicago the differential per point fat up or down from 3.5 percent fat was .095 for March. In the Minneapolis-St. Paul market, it was ten cents per point.

The dealers naturally wanted the same differential up or down from 3.5 percent fat, but the Board felt that 7 cents down was too much of a penalty on the producers of milk testing less than 3.5 percent fat.

Take First Things First

One of the congressmen from this state in acknowledging a letter from this office on the oleo question complained that the farm organizations did little to help fight the oleo propaganda. Well, what do you know?

One would think that there could be no more urgent matter before Congress. Every farm organization or strictly dairy groups regardless of geographical location ought to be in the oleo fight. Some people with confused minds might think that farmers who produce soybeans, peanut or cotton can't stand up and be counted in favor of dairying. If our farm organizations haven't taught their members differently, a poor job has been done. Perhaps if less stress were put on fighting for federal tax exemption for co-operatives and more work done against the oleo lobby, the house might have voted for the people's side, rather than for the oleo manufacturers.

Technology Group Hears Talk on Oleo

Dr. Hugo Sommers, University of Wisconsin, talked to the Wisconsin Dairy Technology Society in Milwaukee on May 4. Dr. Sommers, who is a dairy specialist, gave a very interesting review of the oleo situation and talked particularly on the testimony of different witnesses who appeared before the House Committee in Washington recently. He said that a man who had invented a package in which oleo was packed and which contained a pill for coloring the oleo yellow within the package when the package was massaged at room temperature, asked that the tax on colored oleo be retained. Also that the Cudahy Packing Company, users of the new package, wanted the tax kept on the colored product.

Dr. Sommers said that the tax of ten cents per pound on colored oleo was planned as a prohibition tax and had that effect when butter was cheap. He also reminded the group that Canada and New Zealand prohibited the sale of oleo. Some 23 states do not allow the sale of colored oleo. The speaker predicted that filled cheese, ice cream and milk would probably be offered for sale if the oleo people get restrictions removed.

Dr. Sommers did not offer a solution to the dairyman's dilemma except that he suggested that milk solids not fat (skim milk powder to

(Continued on Page 4)

Wisconsin Centennial Exposition

Every phase and product of Wisconsin's great dairy industry will be portrayed in a wondrous \$75,000 "Alice in Dairyland" exhibit at the Wisconsin Centennial Exposition, August 7-29, in Milwaukee.

Representatives of the dairy industry are planning an entertaining and educational exhibit. It will be in the greatly modernized 18,000 sq. ft. Dairy Hall at the State Fair Park. E. K. Slater, Milwaukee, and Gordon B. Reuhl, Madison, are chairmen of the dairyland committee creating the wonders of the enchanting display.

First wonder of "Alice in Dairyland" will be the building itself. Atop the structure rich milk will pour out of a giant pitcher into a huge glass. The constant flow of milk will herald the building as Dairy Hall from great distances on the 230-acre Exposition grounds.

Wonder of all wonders of the exhibit will be "Alice"—a 10 foot animated likeness of one of Wisconsin's most charming girls chosen in a statewide contest. The animated "Alice" will be the most perfectly "human" mechanized figure ever constructed. She will speak, have facial expression, gesture, sit down,

stand up, carry on a conversation with the crowd — all by remote hydraulic control.

"Alice" will reign over the fairyland of dairyland. With her voice she will lead visitors through the many wonders of the dairy industry's spectacular Centennial exhibit.

Cheese, milk, butter, dry milk, evaporated milk, and ice cream are all a part of the complete and colorful dairy display. Each will be a separate wonder of the land.

Heavenly exhibits are planned for the cheese and milk part of the industry. The cow will jump over a fine Wisconsin cheese moon, while up along the Milky Way, milk will pour from the big dipper, cream from the little dipper.

Butter's natural golden color will be traced from the sun to clover through the dairy cow and onto steaming hotcakes prepared by a giant chef.

Dramatizing the story of dry milk will be Sno White and the Dry Milk Dwarfs. An actual model evaporated milk plant condensing milk and canning it will represent that phase of the dairy industry. A real ice-cream circus and ice-cream mountains will top off the unusual display.

With all these wondrous exhibits, the Exposition officials have not for-

gotten the most important member of the dairy industry — the cow.

The largest cattle show of the century is planned under the direction of Superintendent Fred Klussendorf, Pewaukee. Premiums have been boosted one-third of the amount offered at State Fairs during the past few years. The total premium money available for the 23-day Centennial cattle showing is \$21,798. The following divisions are scheduled for the three-week exhibition:

August 7-13 — Junior Fair.

August 14-20 — Guernseys, Jerseys, Milking Shorthorns in the dairy breeds, and Aberdeen Angus, Shorthorns, Herefords in the beef breeds.

August 21-27 — Holsteins, Brown Swiss, Ayrshires in the dairy breeds. Red Polls in the dual purpose breed.

With premiums greatly increased and exhibits divided over a three-week period, the Centennial show will be the most complete and largest exhibition of cattle ever held in the state.

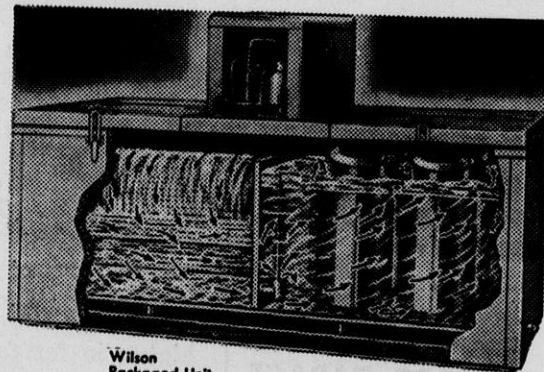
And so every phase of dairyland is actively and significantly represented in the Wisconsin Centennial Exposition, August 7-29, Milwaukee.

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.

BEFORE YOU BUY: GET THE FACTS ABOUT WILSON MILK COOLERS
Check Patented Features . . . Speed of Cooling . . . Construction . . . Sanitation



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

ACT NOW AND SAVE!

For Sale at the Following Dealers:

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

EICHSTAEDT BROS.
Waukesha, Wis.

MARTIN & RINDT
Prospect Hill, Wis.

**GENESSEE DEPOT
GARAGE**

Genessee Depot, Wis.

**SCHMIT AUTO & SUPPLY
COMPANY**
Fredonia, Wis.

RASMUSSEN & HANSEN
Franksville, Wis.

FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

FREEHAUF IMPLEMENT
Jackson, Wis.

**KOHN BROS.
FARM SERVICE**
Kewaskum, Wis.

O'MEARA SALES
West Bend, Wis.

JOHN F. HERDA CO.
St. Martins, Wis.

YOU'LL GET
BIGGER MILK CHECKS
WITH A

CHORE-BOY

BALANCED
LOW VACUUM
MILKER



- CHORE-BOY MILKS CLEANER
- ELIMINATES HAND STRIPPING

Gentle low vacuum induces complete milking; much easier on the herd. Dairymen report 10% increase in milk production.

FOR SALE

at the Following Dealers:—

★

DOBBERPUHL ELECTRIC CO.
Grafton, Wis.

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FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★

FREEHAUF IMPLEMENT COMPANY
Jackson, Wisconsin

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GENESEE DEPOT GARAGE
Genesee Depot, Wis.

★

MARTIN & RINDT
Prospect Hill, Wis.

★

O'MEARA SALES
West Bend, Wis.

★

RASMUSSEN & HANSEN
Franksville, Wis.

Talk on Oleo

(Continued from Page 2)

you) could have more general use which would, Sommers thought, bring the farmers enough money to make up for a lower price that butter might bring if yellow oleo is sold tax free. He suggested that allowing colored oleo to be sold tax free might open the door for other products that would compete with oleo and eventually kick oleo in the face. What might happen to butter in that event, the doctor did not predict. No mention was made of the need to keep livestock for soil conservation purposes.

Causes of Fat Variations In Milk

A recent circular published in November, 1947, by the Pennsylvania State College lists causes of test variations. I would like to enumerate them. Some are new — some old — but they all deserve some thought:

Feed. Certain feeds may increase or decrease the fat percentage in milk.

Stage of Milking or Lactation Period. The first milk a cow gives after she freshens is known as colostrum which is abnormally high in albumin, globulin, and casein and low in fat. The milk 10 to 15 days before and 3 to 4 days after calving is abnormal and should not be used for human consumption.

A cow's milk generally contains a higher percentage of fat the first month after freshening than it does the second month. After the second month the fat content increases gradually to the end of the lactation period. This increase may amount to 1 percent or more.

Condition of Cow at Time of Freshening. A cow in good flesh at calving time will give milk testing higher in fat for several days to a few months after freshening than a cow in poor flesh. The excess fat from the cow's body is readily converted into milk fat and thus increases the percentage in the milk.

Seasonal Variation. In spring when cows are on green succulent pasture and during late summer, a decrease in fat content of milk is likely to occur. During late fall and in winter, an increase in fat percentage may occur. These variations may be influenced by drought, pasture, changes in temperature, humidity, and amount of water consumed.

First or Last Milk From the Cow's Udder. The last milk drawn, known

New Members Accepted April 26, 1948

- Block, Joe A., Route 1, Box 66, Caladonia
Boeck, Fred E., Route 4, Box 246, Waukesha
Brown, William A., Route 2, Box 114, Pewaukee
Buse, Robert, Route 2, Hales Corners
Diekfuss, Marlyn, Route 3, Box 720, Waukesha
Dobberpuhl, Fred., Route 2, Cedarburg
Friess, Alex, Hubertus
Hartmann, Harold, Route 1, Fredonia
Kramer, Edgar, Route 3, Oconomowoc
Nettesheim, John B., Route 1, Hartford
Raddenbach Bros., Route 1, Box 16, Pewaukee
Rempe, L & Siverling, H., Route 4, Waukesha
Savatski, Richard, Route 2, Box 189, Pewaukee
Wagner, Francis J., Route 1, Slinger

as strippings, may test 3 or 4 times as high in fat percentage as the first milk.

Frequency of Milking. It has been found that when a cow is milked 3 or 4 times daily, the percentage of fat in the milk tends to increase.

Time Between Milkings. When the cows are milked at irregular intervals, the milk produced during the shortest interval usually tests the highest.

Age of the Cow. The percentage of fat in the milk generally increases slightly up to the third or fourth lactation period and then is fairly constant up to the sixth lactation period. It then tends to decrease as the cow grows older.

Environment. The surroundings of a cow affect the composition of her milk. Cold, rough weather, hurrying or dogging a cow, rough treatment, excitement, or a change of milkers all tend to cause the fat content of milk to vary.

Health. Milk from a cow that is sick may test either higher or lower than the milk produced under normal conditions. The amount of variation that may occur, even from day to day, is as much as two-tenths of 1 percent or more.

Effect of Oestrus (Heat Period). The fat percentage usually increases slightly during the heat period.

—Roy P. Knoll, Laboratory.

How to Keep the Cows On the Farm?

Funny question, isn't it? But it's a problem that is acute. The price of beef on the hoof is so high that many farmers faced with a shortage of help to care for cows are sending in the least productive ones for slaughter. Three hundred and fifty dollars for a dairy cow that is not quite what she used to be or even twenty to twenty-four cents per pound for a meaty heifer that might make a very excellent milk cow makes many a hard working farmer decide to "ship 'em in."

No way to keep enough cows in the milking herd but to up the price of dairy products.

Condenseries probably made a mistake when they cut the price of milk below four dollars for March. It's got to be higher if enough cows are to be kept considering all operating costs and particularly because no young men care to work on dairy farms, the lure of the eight-hour day in the city being so strong. The people who complain about butter being up near the dollar figure might try working on a dairy farm. Might buy one and see how rich they would get producing butter even at a dollar per pound.

The Milwaukee Journal's gifted writers and cartoonist might even try it. Be very different proposition than donating to the ivy-clad towers of Harvard or even dwelling in the hallowed halls of that same seat (?) of learning.

In the Market

George Gutmann, of the Milk Auditing Division of the Wisconsin State Department of Agriculture, reports that there were daily receipts of 874,213 pounds of milk accepted from producers in this market in March. This compares with daily receipts of 929,850 pounds in March, 1947. Overbase and criticized milk amounted to 20,430 pounds per day against 473 pounds last year. The big difference is because one handler observed a base plan this year.

Fluid sales are reported as 582,581 pounds per day and last year as 584,625, a slight decrease.

Dairy cream sales were 134,702 pounds against 141,864 in March, 1947. Maybe cream is considered a luxury. Milk used for manufacturing amounted to 134,702 pounds per day while in March last year 202,889 pounds per day were processed.

There were 2,718 producers in the market compared with 2,790 last year. The average daily production was 321.6 pounds. In March, 1947, daily production averaged 333.3 pounds.

Other Markets

Chicago Class I price for April is \$4.707 and the Class II is \$4.407. Class III is \$4.058 and Class IV is \$3.981. Butterfat differential to producers per hundred (for each one tenth of one percent of average butterfat content over or under 3.5%) is \$.097.

Twin City Milk Producers Bulletin reports March price as follows: A plus \$4.46; and B \$4.10 per hundred pounds of milk testing 3.5 percent fat. Eighty-six and two-tenths percent of the milk graded A plus.

Pure Milk Manager Recommends Expansion

In his report to the annual meeting of Pure Milk Association (Chicago), General Manager A. H. Lauterbach said that that organization needs to expand and authority to change the entire set-up of Pure Milk Association. Manager Lauterbach's specific recommendations as given in the April issue of "Pure Milk," the association's publication, follows:

- (1) More money must be provided for administration;
- (2) More money must be provided for plan and other physical facilities;
- (3) A new method of financing must be provided;
- (4) Articles of incorporation, by-laws and membership agreements that are flexible should be provided;
- (5) We should consolidate with Pure Milk Products Co-operative of Wisconsin and other co-operatives in our area;
- (6) New membership agreements and by-laws should be so worded to make it possible to take other co-operative groups into the organization as a group;
- (7) If necessary, the name of Pure Milk Association should be changed;
- (8) All the farmers in the so-called Chicago milk shed selling milk

to manufacturing plants should be organized.

This is a large program but absolutely necessary if we are to maintain a co-operative large enough to service the market in an orderly manner, and be ready at all times to handle surpluses that will not be handled by others in the market.

Oleo Tax Repeal Passed by House

With all the publicity that the papers and the radio furnished, everyone knows that the tax on oleo, both colored and uncolored, was voted out by the House of Representatives. The Wisconsin delegation voted in the interest of all their constituents, city folks as well as farmers. The farmers need the protection of a tax on a rank imitation such as oleo is. The consumers need to be protected against having an imitation served them in public eating places, boarding houses and perchance by the well meaning but misinformed housewife.

We have pointed out to the congressmen and senators that in the interest of soil conservation, which is another way of saying in the interest of our civilization, growing livestock must be kept profitable for farmers.

Growing oil producing crops to take the place of dairy products will result in a depleted soil left bare of grass and subject to erosion and wind damage.

Enlightened selfishness should prompt well informed city people to do everything possible to promote and make profitable livestock farming. The tax on oleo can't be removed unless the senate votes favorably and the president signs the bill.

The bill to repeal the oleo tax is in the Senate Finance Committee at this writing and in all likelihood will be reported out favorably.

Every dairy farmer should write his congressman, House Office Building, Washington, D. C., thanking him for his good work. Write to Senators Alexander Wiley and to Joseph McCarthy, Senate Office Building, Washington, D. C., telling them to keep up the good work. The oleo millionaires are on the job. Let's do a good job for our side.

Traffic sign seen in a small town:
"Go Slow — This Is a One-Hearse Town."

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

June Time Action

(Continued from Page 1)

creasing population we are selling to a parade not a grandstand."

Beginning with six states in 1940, the ADA in the brief span of eight years, now has 40 states enlisted for advertising action. The first year's budget of \$270,000 has shot upward every year. It was \$1,200,000 in 1947. Goal set for 1948 is \$1,800,000.

Multiple Action

In merchandising power, dairy foods have a tremendous advantage because they are used with so many other foods, Richards states. Related food advertisers, featuring dairy foods in their ads, multiply the power and effectiveness of the dairy farmer's ADA dollar by getting at least 12 dollars of Cooperative Advertising for every dollar invested.

The current cottage cheese-cling peach salad campaign is a typical example. In April and May, coopera-

tive efforts of the ADA with the Cling Peach Advisory Board placed colorful ads in national magazines and newspapers reaching 34 million homes, distributed 300,000 color point-of-sale posters in stores and restaurants, and local dairies delivered 4 million recipe leaflets house-to-house.

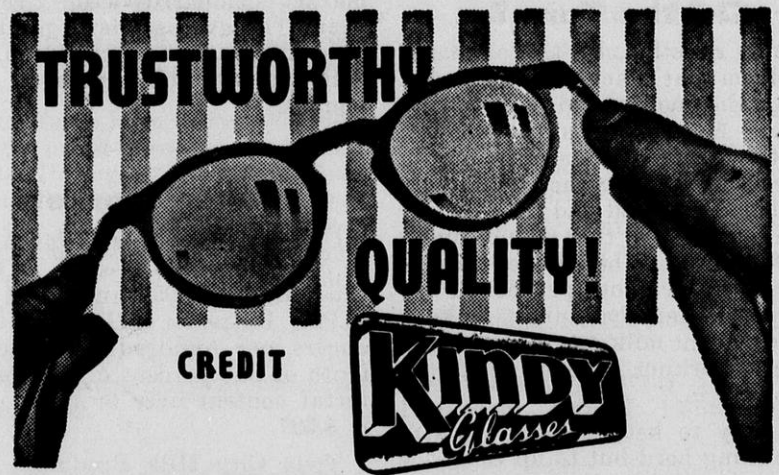
Slated for nationwide promotion in June and July is the biggest ice cream "push" in history. "Ice Cream and Cake" is the theme of the promotion originated by ADA and General Mills and spearheaded through the International Ice Cream Manufacturers Association.

Featured with ice cream is Chiffon Cake introduced by General Mills, Inc. of Minneapolis. The combined advertising efforts of ADA and General Mills will provide coverage that has a potential of reaching every American home five or more times.

Ice Cream and Cake

Additional advertising on ice cream by Pillsbury Mills, Marathon Paper Company, the Preserve Industry Council and advertising on the local level by manufacturers and dealers gives total circulation and radio audience figures in excess of 200 million.

Beginning May 15, mobile billboards on 6,000 railway express trucks will skyrocket the message "Pour on the Cream" to millions of sales impressions on the buying public across the nation. It will be followed June 15 to July 15 with a nationwide showing of a striking "Ice Cream and Cake" poster.



KINDY OPTICAL CO.

615 N. 3rd Street

Marquette 7225

The American Dairy Association has scheduled more than a dozen merchandising events on all dairy products during the coming months. This year-round month-by-month merchandising program is made possible by the advertising set-aside of dairy farmers in 40 major milk-producing states enlisted under the ADA business banner.

Join June Drive

June is the period when dairy farmers in cooperation with their plant operators prepare for the "Say It With Sales" advertising and promotion drive for the coming year.

"Back ADA in June" is the business battlecry of dairy farmers and plant operators, united in a crusade for better living on the farms and in the cities for a happier standard of living for people everywhere.

Weekly Dairy Market Review

For Period May 3 — May 7, 1948

Dairy products markets continued in relatively strong position. Milk production still awaiting grass and warmer weather in most areas. Continued government purchases and good demand strengthening factors. Rail embargo causing uncertainty.

BUTTER: Butter markets gained further strength at the opening this week and a firm situation was apparent at most times. Some hesitancy developed on news from Washington which was construed as unfavorable to the dairy industry in the battle against repeal of oleo-



"You've got that 'come-hither air' — do you eat Limburger?"

margarine legislation. Any easiness which developed was short lived as closing market position was firm with principal market values higher. Closing values over last week at Chicago were approximately 2½-4c higher and were 2¾c-4c higher at New York city. All grades shared in the advance although principal strength was apparent in top grades. At Chicago bids on the Mercantile Exchange Friday for 93 score at 83c, and at 82c for 92 score were unsatisfied. At New York 92 score sold up to 84c and 85½c was bid for 93 score. Sweet cream outlets are reported draining much of the supply of raw material away from the churns.

EVAPORATED and CONDENSED:

The evaporated case market was steady following last week's price advance. Demand was good. Production increasing as more fluid milk becomes available. U. S. D. A. purchased for export 30,000 cases at \$5.87 per case f.o.b. Calif. out of 193,625 cases offered. Balance to be purchased 72,250 cases. New York city sales were at \$6.30-6.45 per case. In California the market was steady to firm. There was a good export demand and also large Army orders. Carlot sales were at \$6.10-6.35. At Philadelphia, demand was good. Advertised brands sold at \$6.45 carlots, with independents brands \$6.30 — few \$6.20.

CHEESE:

Markets at terminal points were firm in response to the advancing primary costs and prices ranged higher this week. Some difficulty was experienced at the higher levels but with supplies light the higher level was maintained. At primary markets an increasingly firm

tone was apparent with prices working higher. All styles were in demand and while price resistance encountered principal difficulties were in procurement rather than distribution. Nervousness was apparent but with other products competing for milk supplies assemblers were forced to be aggressive in encouraging the production of cheese. There is strong sentiment at the moment against accumulating storage stocks although many interests are going into a limited storage program. Recent figures from storage points show the into storage movement slower than last year although total supplies are still in excess of last year and the five year average.

Army purchases this week were reported as 156,000 pounds of current make American styles for export delivered to New York at 47.50c per pound for immediate delivery.

At the Wisconsin Cheese Exchange Friday, May 7, there were no sales or uncovered offerings. Unfilled bids were posted for 7 cars of White or Colored Cheddars at 43c, and for 2 cars Colored Single Daisies at 46c (these prices do not include assembling charges or other permissible allowances). Tone of market was very firm. Bids on Cheddars at 43c were ½c higher than last week sales and unfilled bids. Bids of Single Daisies at 46c were ½c higher than last week's sales.

DRY MILK: Markets steady. Some dealers holding closely.

Sales roller process non fat dry milk solids suitable for human consumption carlots, bbls., Chicago 14-16c, New York city 15-16¾c, Phil-

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.

Philadelphia 14½-16¼c, Boston 14¾-16¼c, San Francisco 15-16c.

MILK and CREAM: Fluid milk market ruled steady in the east and Atlanta and steady to firm in mid-west section where reports indicate evaporators pushing for supplies. In Boston and New York milk sheds production gaining slowly but running below last year, as much as 8-8½ percent below at New York. In Philadelphia area production gaining and running as a whole at and slightly above last year, northern part of Pa. the exception; Atlanta where rains followed long dry spell production held at about same level. Supplies adequate, short for manufacturing at N. Y. city, surplus otherwise going to condensed and cream with considerable surplus around.

English exam question — Give three collective nouns.

Student's answer — Flypaper, wastebasket and vacuum cleaner.

NOW...

Use

DIVO

GET ALL DAIRY UTENSILS SPARKLING,
THOROUGHLY CLEAN, FASTER,
EASIER THAN EVER BEFORE!

*The Amazing New Soapless,
Wetting Agent Cleaner*



-cleans fast as lightning!
-makes mountains of rich, fluffy suds!
-softens the hardest water soft as rain!
-leaves no soap film or smears . . . even without wiping!
-works wonders, too, with woolens, dishes,
glassware and woodwork!

ORDER DIVO FROM YOUR HAULER TODAY!

Use Handy Order Blank Below

Mr. Hauler:

Please bring me one package (62 ozs.) of DIVO . . . that amazing new soapless, wetting agent dairy cleaner! You may deduct the charges from my next milk check.

PRODUCER NUMBER.....

NAME.....

File First Petition Under New Bang's Law

The first petition requesting area control of Brucellosis (Bang's Disease) under the new Wisconsin law has been filed with the state department of agriculture.

It was filed by cattle owners of the Town of Westfield, Marquette county. The area plan of Brucellosis control to be used in the town will include free vaccination of all heifer calves and free herd testing at the owner's option.

Good Alfalfa Seed Supply Available This Fall

With the harvest of a large crop of alfalfa seed and with a fairly large carryover of such seed from last year, supplies on hand in the United States this fall will be the largest on record, according to the

Crop Reporting Service of the Wisconsin and United States department of Agriculture.

The total supply, including this year's production and carryover, will bring the amount of clean alfalfa seed available at the end of this season to over 107 million pounds. This is much larger than average and 12 percent above the rather good supply available last year.

It is estimated that over a million acres of alfalfa were harvested for seed in the United States this year and the yield per acre was relatively high — about $1\frac{3}{4}$ bushels per acre. The quality of the seed is apparently better than average and the amount of loss in cleaning is expected to be lower than usual. The total volume available this fall will consist of over 89 million pounds of new seed, nearly 3 million pounds of seed carried over on farms, and over 15 million pounds carried over from last year by dealers — making a total of over

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

FOR SALE

Yearling Reg. Holstein Bull, a very nice individual. Sired by our Reserve All American 3 yr. old, Prince Tritomia Transmitter Fobes 908196, whose dam produced 696.5 lbs. butterfat. The dam of this calf has records up to 500 lbs. fat, on 2 times a day milking.

Also have young calves out of same sire and from dams up to 600 lbs. of fat.

**BERN. SCHOESSOW
& SONS**

Route 1 Thiensville
2½ miles west of Thiensville on High'y 167

107 million pounds of alfalfa seed available in the nation this fall.

While Wisconsin is not one of the important producers of alfalfa seed, the yield per acre of alfalfa cut for seed in the state this year was higher than usual. Farmers report an average yield of 1.35 bushels per acre and a production of about 24,000 bushels of thresher-run seed in the state.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21—Number 3

"By Farmers . . . For Farmers"

June, 1948



Newsnotes From Your Dairy Council

"Don't Be Your Age" Is Advice From Your Dairy Council to the Old Settlers' Club

In the picture above, your Dairy Council Director is telling the Old Settlers' Club of Wisconsin at their May 6 meeting how they can extend the prime years of their lives by including plenty of the protective foods — especially milk and milk products. When Mr. T. Fred Baker, President of the Old Settlers' Club, called your Council's office to arrange the program, he mentioned that the average age of the club members is 75.6 years and selected the topic "Don't Be Your Age."

Here was a unique opportunity to re-emphasize the importance of good nutrition to the continued well-being and efficiency of these older people. Dr. Henry C. Sherman, Professor of Biochemistry, Columbia University, and one of the authorities cited in the lecture says, "The extra years, whatever their number, that you earn for yourself by starting early the habit of good meal selection, will not be added to the period of old age, but are inserted in the period of the prime." With the growing number of people in

our population over 65 years, it is increasingly important to establish with them a more complete understanding of the first place of dairy foods in diets for all ages.

Grade Schools Feature the Dairy Industry in Centennial Programs To Celebrate Statehood Day

At the Phillips School Fair, May 26, your Dairy Council had an exhibit with the slogan, "Dairy Foods Complete Your Daily Meals," above a dairy farm scene. A placard illustrating the place Wisconsin takes in milk production, and cheese, butter and ice cream manufacture was also featured. Realistic models of each of the types of dairy foods along with Dairy Council materials completed the table display. Several of the classrooms gave the dairy industry an important share of the program — one highlighted the different cheeses made in our state while another had two youngsters portraying a cow. Parents and friends of students of Phillips School attended the fair which featured many of the industries that made Wisconsin great. Your Dairy Council was proud to be called upon to represent our dairy industry.

A mechanical cow loaned by your Dairy Council and complete with stall, milking machine, moving head,

jaws, and tail, and blinking eyes was the center of attention at the Kosciuszko School Centennial Pageant at Cudahy. Your Council suggested the theme for the drama the second graders presented.

They praised "Bossy" and told the audience of all the wonderful foods she gives us to help boys and girls grow healthy and strong. The children said in chorus, "I like cold, clean milk to drink because it helps me grow strong, straight and sturdy. I drink your milk because it does more for my body than any other food. It makes my cheeks round. Milk is the best food. Everyone should drink four glasses a day."

During 1948, many students and teachers have consulted your Dairy Council for help in the study or dramatization of the role of the dairy industry in the development of the Badger State. We have gladly accepted this opportunity to expand our educational efforts and our public relations job for the dairy industry in a "never-to-be-forgotten" way. Lasting impressions and opinions are made by children in these formative years. Your Dairy Council's staff is continually guiding their present and future food habits through the use of exhibits, films, and health educa-

(Continued on Page 4)

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 21 JUNE, 1948 No. 3

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Board Meeting May 25

Your Board of Directors held its regular monthly meeting on May 25.

At this meeting the Board accepted as members — 13 applicants signed by fieldman Monroe Schoes-sow.

Instructed the secretary to dispose of Shorecrest Hotel Bond.

Decided to lease a small space in the conference room to the Milwaukee County Farm Bureau, no expense to be incurred by this Co-operative for partition to be installed and in the event that the lease with the Farm Bureau is terminated, partition is to remain as our property.

Voted a donation to the Cancer Drive.

Instructed the secretary to attend a hearing on proposed milk standards at Waukesha on June 16.

Discussed the drive to have dairy products donated for CROP. Board felt it was very unwise procedure, since there would be cause for much misunderstanding.

Decided to have the next Board meeting on June 22.

At the price conference held in the afternoon of that day, there was a strong effort made by the dealers to have a reduction in price of May milk. After considerable argument, it was decided that Class I milk should be \$4.80 as it has been for many months, but that Class II, or

milk used for cream purposes, to be fifteen cents above the average of the four condenseries, instead of twenty-five cents, because price of condensery was estimated as being ten cents higher than in April, which would make the Class II price the same as in April. This conference was the longest drawn out one we have had in many months.

Price of Milk

As related in another article, the Class I milk price for May was \$4.80, Class II fifteen cents over the average of the four condenseries, which makes it \$4.31, and the manufactured milk price was \$4.16 or ten cents higher for manufactured milk than in April.

The blend price depending on the amount of manufactured milk the various companies have, run from \$4.50 to \$4.58.

Chicago's Class I price for May is \$4.558. Class II price is \$4.358 and their condensery price \$4.128 which, by the way, is the basis for June Class I price to which is added fifty cents per hundred; for Chicago's Class II price, thirty cents is added to the base of \$4.128. The estimated blend price for Chicago for May is \$4.40 to \$4.42.

C. R. O. P.

There is a drive on to get dairy-men to donate the proceeds derived from a certain amount of milk (indicated by the producer by a tag on a milk can) to the Christian Rural Overseas Program, known for short as C.R.O.P.

The money so deducted to be sent to headquarters in Madison. This Madison office will use the money to purchase cheese, milk powder, canned milk and dried eggs. These products to be shipped overseas and distributed under the auspices of the various religious groups.

The purpose is worthy, but the procedure followed is not applicable in a multiple price market such as Milwaukee. Tags attached to can handles, simply stated that the contents of the can was to be processed and the income from same be sent to the Madison office. Few tags were found on cans and in most cases they were not noticed until the empty can was inverted in the can washer. The weigher could not know how many pounds were in the can and of course the office force could not know whether the produc-

ers wanted the milk priced in Class 1, 2 or 3, or at the blended price.

It's very clear that if an authorization signed by the producer asking the buyer to deduct a certain amount of money from his monthly check and remit same to C.R.O.P. the whole proceedings would be made simple and workable. Some one who knew little about city milk markets just fell over that one.

Supplies on Hand

We would again bring to the attention of our members, that we have DDT stable white sprays which ought to be put on very soon, in order to keep flies down for the season, and also eliminate the worry about getting a whitewasher along about October or November, when the cows would have to be turned out in bad weather in order to do the job, whitewashing stable walls.

We also carry DDT fly sprays, washing powders, and sterilizers of many different kinds, milk scales; electric milk stirrers; stirring rods; stainless steel strainers; 14 quart hooded milk pails; filter pads; knapsack sprayers; dairy brushes; sponges, etc. We have just received a supply of eight gallon seamless milk cans. The market is very bad on cans, and we were very fortunate to get these.

Good Bulletin

Rations Fed To Milk Cows 1946-1947 is the title of a bulletin issued by the U. S. Dept. of Agriculture, Washington, D. C.

Most of the information contained in this well gotten-up publication was based on reports from dairy farmers who report monthly to the Department of Agriculture. There is much valuable information in this bulletin which can be had for the asking from the U. S. Dept. of Agriculture, Washington, D. C.

Full Cans May Mean Waste

Filling cans so full that the cover touches the milk may not be a good practice. In cold milk the cream is at the top and some of it is apt to stick to the can cover and be wasted. Then, too, there is no chance for the cream and milk to mix when the cans are moved in the truck and while unloading. That means that if, through accident, some of the contents of the can is spilled, it will be the cream, in case of brim full cans.

WILSON ZERO°FLOW PROTECTS THE CREAM LINE

FROM 90% TO
99%
of all bacteria are
in this danger line

You will get top money from all your milk with Wilson Zero°Flow's automatic neck-high cooling. Single cans or capacity load get the same protection: no dummies needed.

Wilson cabinets are "life-tested." Extra milk earnings soon pay for your Zero°Flow.

Copyright 1948,
Wilson Refrigeration, Inc.

ACT NOW AND SAVE!

For Sale at the Following Dealers:

DOBBERPUHL ELECTRIC CO.	Grafton, Wis.
EICHSTAEDT BROS.	Waukesha, Wis.
MARTIN & RINDT	Prospect Hill, Wis.
GENESEE DEPOT GARAGE	Genesee Depot, Wis.
SCHMIT AUTO & SUPPLY COMPANY	Fredonia, Wis.
RASMUSSEN & HANSEN	Franksville, Wis.
FOLLSTAD IMPLEMENT CO.	Menomonee Falls, Wis.
FREEHAUF IMPLEMENT	Jackson, Wis.
KOHN BROS. FARM SERVICE	Kewaskum, Wis.
O'MEARA SALES	West Bend, Wis.
JOHN F. HERDA CO.	St. Martins, Wis.

Milwaukee County Farm Bureau Rents Office Space

As noted elsewhere, the Board of Directors rented office space to the Milwaukee County Farm Bureau. Joseph Shaughnessy, Secretary of that organization moved in and was ready for business on June 7.

This is purely a business arrangement and does not connect the two organizations in any way, shape, manner or form. The Farm Bureau needed office space and we had some to spare in a corner of the conference room.

Brannan Sworn in as New Secretary of Agriculture

Charles F. Brannan was sworn in June 2 as Secretary of Agriculture by Associate Justice Wiley B. Rutledge. His first act was to enter a plea that a long-range farm program be passed by the present session of Congress.

Senator George D. Aiken told reporters at the ceremony that the Republican Party should not expect to win the November elections easily if they failed to pass a farm program now. Aiken is known to be

especially miffed because the long-range program was not made part of the "must" legislative program.

Oleo Legislation

As this is written, the Rivers Bill, which would remove all federal taxes on oleo, is awaiting action by the senate, the Finance Committee having given a favorable report on it, the vote being 10 for oleo tax repeal, and 2 against. Hearings were held by the Finance Committee, the dairy people were allowed one day to present their views and the oleo interests had the same time. Just think of it, one whole day for the great dairy industry to testify on this important measure.

And then the two dozen manufacturers of oleo had the same time allowed for their stooges to testify. The outcome is still in doubt, but some so-called representatives of the dairy men have conceded defeat. The fight may be all over by the time you read this, but it could be that in the grand rush to adjourn, no vote may be reached. Many sincere spokesmen for the dairy industry are gradually coming round to the opinion (so often expressed in this publication) that the oleo question is directly connected with the keeping of livestock on the farms. They are beginning to realize that unless livestock is kept to eat grass and forage that must be grown in order to conserve the soil, all crops growing will be difficult, for there just won't be any fertile soil left.


One gifted orator speaking for the dairy industry said that "if the oleo law is repealed, there will be less dairy products and meat. But there will be plenty of oleo and presumably plenty of cereal breakfast foods — if that be the diet that Americans prefer."

Well, will there be plenty of cereals? Less than thirty years after Wisconsin attained statehood, much of its soil had been so depleted that it would not raise a worthwhile wheat crop and oats and barley yields were very poor.

Keeping dairy cattle has changed that picture. The soil has been built up and conserved until now better grain crops are produced than could be grown on the land when it was first cleared of trees.

No, we can't count on enough wheat and oats and probably not enough vegetable oil to make oleo, if keeping dairy cattle becomes non-profitable. Of course, there may be some coconut oil brought in from the tropics to make oleo from.

CHORE-BOY
BALANCED LOW VACUUM
MILKERS
ARE EASY
ON YOUR COWS



• COWS MILK 25% FASTER
• YOU GET BIGGER MILK CHECKS

Cows relax for a fast complete let-down of milk with Chore-Boy's gentle soothing action. Milk production is increased as much as 10%. Let us prove it to you. No obligation.

FOR SALE

at the following Dealers:—

★
DOBBERPUHL ELECTRIC CO.

Grafton, Wis.

★
FOLLSTAD IMPL. CO.
Menomonee Falls, Wis.

★
FREEHAUF IMPLEMENT COMPANY

Jackson, Wisconsin

★
GENESSEE DEPOT GARAGE
Genessee Depot, Wis.

★
MARTIN & RINDT
Prospect Hill, Wis.

★
O'MEARA SALES
West Bend, Wis.

★
RASMUSSEN & HANSEN
Franksville, Wis.

Council (From Page 1)

tion materials to recognize the rightful importance of the dairy industry and its contributions to their well-being.

“And on the Program, We Have a Member of the Staff of the Dairy Council of Milwaukee . . .”

These words became very familiar indeed, to your Dairy Council staff, who appeared before the following groups: Milwaukee Optimist's Club, Gyro Club, Beta Sigma Phi, National Avenue Advancement Association, Ascension Lutheran Ladies Guild, Altrusa Club, Jewish Community Center, and Business Institute. Lectures and films on charm, lengthening the life span and a review of the dairy industry were presented. Although there was a choice of topics available, the men were greatly interested in the subject related to the development of the dairy industry and its contributions to public health and the well-being of all individuals. It was a fine opportunity for your Dairy Council staff to do a direct public relations job for the dairy industry. At the close of a program at the Optimist Club, one member mentioned his concern about his 9 year old daughter's poor appetite for milk, and was wondering if that caused his milk bill to be lower than his friend's. In other words, he was comparing his family's health habits with his neighbor's to see if they “measured up” to the best nutrition standards. We are able, in this manner, to reach these opinion-forming groups with a message keyed to their interests, yet stressing the important role of milk in every day's meals.

London Man Wants Centennial Photos

Wisconsin's centennial exposition is attracting international interest, letters received at the state department of agriculture indicate.

The latest is a request for pictures of Wisconsin agriculture and its dairy industry received from V. S. Swaminathan, London, England.

Swaminathan writes that he is a free-lance journalist with connections in England and the Scandinavian countries. He believes that his publications will be interested in an account of the state's centennial activities. Pictures requested include views showing the evolution of Wisconsin agriculture, modern dairy farms, livestock and dairy manufacturing plants.

New Members Accepted At Board of Directors Meeting May 25, 1948

Bartis, Marvin, Route 4, Box 1098, West Allis 14.

Bergles, Mary, Route 2, Box 116, Franksville.

Buslaff, Almon H., Route 3, Campbellsport.

Chambers, John C., Menomonee Falls.

Kasten, Elmer, Rockfield.

Kau, Jos. F., Route 11, Box 897, West Allis 14.

Klumb, Walter, Rockfield.

Kurtz, Adam J., Richfield.

Kyland Farm, Frank Case, Manager, Oconomowoc.

Orville Ramthum, Route 2, Campbellsport.

Ries, J. P., Route 1, Lomira.

Seitz, Floyd, Route 4, Box 507, Waukesha.

Zingsheim, Wendolin, Allenton.

President Truman Makes Trip

President Truman in his trip across the country makes much to do about helping the farmer.

Perhaps it would have been more consistent if he had opposed taking the tax off of oleomargarine instead of having the assistant secretary of the treasury testify that the tax did not do the treasury much good, and that it was unwise to tax a food product like oleo. This treasury man indicated that he was speaking for the administration.

Now, President Truman would know that if butter must sell at the price of colored oleo, which is made from cheap oils and fat, dairy herds will become less profitable and will be liquidated to considerable extent. Such liquidation would mean that much of our land would suffer since the first rule in conservation is to keep as much land in grass as possible, and grass has a market only through livestock.

The President would seem to be more politician than statesman, when he straddles the fence of farm aid, and the conservation of the soil.

Prices Paid by Wisconsin Farmers at New High Point

Prices paid by Wisconsin farmers have not shown a decrease for any month in the past seven years, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. Increasing prices paid for family living and farm production operations combined with a seasonal decline in the prices received for farm products have resulted in a sharp decrease in farmer purchasing power since the first of the year.

Beginning with the second quarter of 1941, prices paid by Wisconsin farmers increased from 25 per cent above the 1910-14 level to 81 per cent above that level during the period when price ceilings were in effect. Since the removal of price ceilings, the prices paid by farmers have increased monthly and in April of this year were 166 per cent above the 1910-14 average. The present level is more than double the prices paid in the spring of 1941.

The levels of prices paid and prices received by Wisconsin farmers became about equal in the summer of 1941. From that time, the purchasing power of the Wisconsin farmer gradually increased until it reached an all-time high of 46 per cent above the 1910-14 level in the fall of 1946. This usually happens on the upward side of a big price movement.

During 1947 farmer purchasing power dropped back to the level of the price ceiling period. A slight increase in purchasing power is shown from September 1947 through January of this year, but it dropped to 14 per cent above the 1910-14 level in April and was 22 per cent below the all-time high reached in 1946. After the peak of a big price change such as that of World War I, farm purchasing power was lower because of the unequal price changes on the downward side of the price movement.

"So you lost your poor husband. I'm so sorry. How did it happen?"

"He was keelt by a weasel."

"Killed by a weasel? That's very unusual. Tell me about it."

"Is driving hotomobil. Is commeng to railroad crossing. Deen't hear no weasel."

What About Meat

The Federal government, as well as many individuals, would seem to be worrying about the pork and beef supply. The government wishes to set goals for pig crops. Many students of farm conditions believe that there will have to be a different ratio, between the price of corn and the present seemingly high price of hogs to induce farmers to raise more hogs.

If the corn crop is heavy enough so that there will be a big carry over of 1948 corn, hog production in 1949 will up pretty fast, but only for that reason and not because the government is setting goals.

Beef herds are down almost 40% under the number necessary to supply the people of this country with the meat they desire to have; building beef herds, of course, is a much slower process than getting into hogs, which will mean that regardless of the new corn crop, beef will be short for several years. The sheep flocks are said to be quite low also. The high price of grain and mash used for feeding chickens and turkeys has decreased the flocks abnormally, so that poultry cannot help relieve the meat situation to any extent.

June Named Dairy Month by Governor

Because of a world-wide interest in food and the sharing of food, the importance of milk is being recognized today as never before, Governor Oscar Rennebohm declared today in a proclamation designating June as Dairy Month in Wisconsin.

"The improvement and preservation of the vast American dairy industry are of vital importance to all Americans as a matter of practical living and better nutrition," the governor continued. "Indirectly it is of priceless value to the people of the whole world.

"Each year one month is set aside by the dairy industry as a period in which the health and life-giving values of milk and dairy products may be emphasized. The month of June is selected because this is the month when nature's bounty is most abundant and our dairy herds achieve their greatest and best production."

Governor Rennebohm urged civic associations to cooperate in the observance of Dairy Month, "in order to increase our appreciation of milk and dairy products and their value in the promotion of better health for all our citizens."

How to Remove Milkstone . . . QUICKLY!

TO remove milkstone from milk-processing equipment use specially designed Oakite Compound No. 36. This mildly acidic material penetrates and loosens even the toughest milkstone. Works quickly . . . shortens follow-up cleaning and sterilizing time . . . paves the way for effective germicidal action. May be used in wiping, soaking or circulating methods. Get in touch with us for more facts about Oakite Compound No. 36, or write for Oakite Dairy Booklet. No obligation, either way.

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Fluid Milk Prices In City Markets

Fluid milk prices at both retail and producer levels early in May declined less than is usual at this time of the year, the Bureau of Agricultural Economics reported today. Prices of milk to producers declined in about one in every twelve city markets while retail prices declined in about one in every fifteen markets. Reported retail price reductions were heavily concentrated in New York State and in Pennsylvania, as city markets in these two States accounted for nearly all the retail price reductions which were reported. It is apparent now that many milk markets will not experience the seasonal declines in milk prices usual in the flush production period.

Retail prices were reduced one cent per quart and producer prices 40 cents per hundredweight in most Pennsylvania markets on May 1 under regulations issued by the Pennsylvania Milk Commission. In the New York City market, retail prices declined one cent per quart on May 1, and the producer price dropped 40 cents per hundredweight. In the Rochester, N. Y.

AVOID NUTRITIONAL DISORDERS

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100 lbs.....\$3.95

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Germantown — Milwaukee

market, retail and producer prices declined also on May 1. The retail price reduction in that market was one cent per quart and the reduction in the producer price was 40 cents per hundredweight. In the Buffalo, N. Y. market, the producer price also declined 40 cents on May 1. No change in retail prices has been reported from that market. The producer price reduction in the New York City market occurred under provisions of the joint Federal State Order regulating minimum prices to producers in that market and the producer price reductions in the Buffalo and Rochester markets occurred under provisions of New York State Orders regulating minimum prices to producers. A reduction in the price of milk for use as fluid cream and also in wholesale and retail fluid cream prices which had been issued after a public hearing on March 22 was revoked by the Director of Milk Control in New Jersey on April 16. Notice of this action was received too late for inclusion in the April issue of this report. Fluid cream prices at producer, wholesale, and retail levels in New Jersey have continued unchanged in April and May.

Elsewhere in the country, an increase of one cent per quart in retail prices at stores was reported from Atlanta, Ga. in the first week in May. The new price is 21 cents per quart. In Lexington, Ky., the producer price declined 40 cents per hundredweight early in the month. In the East North Central area a decline of one cent per quart was reported in the retail price at Cleveland, Ohio.

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."

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The Oleo Tax Repeal Bill

A sound and free economy in this country rests on a prosperous agriculture and an active industrial production. That is my firm conviction and I shall work toward that end. This calls for fair prices for farm products and gives equal buying power to the farmer. One dollar earned by the farmer is turned over seven times, and thus it means prosperity for the industrial worker as well. Now let us consider the oleo tax bill for what it really is, keeping in mind that in Wisconsin dairy farming is our largest industry.

The real issue in the fight over repeal of oleo taxes is an economic one. One branch of American agriculture — the cotton and soy bean farmer — are attempting to expand their markets at the expense of the dairy farmer. So the problem should be recognized as a contest between

(Continued on Page 8)



KINDY OPTICAL CO.

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Margaret McGuire, Highland, Wis., Named "Alice in Dairyland"

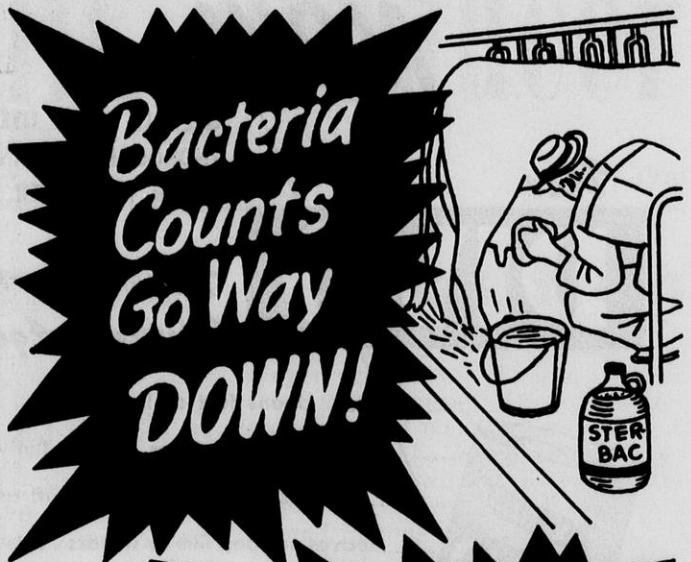
Margaret McGuire, blue-eyed, brown-haired, and pretty was chosen as Alice in Dairyland, May 19, by a panel of impartial judges. Miss McGuire, as "Alice," will reign over the Centennial Exposition at State Fair Park, Milwaukee, August 7 to 29, and will serve as model for the 11-foot mechanized Alice who will preside over the dairy industry's \$75,000 Alice in Dairyland exhibit at the exposition.

Of the total cost of this exhibit, \$50,000 is being raised by the dairy industry of the state and affiliated companies and \$25,000 by the centennial exposition. Over 200 companies have already paid in over three-fifths of the amount needed. The rest must be raised within the next month. Names of sponsors will be published on a huge permanent plaque to be posted in the dairy building. Those who have not yet pledged their support are urged by Bryce Landt, Wisconsin Dells, treasurer of the dairy committee, to send in their checks immediately.

Miss McGuire, 18, lives at Highland, Wis., and is the daughter of Mr. and Mrs. Alphonse J. McGuire. She is a freshman at Whitewater State Teachers' College and intends to make teaching her life work.

In selecting "Alice," judges considered natural beauty, personality, and voice. She was one of 16 finalists selected from among over 200 photographs submitted by newspapers and radio stations of the state. The 16 appeared in person before the judges at a dinner in Milwaukee, May 15.

In addition to reigning as queen of the exposition, Miss McGuire will go to Pittsburgh to model for the big mechanized Alice, and will be given all expense trips to New York and Hollywood. In Hollywood she will be given a screen test. She will also visit many towns in Wisconsin on a personal appearance tour and will appear on radio programs to give publicity to the state's dairy industry and the centennial celebration.



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DIVO

GET ALL DAIRY UTENSILS SPARKLING,
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EASIER THAN EVER BEFORE!

*The Amazing New Soapless,
Wetting Agent Cleaner*



-cleans fast as lightning!
-makes mountains of rich, fluffy suds!
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-leaves no soap film or smears . . . even without wiping!
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Mr. Hauler:

Please bring me one package (62 ozs.) of DIVO . . . that amazing new soapless, wetting agent dairy cleaner! You may deduct the charges from my next milk check.

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Deering horse-drawn mower; John Deere hay loader; Emmerson side rake; \$135.00 for the three machines. Also Ronning corn chopper with blower. Guernsey bulls from 6 months old to service age with papers. Twine tied baled hay — mixed alfalfa, brome, timothy.

FRED BURHOP

Route 1 Grafton, Wisconsin

should it not stand on its own merits? Why is it necessary to fortify it with vitamins and color it like butter? They now ask the right to sell it as an imitation for butter. I think this is unfair.

It is my opinion that the dairy farmer is entitled to the protection that the Federal Oleo Tax provides. He is part of the basic industry of our country and it is penny-wise and pound-foolish to take away or reduce his butter market.

—Congressman L. K. Smith (Wis.)

What's Money?

Did you happen to read in the newspapers or in Farm Journal the story of the 2 Iowa farmers who flew to Europe to see for themselves just what Europe needed?

Arriving at a London hotel, one of them dug into his pocket for the bellhop's tip, came up not with a shilling but a jackknife!

The gentleman understood basic economics.

With that jackknife he whacked off a chunk of Iowa bacon! And within five minutes the man's quarters were besieged. His windows were opened. His windows were closed. The chandelier was polished. The lights were snapped on and off. The tub was scrubbed and he got enough towels to last two men's lives.

Joseph Lardinois, Route 4, Luxemburg, was fined \$25 and costs in justice branch of county court at Kewaunee, May 26, after pleading guilty to the charge of offering for sale insanitary milk which had previously been rejected.

Bert Marcelle, New Franken, pleaded guilty in justice branch county court, Kewaunee, May 26, to the charge of offering for sale insanitary milk which had previously been rejected. He was fined \$25 and costs.

Oleo (From Page 6)

the dairy industry and the manufacturers of oleo.

Margarine manufacturers have led the people into believing that repeal of the taxes means cheaper butter substitutes at a time when butter prices are high. Yet they have not said that this will bring lower prices. The reverse seems true because it will be natural for them to make colored oleo only, once the tax is repealed. In Washington today white margarine sells for 40 cents a pound, but the price of the colored is 55 cents. This is a spread of 15 cents on each pound.

If this policy is adopted by the manufacturers, then they will benefit and not the consumers. If users can buy only colored oleo, the price will be increased for 90 per cent of the users who now buy white margarine and color it themselves.

In addition to a price increase for oleo, it is almost certain that the

price of milk, ice cream, and all dairy products will rise. A reduced milk supply will follow when herds are reduced and then there will be less beef and veal for the meat markets. It is a fact that the dairy industry furnishes 40 per cent of the meat supply in this country. So when the dairy farmer loses his butter market, it will have a considerable impact on the cost of the food basket for every consumer in the nation.

It is interesting to note that in February of this year more margarine was produced than butter. Total production was 80,418,176 pounds, an increase of 12,668,098 pounds for the same month of 1947. Butter production was 77,145,000 pounds or a decrease of 20,000,000 pounds for the same period. It is evident that the farmer is losing his butter market and this means an increase in all other farm products.

If oleo is in all respects the equal of butter, as some contend, why

Milwaukee Milk Producer

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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21—Number 4

"By Farmers . . . For Farmers"

July, 1948

Wisconsin Centennial Exposition

For two years plans have been under way for the \$5,500,000 Wisconsin Centennial Exposition, August 7-29, Milwaukee. Today an ideal Exposition grounds which will house the greatest show ever held in the history of the State is nearing completion.

"At a cost of more than \$2,500,000 improvements, remodeling, and additions are being made from one end of the grounds to the other," according to Ralph E. Ammon, Director of the Exposition. He also stated that at the present time about 7,000 people throughout the state are working to make this "a gigantic climax to Wisconsin's centennial year."

On one end of the 230-acre Exposition site, the State Fair Park, is a new subway. This will provide easy entrance to the grounds from the new 63-acre parking lot which will accommodate an additional 3,000 cars. On the opposite end of the grounds, crowds will enter through the new giant fins of the main gate.

"Through these gates we expect more than 1,500,000 people to come for the Exposition," declared Ammon, "for never before in all of Wisconsin's 100 years has a show of this size and scope been produced anywhere in the state."

Four new buildings are under construction. Most of the other 22 state fair buildings are being dressed up with brightly painted modernistic facades of masonite. Interiors are being rearranged and remodeled to fit the new-type exhibits.

Exhibits which will be seen on the 100 acres of exhibition space are described as of a "World Fair" scope.

One of the most unusual displays is the Conservation Department's actual log building. The two-room cabin is part of the 2½ acre display of natural Wisconsin — complete with stream, fish, woods, park and fire tower. So authentic is the exhibit that the building was hand-

constructed during the winter by northern Wisconsin loggers.

Instead of the usual company exhibits in the Industrial Building, 24 of the state's leading industries will tell the story of "Wisconsin At Work." The exhibit sponsored by the Wisconsin Manufacturers Association will cost approximately \$320,000.

Also new is the agricultural exhibit of Wisconsin "On the Farm." Two actual farms are being built into the 18,000 sq. ft. Agricultural Building. One farm is that of 1848, the other the modern dairy farm of 1948. During the Exposition a family will live on each farm and carry on the work in the manner of the period represented.

Wisconsin's dairy industry is raising \$50,000 to create the fantasy feature of the Exposition in the "Alice in Dairyland" building. Here a 10-foot animated Alice will reign over a fairyland of dairyland. She will move and talk as a real person. With her voice she will describe the enchanting exhibits . . . dry milk mountains, an ice-cream circus, the Milky Way where the cow jumps over a cheese moon, and other displays equally as fantastic.

Buildings and displays throughout the entire exhibit will have the same aspect of a show seen but "once in a lifetime." A committee of 100 Wisconsin women are planning the historic exhibits for the \$60,000 Women's Building. The Bee and Honey Building will be in the form of an old-fashioned straw skep. There is a new Radio Hall where national programs will be broadcast from the Exposition grounds. Television shows will be seen in this building.

Ammon announced that a \$500,000 entertainment program is planned for the 23 days of the Exposition. "Many of Wisconsin's own famous stars of Hollywood and Broadway will return to appear in the evening musical extravaganza," said Ammon.

"Songs of a Century," is the title of the night show which will

feature such stars as Charles Wininger, comedian; Lucille Meusel, coloratura soprano; Guila Bustabo, violinist; and many others who will return for the celebration. Their performances will be woven into the production which is being built around famous Wisconsin songs. "I Love You Truly," "End of a Perfect Day," and "On Wisconsin," are some of the songs which will keynote the musicale.

Climaxing the evening performance will be a nightly show of the most unusual display of fireworks ever set off in Wisconsin. A total of \$30,000 will be spent for the 23 spectacular displays. The Thearle-Duffield Co., Chicago, is working out the series of unusual performances around Wisconsin history. The fireworks will be on a moving track 50 feet high and 300 feet long.

Wisconsin's forward march for the first 100 years is marching right into the Exposition grounds for a full 23 days. Here the two years' work of more than 7,000 people will tell the complete story of a century full of people responsible for the growth and development of Wisconsin.

Centennial Exposition Livestock Entries Closed

July 1 was the deadline for entering livestock in the open classes for the Centennial Exposition which will be held in place of the State Fair this year.

From August 7 to August 29, different breeds of livestock will be shown. The entries are reported to be greatly in excess of any made at any Wisconsin State Fair. The Junior livestock will be shown from August 7 to August 13. August 14-20 Aberdeen Angus shorthorns, Herefords, Jersey, Guernsey and Milking Shorthorns will be exhibited. Also some breeds of horses, Holsteins, Red Polled, Ayrshires and Brown Swiss will fill the barns from August 21-29.

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 8-3057

Milwaukee 5, Wis.

Vol. 21

JULY, 1948

No. 4

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HOWARD CLAPP

Holstein breeders and dairymen in general, were shocked by the death of Howard Clapp, good dairy man and judge of dairy cattle.

Mr. Clapp died of a heart condition while working with his men on the Pabst Farms on June 21 at the age of 52. A quiet unassuming man, he was known for his ability with livestock, as a well qualified judge of cattle, and honored and respected for his unquestioned integrity and honesty in all his actions. In charge of Pabst Farms for over twenty years, he developed the Holstein herd to a degree that made it a leader in both production and in the show ring.

BOARD MEETING

The Board of Directors met on June 23, transacted routine business such as checking expense accounts, etc.

Seventeen applicants for membership were accepted. The secretary was authorized to have the walls of the headquarters washed.

A report on a hearing held by the Wisconsin State Dept. of Agriculture at Waukesha on proposed changes in dairy regulations was made by the secretary.

Also a report of a session of the National Dairy Council's Summer Conference in Chicago.

GOOD BULLETINS

Yearbook Separate No. 1910, "A Cow A Calf Will Be," by W. W. Switt issued by the division of Dairy Cattle Breeding, Feeding and Management, Bureau of Dairy Industry is worth getting and studying. This bulletin is a reprint from the 1943-1947 Year Book of Agriculture and can be had by writing to the Bureau of Dairy Industry, Washington, D. C.

Yearbook Separate No. 1909 "The Inside of a Dairy Cow" is also an interesting and informative excerpt from the yearbook of Agriculture and can be had from the same source as above.

Surplus Milk Not A Problem

For the first time in many years the placing of surplus or grass flush milk bothered no one to any extent in this market. Manufacturing plants throughout the state were very anxious to get milk and because their regular producers were making less milk than in other years were able to absorb any that Milwaukee dealers had to spare.

The high period was between the 6th and 12th of June. As this is written milk supply is steadily declining but not at a fast rate. Cows have not been bothered too much by hot weather and, of course, flies are not the problem that they used to be because of DDT used in sprays.

All of our members should try to keep production up in the short months so that not too many new producers need be brought in to supply the market. Remember that a base should be made in the last four months of this year. Plan to keep production up. It pays.

Dairy Cattle Shortage

Reports issued by the Federal government indicates a serious shortage of dairy cows and heifers. High price for veal calves and costly feed may be reasons for good heifer calves going to market.

It's good business for farmer to raise heifer calves from their best cows even though the costs seem high. Markets for dairy products will probably remain good for some time after so called cash crops prices drop. The man that raised a calf four years ago, and can sell it for around \$400.00 now after milking the animal for two years isn't too bad off.

May Milk Receipts And Use

According to a report submitted by George Gutmann, accountant for the Wisconsin State Dept. of Markets there was an average of 1,020,322 lbs. of milk received in the Milwaukee market daily in the month of May. An average of 51,599 pounds per day were overbase or criticized.

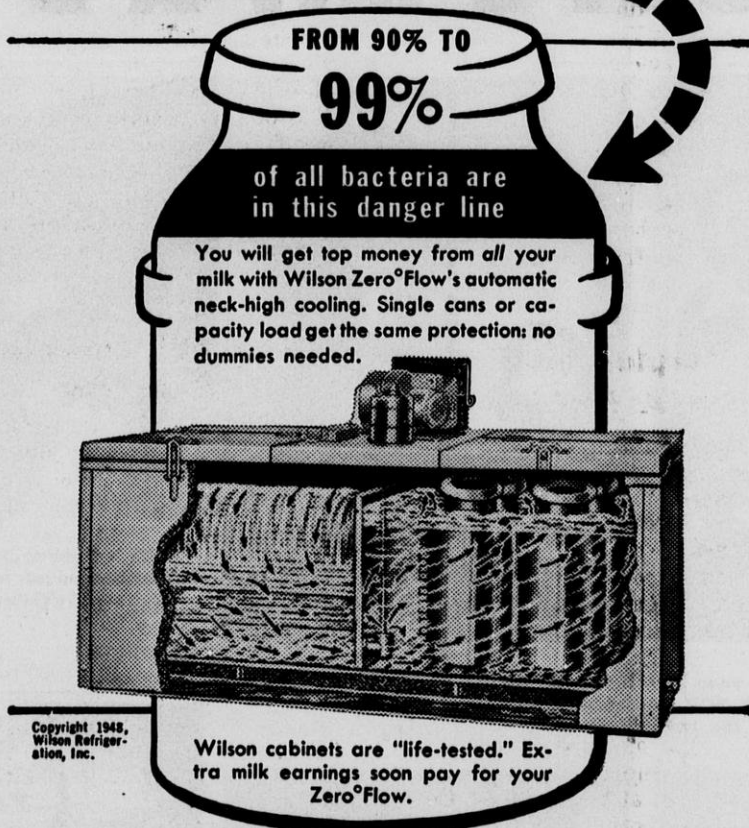
Daily average sale of fluid milk was 555,105 lbs., 142,889 lbs. on the average was separated for cream and the amount left over for manufacturing, averaged 270,729 lbs. This report does not include milk brought into the suburbs and sold mainly in gallon containers. According to this report there was 2,705 producers sending milk into this market as compared to 2,759, in May, 1947. The average daily shipment per farm in May was 377 lbs. while in May, 1947, the daily shipments averaged 383 lbs.

Should the Milk Hauler Fill Part Cans?

In the June issue, there was an item suggesting that if cans were filled right to the cover, there might be a waste of fat resulting in a lower test.

A member wrote in saying that he agreed 100 percent, but he asked what to do about the milk hauler finding that all cans were not filled and taking it on himself to pour milk and perhaps have one less can to handle? This good member says that the hauler may overfill some cans, may spill some cream and possibly contaminate the milk while pouring. Perhaps each hauler ought to have an understanding with every producer on his route about this matter.

WILSON ZERO°FLOW PROTECTS THE CREAM LINE



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| SCHMIT AUTO & SUPPLY COMPANY | Fredonia, Wis. |
| RASMUSSEN & HANSEN | Franksville, Wis. |
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| JOHN F. HERDA CO. | St. Martins, Wis. |

MILK PRICES

Twin City Milk Producers Bulletin reports a May price for A plus milk of 3.5 percent fat tests of \$4.45, A milk at \$4.27 and B milk at \$4.09. 44.43 percent was sold as fluid, 51.06 percent was separated and the balance went into ice cream and condensed milk.

The Milk Producer, Peoria, Ill., reports a May price for milk that complies with city regulations of \$4.75 for 3.5 percent, non-compliance milk — 40 percent of the volume was \$3.75 for 3.5 percent milk.

Louisville, Ky., Class I price for May was \$4.73 for 4 percent milk. The average tests for May were given as 3.85 percent according to report in the "Falls Cities Cooperative Dairyman."

The Milk Shed News, Omaha, Nebraska reports prices as follows: Blended price for base milk testing 3.8 percent butterfat for the period ending June 15, 1948: Omaha, \$4.94 cwt.; Waterloo, \$4.89; excess price: Omaha, \$4.35; Waterloo, \$3.30. For each .1 percent above 3.8 percent, 8 cents are added to the blended and to the excess price and for each .1 percent below, 8 cents are sub-

tracted. The weighted average price for 3.8 percent milk figures to \$4.86.

Base price is composed of — 80 percent Class I, 20 percent Class II.

Iowa Dairy Marketing News, Des Moines, states that during the last half of May, the association paid its milk producers a pool price of \$4.40 per 100 pounds of 3.5 percent milk. This price was based on 57.56 percent market milk at \$5.00 per cwt. (less the five cent check-off fee) and 42.44 percent manufactured milk at \$3.65 per cwt. A total of 4,445,491 pounds of members' milk was handled through the association during this period. The butterfat differential for milk testing above or below 3.5 percent was .08 cent for each one-tenth percent.

Chicago's blend price for 3.5 percent milk for May was \$4.43 in the 70 mile zone. Class I price for June is \$4.528 and Class II \$4.428. The blend price will probably be about \$4.52 for June.

Good Argument for Prohibiting Oleo Manufacture

Dr. Karl D. Butler, President of the American Institute of Cooperation, challenged the 7th Annual Conference on Conservation, Nutrition and Health, to endorse an "animal agriculture" program as a positive method of "building our soil and building our men."

To feed this country better and at the same time build the soil, Dr. Butler urged greater domestic production of animals and animal products to be used in upgrading the American diet. A strong, long-time animal agriculture program, he said, would build both men and soil.

"Nutritionists tell us that the best kinds of food for good health and happiness are meats, milk, eggs and the other products of a predominant animal agriculture, plus fresh fruits and vegetables," Dr. Butler said.

As for soil conservation, he told the two-day conference sponsored by Friends of the Land in cooperation with Ohio University, that "the very basis of soil improvement is the proper balance between cropped land and grazed grasslands."

He pointed out that the thick topsoil of Iowa's cornfields, perhaps the richest soil in the U. S., was built by grass, natural erosion and grazing buffalo herds.

"As we upgrade our diet with added animal products," Dr. Butler (Continued on page 6)

News Notes From JUNE WAS



Mrs. Florence Felker, extreme right, interviews your Dairy Council nutrition staff, Miss Elizabeth Sullivan and Mrs. Marjorie Brown, on FOR YOU, LADIES at WMAW. Mr. Cy Nelson, announcer, and Miss Jane Jarvis, organist, are in the background.



Miss Elizabeth Sullivan (ext background at left), of your breakfast exhibit at Nash-K...



Miss Mary Ann LeMay, WISN, interviews Miss Elizabeth Sullivan on Ann Leslie's Afternoon Program.

12 THE MILWAUKEE MILK PRODUCER Monday, July 13, 1948



A well balanced lunch is a requisite at Girl Scout dinners. Here Irene Sundnes partakes of the proper kind of lunch. Each scout should carry to their two week season. As Irene sits on the grass to have her lunch, she eats a sandwich made with bread and lettuce, relish, celery sticks and dates. The sandwiches are generally grouped in circles of 10. Each scout carries her lunch in a knapsack or nosebag, which is hung in the middle with others on a rope tied between trees. A shaded spot is selected to keep the lunches fresh. Irene is the only daughter of Mr. and Mrs. Martin Sundnes of...

Yes, June was Dairy Month in Milwaukee as well as in every city in the nation. This year marked the twelfth national observance of the month when milk and milk products are richest and most abundant. Your Dairy Council's service to staffs of local newspapers and radio stations since 1945 when your Dairy Council was established brought results in the recent press and radio publicity pictured above. There were four radio interviews (valuable radio time donated to your Dairy Council) which reached an audience of 550,000 listeners. Through the

radio and press, we are able to tell vast numbers of people the important reasons why everyone from infancy through old age should include milk and its products in every meal. Because all, we are better able to influence the milk drinking habits and the consumer attitudes of people, especially homemakers who are unable to attend or do not participate in group meetings. In these cases, the newspapers and radio programs are the only ways of reaching them with a "milk lesson." Milk products took their rightful place of importance in the ex...

Your Dairy Council MILK MONTH



and Mrs. Marjorie Brown (in your staff, discuss the nutrition with the employees.



Miss Gloria Gross, WEMP, interviews Miss Elizabeth Sullivan on the LADIES' CHOICE program.

Camp Activities Urge Nutritious Nosebag Lunches

... doesn't end with the school year. Mothers still have to provide good food, discipline and psychology but they are different from all there's camping.

By CLARICE BOWLANDS
Of The Journal Staff

... school books put away and thoughts directed to vacation. Growing boys and girls are anxiously awaiting their summer days. Camp may be at a lake or it may be day camp such as the Girl Scout organization sponsors at six different sites in the area. Whatever it is, there is bubbling anticipation for days that are filled with activities — activities that require a lot of

... to maintain the health of the camper, emphasis must be placed on food because without it nutrition energy wanes. At summer camps, where meals are prepared for the children, Girl Scout camp requires each girl to bring a lunch for the two weeks she attends. Activities are planned for four days each week from Monday through Friday. Camp counselors have always to instruct the girls in how to make a well balanced lunch they can carry to camp. They should not bring the same type of lunch every day. And too frequent lunch has conspired to vary the noon meal. At the same time have a lunch. Girl Scout officials are cooperating with Mrs. Marjorie Brown, assistant director and nutrition consultant of the Dairy Council in Milwaukee, who is suggesting to the girls possible lunches.

- Nosebags should be enticing and interesting, according to Mrs. Brown, who offers these pointers for lunch packers.
1. At least one-half of the sandwiches should be made of dark bread to give variety as well as extra food value.
 2. Spreading the sandwiches to the very edge of the bread prevents even one dry uninteresting bite.
 3. Sandwiches will keep better and longer if they are not cut into parts, but remain as whole slices of bread. Crusts help to keep the sandwich from drying out.
 4. Limp lettuce detracts from any sandwich filling. Wrap the lettuce separately and it can be added at eating time, still crisp and fresh.
 5. Soften butter and spread evenly to the edges of bread to prevent filling from soaking into bread.
 6. Tuck in surprises . . . a different colored napkin each day, a cartoon or joke, stuffed prunes, dates, salted nuts or other tidbits.
 7. Wrap each food separately. Pack the soft foods on top.
 8. Put something crisp, something chewy and something gay with color in every lunch. Pack a lunch you'd like to eat yourself and you'll pack it to please.

"Square" Lunch Defined
A "Square" lunch emphasizes



Mr. E. K. Slater, Olsen Publishing Company, is interviewed by Mrs. Florence Felker, WMAW, on FOR YOU, LADIES. It was Mr. Slater, you know, who guided the dairy industry in establishing your Dairy Council in Milwaukee.

... emphasizing good breakfasts at the Nash-Kelvinator plant. Over 600 employees were reminded to get the right start every day with a breakfast including milk, cream and butter. Mrs. Marjorie Brown, your Council's Assistant Director, acted as nutrition consultant for the Girl Scout officials in an effort to encourage the Girl Scouts attending their Summer Day Camp to pack and bring more nutritious "nosebag" lunches each day. The picture and article shown above were featured in the

Milwaukee Journal and stressed milk and dairy foods as "musts" for growth and vigor value. Appearing on the women's page, this message reached 310,191 readers. All of these activities are but a part of your Dairy Council's continuous program of telling our story — "Dairy Products, First in Foods" — which makes every month Dairy Month in Milwaukee County . . . building sales for you and improving the health and welfare of the individuals in our communities!

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WITH A

CHORE-BOY
BALANCED
LOW VACUUM
MILKER



• MILKS 25% FASTER
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Chore-Boy's natural, gentle action allows cows to relax for fast complete let-down of milk. Fast milking increases production up to 10%.

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OLEO . . . continued from page 3

said, "farmers will increase their herds and their grasslands, actions which, if properly balanced, automatically build the soil."

"Nations with large livestock herds," Dr. Butler said, "have an automatic cushion between the people and the harvests. They simply represent stored food on the hoof. If the need arises, a part of the capital stock of animals can be butchered, adding to the immediate food supply. At the same time, the grain the livestock would have eaten is released for human consumption."

"In any event, the shock is tempered and the diet declines slowly. Substantial herds and flocks in a country can thus be looked upon as a form of national defense stockpiling as vital as the husbanding of strategic minerals and ores."

As an example of what happens in countries which depend solely on harvests he cited India and China, where a direct-grain economy has robbed the farmlands of their fertility. Dr. Butler said that famines are frequent occurrences in these countries because neither has relied on livestock as a dietary cushion in years of crop failures.

In stressing the importance of animal agriculture to labor and industry, Dr. Butler disclosed that more than half of this nation's employed population is engaged directly or indirectly in the production, processing and handling of food. About 80 percent of this number, he said, are engaged in producing, processing and handling animal products.

In answer to complaints of high food prices, Dr. Butler quoted figures to illustrate that while food is expensive, it is costing most Americans a smaller part of their incomes now than ever before. He said that incomes now are 2.45 times as much as they were in 1935-39 but food costs are only 2.04 times higher.

"During the period from 1915 to 1919," Dr. Butler said, "we paid 29 cents out of each dollar of income for food. During 1935-39 we paid 23 cents and in 1947 we paid for food at the rate of 19 cents out of each dollar of our income."

Abstract of address by Dr. Karl D. Butler, President, American Institute of Cooperation, Washington, D. C., before the 7th Annual Conference on Conservation, Nutrition and Health, sponsored by Friends of the Land, Ohio University cooperating, at Athens, Ohio, June 27, 1948.

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Time-Her-Rite and the program that comes with it "trains cows to milk out fast and clean". **SPEEDS UP MILKING!** by reducing the milking time one to six minutes per cow. **LESS WORK FOR OPERATORS**, because there is less stripping to do. **REDUCES MASTITIS** by preventing prolonged milking and teat injuries. **INCREASES BUTTERFAT** by eliminating "holding up" milk. Mr. Dairyman, nearly all of your cows will milk out fast and clean to a set time. They are suffering from "stockyard blues" while patiently waiting for you to convince yourself that timing the milking machine will save their lives, and cut your replacements fifty percent. Time-Her-Rite is guaranteed to satisfy.

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E. J. GENGLER MFG. CO.

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**New Members Accepted
By the Board of Directors
June 22, 1948**

Ardell Hilgendorf, Germantown
Walter Limbach, Hubertus
Robert Zartner, Route 5, Waukesha
Ervin Roehl, Route 2, Campbellsport
Vilas Roehl, Route 3, Campbellsport
Norwin Sesiny, Route 2,
Fond du Lac
Robert Pagel, Sullivan
Wm. Pagel, Sullivan
Al Bauer, Hartford
Edward R. Stuesser, Richfield
Henry Schober, Thiensville
O. K. Barndt, Route 1, Fredonia
Frank Ellmauer, Route 1,
West Bend
John DeBruine, Cedar Grove
Elmer Mueller, Route 1, Richfield
Gerald Polster, Oakwood
Harland Haeuser, Route 1, Saukville

**Milk Statement Form
Is Revised by Order**

New uniform statements for all milk producers are provided in an order issued this week by Milton H. Button, director of the state department of agriculture.

His order sets up the form of statement which the operator of a licensed dairy plant buying or receiving milk and cream must give every producer at each regular payment date. The order is effective September 1, 1948, so that plant operators may have time to prepare new statements in conformity with its provisions. The new regulation is General Order No. 121, and copies will be mailed to all Wisconsin dairy plants.

The new statement must show (1) the period covered; (2) the total number of pounds of milk or cream delivered with itemized daily weights unless such information is given patrons daily; (3) average butterfat test; (4) total pounds of butterfat delivered, with price per pound and total amount due, or (5) the price per cwt., of 3.5 percent milk F.O.B. plant; the price per 1 percent fat variation, the price per cwt. of milk based on the farmer's test, and the total amount due for milk delivered; (6) an itemized statement of all deductions; (7) an itemized statement of all additions; and (8) the net amount due the farmer.

Plant operators are required to keep the accounts, records and work sheets showing price and hauling and cost computation available for a period of two years from each payment date.

**Wisconsin Furnishes
Out-of-State Consumers
With Whole Milk**

Nearly 848 million pounds of fluid milk were shipped from Wisconsin last year to consumers in other states, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Most of Wisconsin's milk production is used in the manufacture of whole milk by residents of the state. dairy products or consumed as However, a substantial quantity of whole milk is shipped annually to consumers in cities outside of the state. During 1947 Wisconsin sold nearly 848 million pounds of milk to consumers outside Wisconsin. Reports from the state's dairy plants show that some cream was also shipped out, but cream shipments last year were much lower than the shipments reported for 1946. These out-shipments now are much larger than they were in the years before the war.

The largest out-of-state consumers of Wisconsin's whole milk are in the larger cities of Illinois. About seven-tenths of the milk shipped from Wisconsin goes from farmers in the southern and south-eastern counties of the state. Walworth county leads and Racine county follows closely in milk shipments out of state. Another important area in milk shipments is made up of western and northwestern counties. Polk county leads and Pepin county ranks second in milk shipments in this area.

**AVOID NUTRITIONAL
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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

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Of Course, You Don't Want to Wait in Line for Tickets!

"ALICE IN DAIRYLAND"

"One of the great exhibits on the grounds will be the Dairy Show, Alice in Dairyland. Over \$75,000 has been spent by the Dairy Industry in telling the story of the importance of dairy products to the nation's health. Ice Cream Mountains, the Blue Moon Cheese Cow, Milk Merry-Go-Round — This is your show—be sure to see it!

With Wisconsin's World Fair, August 7th to 29th, spending over \$500,000.00 in 45 great entertainment spectacles, the problem of getting good seats will be very difficult. For example already over \$2,500.00 has been sent in on the 200 mile Big Car Auto race for the afternoon of August 28th.

Here's how you can get your reserved seats. Send a request to Publicity Department "X" for an advance ticket order blank. Avoid long lines and delays. Get your tickets for these great Centennial shows in advance.

A \$500,000.00 ENTERTAINMENT PROGRAM

AFTERNOON

SPEED AND THRILLS

HARNESSES RACES: 8 big days of the country's fastest trotters and pacers.

Mid-West Harness Races.....Aug. 16-17-18-19

Grand Circuit Harness Races.....Aug. 23-24-25-26

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MidgetsAug. 7-8

Stock CarsAug. 21-22

Hot RodsAug. 9

MOTORCYCLE RACES: AMA sponsored events.

SprintsAug. 12-27

National Championship 15 mile race
.....Aug. 28

THRILL SHOWS: The most daring thrill spectacle ever shown.

Jimmie LynchAug. 13

All AmericanAug. 20

EVENING

THREE TREMENDOUS SHOWS

"SONGS OF A CENTURY" A glorious musical spectacle featuring some of Wisconsin's most loved songs. Such stars as Charles Winninger, Lucille Meusel, Guila Bustabo and many more. Mammoth cast, beautiful scenery.

AUGUST 7-20 INC.

SHOW OF A CENTURY: A colorful production with 23 of the nation's top circus acts. The feature—a sensational water ballet.

AUGUST 21-27

MUSICAL FESTIVAL: Wisconsin's greatest with over 2000 of the state's finest vocalists, instrumentalists, choirs, choruses, solos, duets, in two hours of glorious music.

AUGUST 28-29

WISCONSIN CENTENNIAL

EXPOSITION

MILWAUKEE ★ ★ ★ WISCONSIN

AUGUST 7-29

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21—Number 5

"By Farmers . . . For Farmers"

August, 1948

Wisconsin Centennial Exposition

Wisconsin's biggest show—the once-in-a-lifetime Centennial Exposition—is in complete readiness for opening day, August 7. Thousands of men and women have been working feverishly for the past month putting the final touches on countless exhibit buildings, entertainment programs, and Centennial displays.

The towering golden lady, Miss Forward, symbol of the state and the Exposition, looks down from her new vantage point on Golden Boulevard at the 220 acre park with stately satisfaction. Everything is ready for the thousands of people who will visit this \$5,000,000 world's fair.

Entertainment at the Wisconsin Centennial Exposition will pour out at the rate of \$21,700 a day, bringing an array of state, national and international talent that has never before assembled on one location.

Headlining the program will be such favorites as Charles Winninger, comedian; Lucille Meusel, coloratura soprano; Donald Gramm, baritone; and Guila Bustabo, violinist. All are Wisconsin-born artists who will be back home highlighting the Centennial Exposition's colorful musical extravaganza "Songs of a Century."

This three-act musicale will be built around the world famous songs of Wisconsin composers: Carrie Jacobs Bond, Eben Rexford, William T. Purdy and Charles K. Harris. The show opens with a medley of college tunes featuring "On Wisconsin" and Marquette University's "Ring Out O'Hoya."

In the second act the memorable songs of the Gay Nineties are developed around Harris' famous waltz, "After the Ball," which all takes place in a perfect palm garden atmosphere.

The show is climaxed in the third act with Carrie Jacobs Bond's favorites, "I Love You Truly," "Just a Wearyin' for You," and Rexford's "Silver Threads Among the Gold." A ballet number made splendid by unusual lighting effect pre-

cedes the finale, "End of a Perfect Day."

Well-known choruses, professional dance groups and outstanding musicians make up the cast of 76 people. There is also a 22-piece orchestra directed by Stephen Swedish, Milwaukee. The Romany Singers, a group of 24 Milwaukee high school and college girls led by Miss Gloria Rodriguez, will provide the background music for the production.

Lester Cole will bring his famous octette and his group of "Debutantes," who have been appearing in New York for part of the show. Twenty-four professional dancing girls under the direction of Miss Florence West, nationally famous choreographer, are included in the musical spectacle.

Twelve Wisconsin harpists chosen and directed by Miriam Gallogly, Milwaukee harpist of radio fame, will play for the first time in any show of this nature.

Interlude acts in the program include the Flying Zacchins, trapeze artists; the Zacchini double cannon act; the Wallendas, high wire performers; Loyal Repenskys, skilled bareback riders; and the Phelps, balancing artists.

"Songs of a Century" will run the first two weeks of the Exposition.

From August 21 to 27 the evening grandstand attraction will be the "Show of a Century" produced by the 75 professional performers of the Barnes Carruthers Theatrical Enterprises, Inc., Chicago. The cast includes Luciene and Ashour, noted for their Apache dances; Sylvia and Christian, renowned acrobatic dancers; and Gloria Gilbert, famed interpretative dancer.

A male chorus of 10 outstanding singers supply the musical background for many of the offerings. Dottie Mayer's famous Disappearing Water Ballet will also be featured in the seven-day program.

As a fitting finale to every evening performance through the 23 day Exposition, a gigantic show of fireworks will be held before the grandstand. These displays will attain new and unusual splendor as they are set off on a moving track

50 feet high and 300 feet long. Electricity controls the release of each display.

Afternoon programs for 22 of the 23 days will bring a speed show that tops the imagination of every sportsman. The program gets underway the first day, August 7, with the mighty midgets in their qualifying trials and continues to include harness racing, big car racing, hot rod racing, and motorcycle racing.

Dates to remember for the auto racing events are: midget sprints, August 7; 100 mile midget car, August 8; hot rod sprints, August 9; and 100 mile big car championship, August 15. With AAA aces at the wheels there will be stock car sprints Saturday, Aug. 21, and a 100 mile stock car race on August 22. On August 29, the first official 200 mile AAA big car race will be held. Big car sprints are to be held August 10 and 11.

Midwest harness racing opens on Monday, Aug. 16, and continues for a four day meet ending August 19. The Grand Circuit races will be held on four continuous days, opening Monday, Aug. 23.

The national championship motorcycle races will bring a big field of the country's best riders. The cycle dates are set for Thursday, Aug. 12; Friday, Aug. 27; and Saturday, Aug. 28.

In special speed thrills will be the 100 mile stock car race on August 22 and the Jimmie Lynch Death Dodgers, Friday, Aug. 13. The feature of Friday, Aug. 20, will be Frank Winkley's All American Thrill Circus.

The grandstand program on the nights of August 28 and 29 will feature one of the largest performances ever put on in Wisconsin. The Centennial Music Festival will have a 1,000 voice choir, 75 piece orchestra and 500 piece all state band to form the background for starring distinguished Wisconsin singers and instrumentalists. The performers will be composed of music students from all over the state.

The choir and orchestra will present the world premier of "Paul Bunyan," Reuel Lahmer's sym-

(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 8-3057 Milwaukee 5, Wis.

Vol. 21 August, 1948 No. 5

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July and August Prices

Because of changing market conditions, it was hard to get to a price for July and August. On July 15 an agreement on July was reached. The price for the first 15 days to be \$4.80 for Class I, 25 cents above the average of four leading condenseries for Class II, and the average price of the four condenseries for Class III milk. For the last 16 days it was agreed that the price would be \$5.00 per hundred for Class I milk, 25 cents per hundred pounds above the average of the four condenseries for Class II and the average of the condenseries for Class III.

On that day an effort was made to get together on the August price. Condenseries were not ready to release their price for the first half of July. Chicago market prices were uncertain so the meeting was adjourned. On July 21, another try was made without coming to an agreement, but on July 27 a price of \$5.30 for Class I, 25 cents over the condensery average for Class II and the condensery average for Class III. July blend price is around \$4.76.

Plan To Make A Good Base

At the annual membership meeting in 1946, the Board of Directors were authorized to put a base or uniform production plan in effect. The plan was put into effect in 1947, using the last four months of the year as base making months. The base amount made in those months, plus 50% tolerance, to be the producer's base for the months of April, May, June and July, of the following year. Some buyers did not hold producer to a base at all this year. This resulted in a lower blend price for their producers. On the other hand, buyers who adhered to the plan showed a higher blend price.

It's not too soon to plan to make a good base in September, October, November and December. The market will need the milk, the price will be relatively high, and a big base amount will be nice to have in April, May, June and July, 1948. Liberal feeding now will help keep production up. Spraying the cows and stables with DDT will keep down the flies, leaving the cows comfortable and in a mood to make milk.

We Get a Pat on the Back

In its announcement of a price increase to consumers effective August 1, The Golden Guernsey Dairy Co-operative ran a preamble that reads as follows:

"Announcement has been made of a price increase to \$5.30 per 100 pounds for milk effective August 1. This announcement comes from a meeting in which we did not participate, of the Milwaukee Milk Producers' Association with a number of other distributors in Milwaukee. As a result of this price increase and other farm milk price increases in this area, including milk going to the Chicago market where the price is fixed by the Federal Government, we find it necessary to increase our selling prices. We regret the inconvenience of the split cent, but feel that every effort should be made to keep the price as low as possible."

Got our name wrong, but at any rate we get the credit (or blame?) for the price increase to the producers for August milk.

Thank you, Mr. Mack.

Fifty Thousand Dollars, Plus

The last regular session of the legislature appropriated \$50,000 of the taxpayers' money so that the Attorney General could bring action

for violation of the state's anti-trust laws.

At the time this money was appropriated, there was talk to the effect that some cheese dealers or manufacturers had formed some kind of a trust. Whether or not that was true, there were no suits started against operators in the cheese market.

However, an investigation was made of milk companies, presumably because the dealers in this city all raised the price on the same date. The fact that they all presumably pay the same price for fluid milk to producers, pay labor the same scale, buy trucks and other equipment on the same basis, and have other fixed charges that are much the same, does not seem to get consideration. The fact that other big cities and some small ones also charge a higher price per quart than is charged in Milwaukee for a like grade of milk, does not seem to count with the Attorney General. The fact that many people naturally will buy less milk because of the charges made against the companies, does not seem to concern the state people either.

That a decrease in sales will be bad for the health of many consumers does not seem to concern the state people. That farmers who have invested much money in Dairy Council and ADA work to convince consumers that they need milk for good health does not seem to concern the state official. That a decrease in consumption of milk that may come about, because of doubts arising in consumers' minds as a result of the state's charges will result in a lower income for all dairy employees does not seem to concern the state.

Maybe the Attorney General believes that a stable market could be maintained if all of the ten dairies charged different prices for a quart of milk. How long would it take for the whole market to go to pieces under such a program? The dumbest milk route man in this market could answer that one. But the Attorney General seems to believe that would be free enterprise.

We had experience with some 10 companies trying out that method of free enterprise in the 1930's and all of them went out of business and left the farmers and most of their other creditors holding the bag.

So the cost may be \$50,000 plus a big loss to the dairy industry and to the health of the city consumers, who may be misled by the implications of the Attorney General as published in the papers.

WILSON ZERO°FLOW PROTECTS THE CREAM LINE

FROM 90% TO
99%
of all bacteria are
in this danger line

You will get top money from all your milk with Wilson Zero°Flow's automatic neck-high cooling. Single cans or capacity load get the same protection: no dummies needed.

Wilson cabinets are "life-tested." Extra milk earnings soon pay for your Zero°Flow.

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ACT NOW AND SAVE!

For Sale at the Following Dealers:

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EICHSTAEDT BROS.	Waukesha, Wis.
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GENESEE DEPOT GARAGE	Genesee Depot, Wis.
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FOLLSTAD IMPLEMENT CO.	Menomonee Falls, Wis.
FREEHAUF IMPLEMENT	Jackson, Wis.
KOHN BROS. FARM SERVICE	Kewaskum, Wis.
O'MEARA SALES	West Bend, Wis.
JOHN F. HERDA CO.	St. Martins, Wis.

hind. The cheese market showed some weakness on July 30, but not too much considering that some 48 cars were reported sold. People who claim to know what is going on in the cheese game say that the purchases were for Britain. What will happen if Britain stops buying is anyone's guess, but ours is that prices will soften up.

It's true that at present prices for meat our own people ought to be good consumers of cheese. The short season for milk production is here and probably will stay that way for the next five months, unless very heavy rains come soon to make good fall pastures in the hay fields. Perhaps there is not too much to worry about, but maybe we ought not to buy too many cows at \$400 and up, unless they are something extra special. However, it should be profitable to take good care of the cows we now have.

Farm Wage Rates Hit All-Time High In Wisconsin

Wages paid to Wisconsin farm laborers are 13 percent above a year ago and are the highest on record for the state, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Farm wage rates in Wisconsin have climbed almost without interruption for nearly nine years. An increase of four percent in farm wage rates is reported during the second quarter of this year. Compared with the national average, Wisconsin farm wage rates this summer are 15 percent higher.

Reports from the state's crop correspondents show that on July 1 farm wage rates per month with board averaged \$113. Farm help working by the month without board received \$151. Wages paid by the day averaged \$5.40 with board and \$6.80 without board. These rates are all above the averages of a year ago.

For the nation as a whole, the tendency of farm wages to level off in April was reversed and they again have increased to new highs. The break in farm prices early in the year probably tended to hold down the level of farm wages in April. Per month rates with board on July 1 averaged \$105 for the United States. This is the first time the rates have averaged over \$100, and rates now are about twice as high as the 1920 peak following the first World War.

CENTENNIAL (Cont'd from Page 1)
phonic setting for the words of Carl Sandberg.

The Exposition will go into the national spotlight with the National Polka Band Festival which will feature top polka bands from all over the nation competing for the official Centennial polka championship.

The entertainment program for the Wisconsin Centennial Exposition is almost limitless, offering every type of program for the hundreds of thousands who will attend the 23-day show from Wisconsin and neighboring states.

This \$5.30 Price

August Class I milk at \$5.30 sets a record and is a result of factors that include more than a national drop in number of milk cows, shortage of farm help, high prices of cash crops (which may include barley and oats) and the price of cattle on the hoof.

Chief among other factors is the buying of dairy products by Britain (with our money) under the Marshall plan.

Cheese has been setting the pace for condensery prices, butter and skimmilk powder trailing far be-

From Your Dairy Council

On July 17, an all-day Elementary School Health Institute was held at Cardinal Stritch College. Your Director was invited by Sister Donata, the institute chairman, to participate in the program and to discuss "Nutrition Education at Work in the Classroom." Over 185 teachers attended, the majority of whom represented schools in the City and County of Milwaukee. With their attention on health and ways of bringing health lessons into their everyday classroom situations, it was a real opportunity to present Dairy Council materials. These teachers were impressed how well our health education materials fit their every need.

At Marquette University, the same day, your Assistant Director attended an audio-visual aids demonstration supervised by Dr. Ella C. Clark, Shorewood Public Schools. The rat feeding demonstration, showing the contrast in growth of animals on a good meal including milk versus a meal without milk and sponsored by your Council, was exhibited by one of the class members, as a visual aid in teaching nutrition. Many schools from the Milwaukee County area were represented among the 150 teachers present. The rats were a popular display and your assistant director, who was the only representative asked to participate, was able to encourage several teachers to overcome their personal fear of an animal experiment.

Your Council's staff was pleased and honored to be called upon to represent the dairy industry at these two teacher-training meetings. In this way, we are able to interpret our services and bring a MILK lesson to the key leaders in education at the very time they are planning and preparing for the coming year's work.

* * *

On August 28, Miss Irmgard Ernst, who has been office secretary at your Dairy Council offices since June 1, 1946, will become the bride of Mr. Lester A. Tews, Thiensville, in an afternoon ceremony at the Trinity Evangelical Lutheran Church, Freistadt. Irmgard has resigned her position, effective August 16, and will be succeeded by Miss Marie Suelflow, Thiensville, a recent graduate of Lutheran High School.

The daughter of Mr. and Mrs. Lorenz Ernst, Irmgard came to us directly from Cedarburg High School without previous office experience and has done a commend-

able job of which we all have been proud. A daughter of a dairy farmer and an active 4-H Club member for several years, her rural life experience has added considerably to our plans for teaching the milk production story. Our industry members and staff alike appreciate the dependable and enthusiastic efficiency which Irmgard contributed to the whole Dairy Council program. Our best wishes for the greatest of happiness in the years ahead!



Yes We Are Getting Older

Scientific research today came up with a couple of new ones, to bless mankind.

It reported, first, that one out of every three persons in the United States is 45 years old, or older. That's about 50,000,000 Americans.

It reported, second, that this old age group is larger and healthier than ever before, because of improved health habits, especially sound nutrition. Ten years ago there were approximately 30,000,000 in this age group; at the turn of the century there were only about 23,000,000.

And it is reported, third, that these 50,000,000 can live longer, and be happier, if they improve their eating habits.

A survey in geriatrics (that's what the science of caring for the aging is called) by the National Dairy Council, which is a non-profit teacher of sound nutrition through schools and clinics and consumer groups, reveals these things and gives them practical hints on how to live longer and have more fun in living.

In a technical publication for doctors and dentists and health workers, the Dairy Council points out that older folks tend to eat less, because they need less physical energy. But they eat less of all foods, instead of selecting the right foods to eat.

Also, says the Dairy Council, older folks need more and more calcium. Because there's a "marked demineralization of the skeleton at the age of 50," particularly in women. Folks get calcium principally from milk, cheese, and ice cream. Older people need the general amounts of protein also supplied by these dairy products.

So, for the 50,000,000, here are science's recommendation for longer life:

1. Cut down on calories — easy on sweets and rich foods. You don't need that energy anyway.
2. But drink more milk, and eat more fruits, vegetables, and other protective foods.

If you follow these two rules, the Dairy Council adds, you'll have a buffer against those bad days we all face in age — "because healthy aging people maintain their ability to store, and benefit from, the nutrients in the diet if they are supplied in adequate amounts."

On Managed Milking

By Professor J. E. Milkum
In California Dairyman

In my visits to the many fine dairy barns in and around Los Angeles County, I cannot help but be impressed by the general cleanliness and practical construction. The one purpose in mind is clearly evident — production of lots of milk, as cleanly and as easily as possible.

There is, however, one addition to this general, over-all pattern, not exactly conducive to the production of high class milk. There are too many small 2-ounce bottles and larger medicine bottles in evidence in and around the average dairy barn. You can see them on specially built shelves, also find empties in the grass just beyond the 4-foot cement wall just behind the cows.

Please do not misconstrue my meaning here. I am referring to penicillin, or similar drug containers.

These bottles are a strong indication that the herd is being milked too slowly or is in the "penicillin zone," although the owners and the milking machine operators may invariably tell you that everything is

going along just fine and that they are having very little mastitis trouble. It is my opinion that there is a very close connection between those bottles and the machine methods used by the operators trying to handle more than two single units per man there are usually "bottles." In other words, the mastitis problem increases with each extra unit the operator attempts to handle beyond two.

In my experience with mechanical milking I have found that wherever more than two units were used by one operator there also was evidence of mastitis, with few exceptions. Evidently those "bugs" find ideal conditions to raise healthy offspring by the conditions created by use of a third, fourth, and especially the fifth unit. The sixth unit is not so easy for the germs to find, but when they do, theirs is the last word in mastitis germ housing, and living conditions are ideal.

Although there are a certain percentage of capable and efficient machine operators who have the necessary speed and ability to handle more than two units, it may be advisable to check their milking speed, just to make sure that they really are as good as they think they are. Dairymen might appreciate a simple method of figuring their milking speed since many are milking odd number of cows and sometimes use three or five units.

The following table is based on 20 cows per hour per man, or 10 cows per milker per hour, and it is meant to cover the milking period from the time the motor starts until it is shut off.

Milker	Units	Cows	Hours	Min.
	2	75×3	$\div 60 = 3$	45
	3	75×2	$\div 60 = 2$	30
	4	$75 \times 1\frac{1}{2}$	$\div 60 = 1$	52.2
	5	$75 \times 1\frac{1}{3}$	$\div 60 = 1$	30
	6	75×1	$\div 60 = 1$	15

Although this is the lowest possible speed necessary to keep the herd out of the "penicillin zone," many dairymen will find even this minimum speed hard to obtain because of their present milking methods. It is the idea of too many operators that the more units they operate the faster the cows will be milked. What really happens is that cows gradually form the habit of milking slower. They adjust their milk let-down to the time the milkers are on, and the more units one man tries to handle, the longer the teat cups stay on. It creates a vicious cycle, to say the least.

In the early days of machine milking, high pressure salesmen often made statements that their particular machine was scientifically engineered and could be left on cows for any length of time, even one hour. These salesmen no doubt were speaking in terms of blood and bruises. It is inconceivable that such broad statements were made by anyone who has ever tried out methods of this kind on a herd of cows that were paid for with his own money.

In more than 20 years of experience with machine milking, there is one rule which stands out above all other requirements. It is the milking speed, or length of time the teat cups are left on the cows. Whenever the milking speed drops below 20 cows per hour per man mastitis will invariably take its toll. Before penicillin, this meant lost quarters and trips to the stockyards and replacements. Although many drugs are now available today and do save many quarters and postpone trips to the yard, at the same time there is evidence that germs have the ability to build up immunity. Continued use of these drugs lessens their effectiveness as a cure for mastitis.

It would seem that a far more effective battle can be waged against the mastitis germ if dairymen would improve their milking technique. Quoting Dr. Dahlberg, Chief in Dairying Research in his bulletin No. 697, Geneva, N. Y., "Results clearly indicate that milking machines should be removed from cows promptly after the cow has been milked, and that cows CAN be trained to milk out rapidly without excessive hand stripping. One operator with two single units should milk at least 20 cows per hour. It is suggested that a timer would be a very desirable accessory to any milking machine to aid the operator in judging the intervals used for milking."

Centennial Gets Notice

A letter from an editor of the Dairymen's League News, New York, asking for news of the Wisconsin Centennial Exposition was received a few days ago.

The writer said that a story in the Milk Producer on the Centennial was read with interest. More information on the Centennial was requested. Of course, we were glad to refer the request to the gifted

publicity man for the Centennial Management, Mr. Gordon Crump. "Gordie" no doubt will shoot the works in answering the Dairymen's League News inquiry.

Receipts of Milk For June

Receipts of June milk and disposal in the different classifications: 1,103,729 pounds of milk was the daily average received for the month in the Milwaukee Market. This does not include the amount brought into the suburbs by handlers who do not make a report of the volume of business they do to the Wisconsin State Department of Markets.

There was in addition daily receipts of 38,953 pounds that went into overbase or criticized milk.

Fluid sales were 555,806 pounds per day. Cream sales 129,704 pounds per day and an average of 379,266 pounds were manufactured daily. This report was prepared by George Gutmann, auditor for the state department of agriculture.

Soap and Oleo

Time magazine, reporting the purchase of the John F. Jelke Co., one of the largest manufacturers of oleo, by the big soap company, Lever Brothers, says that it's a natural. Oleo is made from some of the same fats that go into soap. So it seems that by using oleo one can get soaped inside as well as outside.

Lever Brothers are reported to have paid \$10,000,000 to Jelke for the oleo business.

Chicago Milk Prices

In the July issue, a prediction that Chicago's blend price for June would be about \$4.52 was made. We were a little high, for the price in the 70-mile zone was reported as \$4.51.

The Class I price in Chicago for July is \$4.863, and our guess is that the blend price will be about \$4.75 in the 70-mile zone.

The Federal Market Administrator has announced a Class I price of \$5.261 and a Class II price of \$4.861 for August. This price is based on the average price paid by condenseries in July, whose quotations are used in the Chicago market, plus 90 cents for Class I milk and 50 cents for Class II milk.

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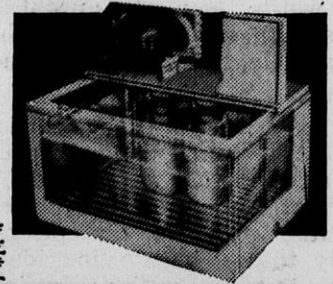
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Seems We Help All Farmers

The newspapers played up the raise in the price of August retail milk pretty strong. All dealers were asked for comment. According to the press, the secretary-treasurer of Cloverlane Dairy Co-operative said that it had adopted a resolution which reads this way:

"As a result of action taken by the Milwaukee Co-operative Milk Producers (of which Cloverlane is not a member) and other Milwaukee milk dealers granting substantial increases to milk shippers, it is necessary that Cloverlane producers be granted like increases. To cover this increased cost, our prices will be changed August 3."

NEW MEMBERS

Lawrence Koenig, Route 1, Eden.
E. J. and J. M. Braun, Eden.
Oscar A. Braun, Route 1, Eden.
John R. Paap, Route 2, Caledonia.
Herman Engel, Jr., Route 2, Fond du Lac.
Wilmer Schulz, Kewaskum.
J. Monroe Smith, Route 1, Eden.
Elmer Rheingans, Route 1, Rockfield.
Edgar Stolper, Route 1, Random Lake.
Joseph Ertl, Route 2, Hales Corners.
Merton Steuerwald, Adell.
Otto Ramthum, Kewaskum.
William Ten Pas, Jr., Cedar Grove.

Quick Cooling Stops Bacteria

It is very important to cool milk at all times; it is particularly important to cool milk quickly and keep it cold at this time of the year.

Bacteria makes very slow growth in cold milk, but warm milk is an ideal food for bugs of all kinds. Milk will not be in good shape when it arrives at the market, unless it is cooled quickly and kept cold on the farm.

Ozaukee County Fair

Ozaukee County held its annual affair on August 6, 7, and 8. This is one of the earliest fairs of the state, and is a free fair.

Holstein and Guernsey cattle were shown in kindly numbers. The Holstein being judged by William Baird of Waukesha, noted cattle man and the Guernseys by Delbert Kingston, former member from the Town of Muskego and now general manager of the mammoth Curtis Candy Farms.

A Centennial parade on August 8, had entries from every part of Ozaukee County, and was a fine feature of this Fair.

Save Grain With Better Hay Crops

That is the title of a pamphlet issued by the U. S. Department of Agriculture, Bureau of Dairy Industry, Washington, D. C.

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World Production Drops For the First Quarter of 1948 World Production of Dairy Products Is Less Than Levels of a Year Ago

If all food production plans, including the Marshall Plan, prove successful the best we can realize by 1951 are pre-war levels — pre-war food production for a post-war increase in world population of 130 million. The world now has to produce enough additional food to feed almost as many additional people as the whole population of the United States.

For dairy products world production in the first quarter of 1948 dropped below the level of a year ago. According to a report released by the Office of Foreign Agricultural Relations, Department of Agriculture, the sharpest decline in the output of manufactured dairy products for this first quarter occurred in the United States. There were also sizeable decreases in Canada, Denmark, France and New Zealand.

For the United States the figures for the first quarter of 1948 were: butter, 246.2 million pounds — down 19 percent from last year; cheese, 210.4 million pounds — down 16 percent; canned milk, 840.4 million pounds — down 12 percent; dried milk, 166.4 million pounds — down 18 percent. The world status by products is reviewed briefly as follows:

Butter production in the first quarter of 1948 declined below the levels for the same period last year. How-

ever, increases were apparent in some of the more important butter producing countries. In Australia where production was at a high level in January and February, production for the entire quarter increased 18 percent over the same period a year ago.

Butter production in the United States showed the greatest decline of any dairy product. The decline reflected both a lower output in this period and a continued heavy demand for milk for fluid consumption. Canadian production dropped to 92 percent of last year.

Cheese production in the first quarter showed the greatest decline (Continued on Page 8)

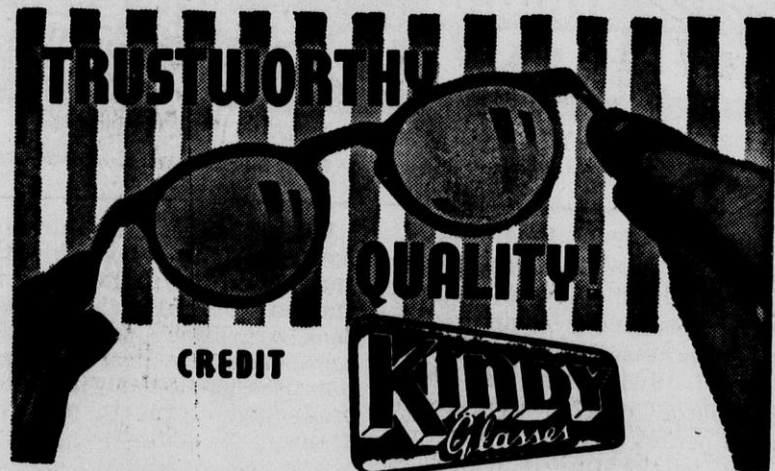
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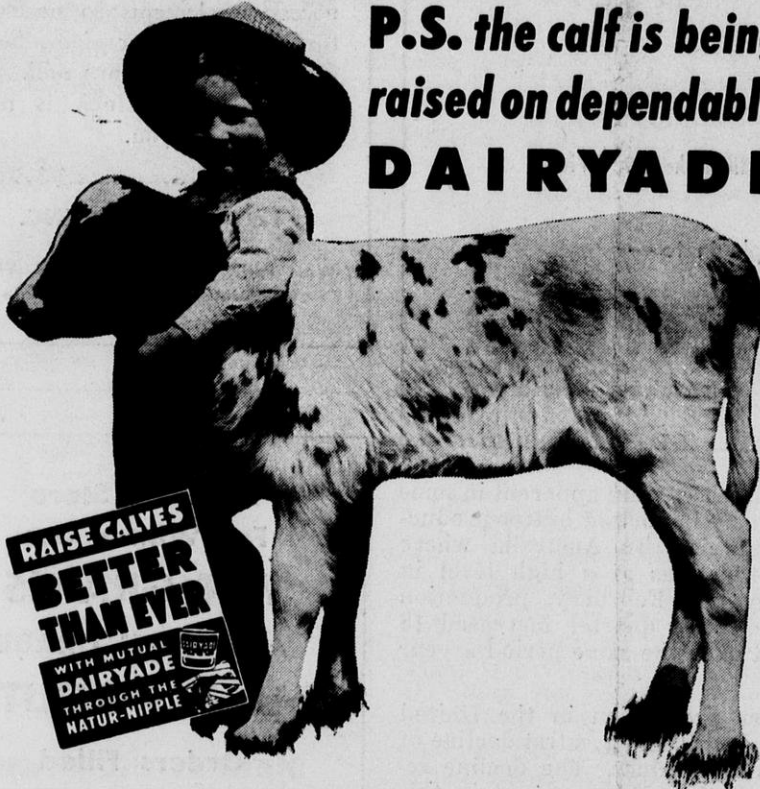
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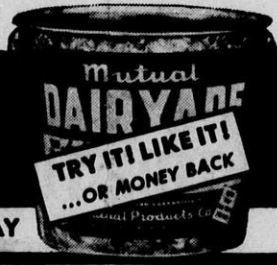
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PRODUCTION (Cont'd from Page 7) of any dairy product. Despite the total world decline several important cheese-producing countries reported an increase in production for this period. Switzerland led these with an output of 47 percent above the same period in 1947. Production also rose in the United Kingdom, Argentina, Australia and the Union of South Africa. Canada showed the greatest decline with output one-third below a year ago, the lowest for this quarter since 1941.

Canned Milk production also showed a sharp drop below the same quarter in 1947. Increases in production occurred in the United Kingdom, Argentina and Australia, but were offset by decreases in other countries, particularly in the heaviest producing country, the United States.

Dried Milk production in general showed the smallest decline of any dairy product. Improvement in output was noted in the United Kingdom, France, Argentina and Australia. But in the only other coun-

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DAIRY RESEARCH DIVISION

tries for which figures are available, the United States and Canada, production dropped sharply—83 and 82 percent respectively of 1947 production for the period.

—DPMA News

Milwaukee County Farm Bureau Holds Picnic

The Milwaukee County Farm Bureau, Inc. held its annual picnic at Greenfield Park, Milwaukee, on Sunday, August 8. Approximately two hundred people attended this annual affair.

The feature of the day was the annual ball game, between members from the North Side, and the members of the South Side. The Captain of the North Side was Louis Schutz, Town of Milwaukee, and the South Side team was captained by Alfred Meyer, Town of Oak Creek. After a good game, the North Side won.

There were games for the children, and also a balloon-blowing contest by the ladies. Free refreshments were served, and all in all everyone had a good time, according to Joe Schaughnessy, secretary of the organization.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 6

"By Farmers . . . For Farmers"

September, 1948

Your Council Celebrates Dairy Day

As a part of the recognition of Dairy Day, August 20, Mr. Charles Dineen appeared on two radio programs. Miss Gloria Gross, WEMP, interviewed him on August 19 and Mrs. Nancy Grey, WTMJ, featured him on her half-hour broadcast, August 20. It was a fine opportunity for Mr. Dineen to tell of the development of dairying and the important part our industry has played in our state's progress these past 100 years. Since Mr. Dineen's ancestry were a part of the early growth of dairy farming in this area, it was especially interesting to the radio listeners to hear from him about the years of toil, endurance, and co-operation of dairymen, their families and their groups in association work experienced to make this great industry what it is today in Wisconsin.

We were proud to have Mr. Dineen keynote our industry's progress and proud, too, to be a part of an industry whose second hundred years promise to contribute even more to our state's and our nation's well-being.

Reading and Writing And 'Rithmetic

Yes, "reading and writing and 'rithmetic" will be taught to the tune of milk, butter, cheese and ice cream this year! Dairy products are something we are always in harmony about, and the harmony will be even closer when the teachers see all the new health education materials available from your Dairy Council. Packets of selected pieces of these materials, along with revised catalogues and a letter, will be on each principal's desk when the school doors open. To keep high school art, commercial, physical education, speech, English, and guidance departments in tune with our MILK melody, special packets are being sent to them with suggestions to encourage their incorporation of the tuneful lessons of milk and the protective foods into their class activities.

By starting together, staying on pitch and harmonizing whenever we

Mark Twain Relates Oleo Deception

An interesting sidelight on the deceptive sale of oleo as butter even before the oleomargarine act of 1886, is brought to light by Russell Fifer, executive secretary of the American Butter Institute, Chicago, in a recent association bulletin. Fifer quotes a brief excerpt from Mark Twain's book, "Life on the Mississippi," copyrighted in 1874. In the book, Mark Twain relates the conversation of two salesmen, one from Cincinnati and the other from New Orleans, aboard a river boat:

"Now as to this article," said Cincinnati, slashing into the ostensible butter and holding forward a slab of it on his knife-blade, 'it's from our house; look at it—smell of it—taste it. Put any test on it you want to. Take your own time—no hurry—make it thorough. There now—what do you say? Butter, ain't it? Not by a thundering sight—it's oleomargarine! Yes, sir, that's what it is—oleomargarine. You can't tell it from butter; by George, an expert can't! It's from our house.

"We supply most of the boats in the West; there's hardly a pound of butter on one of them. We are crawling right along—jumping right along is the word. We are going to have that entire trade. Yes, and the hotel trade, too. You are going to see the day, pretty soon, when you can't find an ounce of butter to bless yourself with, in any hotel in the Mississippi and Ohio valleys, outside of the biggest cities.

"Why, we are turning out oleomargarine now by the thousands of tons. And we can sell it so dirt-cheap that the whole country has got to take it—can't get around it, you see. Butter don't stand any show—there ain't any chance for competition. Butter's had its day—and from this out, butter goes to the wall. There's more money in oleomargarine than—why, you can't imagine the business we do."

can, your Council's staff hopes this school year will just be a song—a song of more and better milk drinkers for you!

Dairy Markets Weaken In August

The cheese market was very strong through July. At the Plymouth market on August 6, car lots of cheddar cheese sold as high as 47½c but the market tone was weak. One week later, the market was very weak, 16 cars were sold at 46c, some 50 cars were offered at 46¼c and 46¾c and remained unsold.

The U. S. Government Report states that July, August and September deliveries to Britain would total over 28,000,000 pounds of cheddar cheese. A large amount—but the market still had more cheese than it would take at the 47c price. August 20 reports that that cheese in storage was higher the second week last year, and considerably higher than the 5 year average for the same date, and production for the week ending August 12 was 9% higher than the high year average.

Cheese dropped at the Plymouth market on August 20 to 43c or 4c down in one week's time. Some carloads were sold at 45c. The market was very slow.

On August 23, the last cheese market day at Plymouth for August cheese went off another 2c and there was considerable left unsold.

This drop of 7c per pound cheese in 3 weeks' time means about 60c per hundred pounds of milk less for the farmers delivering milk to the cheese factories.

The butter market weakened on July 18, dropping from 81c and continuing down, having its lowest day on August 18 when Chicago 92 score butter was \$.7175 or 10c less than on July 15. This in spite of very dry weather through most of the principal butter producing states. The output of butter, according to the Federal Government report, is much lower this year than it was for the 5 year average. Consumer demand has been fair and should be for butter is a better buy than any other product, and returns less to the producer by a slight margin than cheese or condensed milk.

MILWAUKEE MILK PRODUCER

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MILK PRODUCERS

CHARLES F. DINEEN, Editor
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Marquette 8-3057

Milwaukee 5, Wis.

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No September Agreement

At this writing your Board has not gotten to an agreement with the milk dealers on the price of September milk.

The drop in price of cheese and also of butter, which was followed by a 25 cent cut in the price paid by condenseries for the last half of August, confuses the dairy outlook.

The big drop in the price of cheese will give the gallon jug people a chance to cut prices again.

A price conference will be held later in the month.

Centennial Exposition Rang The Bell

The Wisconsin Centennial Exposition held at State Fair Park August 7 to 29, equaled if it did not exceed the advance claims made for it by the management.

Alice in Dairyland was an outstanding success. The Agricultural Building show featuring the farm of 100 years ago and the modern farm got a great deal of well earned attention. The dairy cattle show was tops, which is going some for the Wisconsin State Fair dairy cattle show is always good. Well managed by Fred E. Klussendorf and his able assistants, everything went off smoothly. Of course, some people differed with the judges, but that always happens. Can't talk much about other features of the big show for it was too big to get a good look at in a couple of days, but it must have been very much worthwhile.

Production High — Sales Low — Blend Price Down

Production held up remarkably well considering the month of August was the driest on record. Sales were not good. The up in price and the unfavorable publicity that the industry got from a publicity minded politician affected sales very materially.

Condensery prices dropped 25 cents per hundred for the last half of August. As a result the cream prices and the price of manufactured milk is lower.

Small Breeder Gets A Blue Ribbon

SunnyLea Farm, Grafton, one of our members, owned by A. D. Braun, and ably managed by H. Pippin, took top place in the 4 yr. old Holstein cow class at the State Centennial Exposition. This cow beat the entries of several wealthy breeders and old time showmen.

A Wisconsin State Herd from the Green Bay Reformatory took top honors in the get-of-sire class in the same show. All of which proves that big money does not always win the top honors.

Don't Delay Whitewashing

Time to contact that spray man if the stable has not been whitewashed this year. There are fewer outfits doing stable spraying now, so it's a good idea to make connections early. Bad business to have to turn the cows out in cold wet weather later in the season in order to get the work done.

Tykor White, which has DDT mixed with it, makes the stable white and also kills all kinds of insects.

Guest Editorial

As a guest editorial, we borrowed an editorial titled "The Grocery Bill" from the Dairymen's League News, New York.

Read this article so that you can answer your city friends and relations when they needle you about the cost of food.

THE GROCERY BILL

Like the Colonel's lady and Judy O'Grady, American housewives are sisters — at least so far as grocery bills are concerned.

Up and down and across the land they complain—the banker's bejeweled wife and the laborer's

spouse. In Park Avenue penthouse, red brick government housing projects, and across the back fences of the smaller towns, grocery bills are the topic of conversation.

But, neither the Colonel's Lady, Mrs. War-Rich or Judy O'Grady really know what the grocery bill is for. They think it is for food. They are wrong. Food is only part of what they are paying for. Much of the cost is service. It is transportation, which is the cost of building railroads, locomotives and cars, trucks and highways. It is wages of the men and women who build and operate trains and trucks. The cost includes packaging, and that is cardboard and paper and cellophane, and the wages of labor that made and packed the containers. The cost also includes distribution — the jobbers, wholesalers, retailers, and the wages of their workers who handle and rehandle. Not to mention profit all along the line.

Potatoes once were sold as they came from the soil. Now the housewife wants them washed. She wants the apples polished and graded. The oranges of uniform size. Onions, too. Chops and steaks cut to look like twins. Eggs of exact size and color. Chickens and turkeys must be the right size and weight to suit her. And, often she demands that the groceries be delivered at an exact hour.

These are all unseen items of cost on the grocery bill. Mostly service. The wages of people. Not the cost of food as produced by the farmer.

Cow Numbers Still Decline

At 23,000,000 Head the Nation's Dairy Herd Is the Smallest In 17 Years

Each dairy cow in the United States today has to supply milk for one more individual than she did in 1944. An increase in human population of approximately 10 percent from that period and a 10 percent decrease in cow numbers has decreased the ratio of dairy cows to people. There is now one cow for every six and one half persons compared with one for every five and one half in 1944.

The mathematical significance of the present ratio of dairy cows to people is not important in itself. Its effect in milk production per capita is, however. For July of this year per capita supplies averaged 2.5 pounds per day, the lowest for the month in 12 years.

In spite of the demand for all

WILSON ZERO°FLOW PROTECTS THE CREAM LINE

FROM 90% TO
99%
of all bacteria are in this danger line

You will get top money from all your milk with Wilson Zero°Flow's automatic neck-high cooling. Single cans or capacity load get the same protection; no dummies needed.

Wilson cabinets are "life-tested." Extra milk earnings soon pay for your Zero°Flow.

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| MARTIN & RINDT | Prospect Hill, Wis. |
| GENESSEE DEPOT GARAGE | Genessee Depot, Wis. |
| SCHMIT AUTO & SUPPLY COMPANY | Fredonia, Wis. |
| RASMUSSEN & HANSEN | Franksville, Wis. |
| FOLLSTAD IMPLEMENT CO. | Menomonee Falls, Wis. |
| FREEHAUF IMPLEMENT | Jackson, Wis. |
| KOHN BROS. FARM SERVICE | Kewaskum, Wis. |
| O'MEARA SALES | West Bend, Wis. |
| JOHN F. HERDA CO. | St. Martins, Wis. |

milk supplies conditions during the 12-month period preceding June of this year favored close culling of dairy herds. In the early part of last year prices of dairy products were at a comparatively low level due to sharp seasonal declines. Many milk producers were uncertain as to future prospects for dairying.

Following this period conditions of drouth in mid-western areas produced parched late pastures and reduced supplies of winter feed. As a result feed supplies per animal unit were more than 10 percent below those of the previous year.

Counteracting the effect of strengthening prices of dairy products in the fall months of last year dairy product-feed price relationships were unfavorable. Sharply rising feed prices discouraged feeding for dairy purposes.

At the same time milk producers had the opportunity to dispose of milk cows for slaughter at exceptionally good prices. The end result of all these contributing factors has been a 12-month decline in cow numbers—a decline which had its start after the peak in cow numbers in 1944.

The area in the United States which has shown the greatest decrease in milk cow numbers includes the West North Central group of states. Here, producers sell much of their production as cream. Actually, more than half of the nation's butter originates in this area. Following through the years from a high peak in 1943 dairy cow numbers in the butter producing section steadily decreased to the present—a low of 12 percent below pre-war, the lowest in a quarter century.

In the fluid milk areas declines in milk cow numbers have been moderate since the peak in 1944. At present cow numbers in these sections average around eight percent above pre-war levels. In other areas the average is slightly above pre-war.

There is a general feeling that the trend may turn toward an increase in the national dairy herd. The all important milk-feed ratio shows fair to turn to the dairy cow's favor. More feed, too, infers a heavier rate of beef stock feeding, heavier market weights and optimism for lower meat prices. This alone could remove the incentive for milk producers to continue to cull out dairy animals for more favorable slaughter prices.

The insistence today is to stop the downward trend of dairy cow numbers. With bountiful corn and grain crops to be used as feed rather than as cash crops dairy herds should steady in number and increase in an effort to efficiently use cheap grain now at hand.

—DPMA News.

Other Milk Markets

Des Moines, Iowa, reports a blend price for July of \$4.65 for 3.5% milk based on \$5.00 for Class I milk, and \$4.00 for Class II. The check-off fee is 5 cents per hundred. The fat differential was 8 cents per point up or down from 3.5% fat.

Minneapolis and St. Paul, Minn., had a paying price for July of \$4.75 for A plus, \$4.56 for A and \$4.37 for B milk as reported in Twin City Milk Producers Bulletin.

The Dairymen's League News says that \$4.92 was the uniform price for milk testing 3.5% fat delivered 433 plants supplying the New York Metropolitan marketing area for July.

Proposed Guide for Satisfactory Milk House Or Room Construction

(New or Remodeled)

- a. The size of the milk house or room should be in accordance with production as shown on the following table:

Milk House Floor Space

Milk Output in Gallons	Inside Dimensions of Milk House
Under 20	12' x 10'
20- 50	12' x 12'
50-100	12' x 14'
Over 100	12' x 16'

b. Location

Factors and conditions which should determine the location of the milk house or room are:

1. Transportation of milk from the barn.
2. Distance to barnyard or other dusty areas.
3. Water supply.
4. Drainage.
5. Convenience to hauler for loading.
6. Approach from barn to milk house.
7. Piping of air line into milk house.

c. Floors

Floors shall consist of concrete, brick, tile, asphalt-macadam, or other composition material laid so as to be impervious and to drain properly.

Drains, at least 4" in diameter, should be carefully set before the floor is laid. A grade of $\frac{1}{4}$ to $\frac{1}{2}$ inch per foot gives ample floor drainage. The finish of the floor should be as smooth as possible, and the junction of the floors and walls should be curbed and the joints rounded to avoid angles for collecting and holding dirt. If the milk house is of frame construction, all walls (including partitions) should be made of floor material up to a height of 10 or 12 inches. Smooth floors, the drainage of which is not good, are unsatisfactory.

d. Walls and Ceiling

All parts of the walls and ceiling, except light openings, shall be in good repair and composed of:

1. Smooth-dressed lumber, sheet metal or hard finished composition material, well painted with washable paint, or

2. Tile, cement block, brick, concrete, or cement plaster, provided that surfaces and joints are smooth. Cement block, brick, or concrete shall be cement washed. Plaster shall be cement washed or painted.

Insulated walls and ceilings are recommended.

Solid concrete ceiling-roof combinations are not satisfactory.

If a milk house is built onto a barn, four new walls shall be constructed.

Walls separating the milk room and/or vestibule from the barn, and walls separating the vestibule from the milk room shall be of tile, cement block, brick, concrete, cement plaster or glass block with smooth surfaces and joints.

e. Lighting and Ventilation

The window space shall be not less than 10% of the floor area and be reasonably evenly distributed, and the milk house shall be adequately ventilated in the judgment of the inspector. Windows and doors of milk houses in dusty locations shall be kept closed during dusty weather. Adequate artificial light shall be provided. A hooded chute ventilator (or the equivalent) shall be provided, properly screened, and having a cross section area of at least 100 square inches. A metal spinner type hood is recommended. Windows shall be placed so as not to extend close to the floor. Windows shall be hinged at bottom and swing in at top, unless other means are provided for the entrance of fresh air. Storm sash are recommended.

f. Screening

All openings shall be effectively screened whenever flies are evident and outer doors shall open outward and shall be self-closing, unless other effective means are provided to prevent the entrance of flies. Screen cloth coarser than 16 mesh to the inch shall not be used.

g. Miscellaneous Requirements

When the milk house or room is a part of or attached to the barn, there shall be an outside entrance but no entrance through the partition wall, or if entered from the barn, the entrance shall be through self-closing doors having a well ventilated satisfactory ves-

tibule between them and so arranged that both doors will not be open at the same time.

A vestibule meeting the following requirements will be considered satisfactory:

1. Six feet in length and four feet in width.
2. Equipped with:
 - a. A hooded screened chute ventilator the cross section of which is not less than 100 square inches, or the equivalent with a screened louver of at least $1\frac{1}{2}$ square feet on an outside wall, or
 - b. Two screened louvers each of 1 square foot located on two outside walls. Note: Screened windows each with an area of 3 square feet, and so arranged as to be permanently open at the top may be substituted for louvers in a. and b. above.
3. A door from vestibule to outside is optional.
4. The distance in the vestibule between the barn door and the milk room door shall be not less than 4 feet.
5. All doors are self-closing and open outward from the milk room and vestibule.

If vestibules are improperly constructed or used, changes will be required.

h. Equipment

There shall be adequate satisfactory metal racks for all cans, covers and utensils. A small tight cabinet for storage of strainer discs shall be provided. Water shall be piped into the milk house. Adequate facilities for the heating of water for the cleansing of utensils are recommended. Stationary wash and rinse vats having at least two compartments, one for washing and one for rinsing, are recommended.

—Milwaukee Health Department.

FISH

Walking down the street with a friend one day, a professor passed a large fish store where a fine catch of codfish, with mouths open and eyes staring, were arranged in a row. The professor stopped, looked at them, and clutching his friend by the arm, exclaimed: "Heavens, that reminds me—I should be teaching a class."—Holstein-Friesian World.

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for Attorney General

Frank X. Didier was born and grew up on a dairy farm — of a family that had farmed for generations. His brothers and brother-in-law are still farming.

Frank Didier knows the dairy farmer's problems — knows the work and skill required to be a successful dairyman.

If elected Attorney General, he will bring to that office an understanding of dairymen's problems. He was elected District Attorney of Ozaukee County twice, and resigned his office to join the armed forces.

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Kill Weeds Now

Fall is the best time for treating small areas of feeds with chlorates, according to Henry Lunz, in charge of the department of agriculture weed control laboratory.

This is particularly true of quack grass and Canada thistle, Lunz said, as chlorates are more effective in the fall than earlier in the season. Chlorate should be applied at the rate of two pounds to the square rod for quack and from four to six pounds for Canada thistles. Use of this chemical will sterilize the soil for one or two years, depending upon the amount used and the rainfall.

Lunz also said that where new growth is beginning to show in weeds that have been treated earlier with 2, 4-D, a second application in

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the fall will often result in a complete kill. The second application should be made when the new growth begins to show buds. Most effective results from 2, 4-D can be obtained when it is applied while the plants are in vigorous growth. If treatment is delayed until the plants have stopped growing, the chemical will not be effective.

Where seeding is a factor, Lunz said, sodium and amine salts of 2, 4-D are preferable. Where seeding is not a factor, as in pastures, along fence rows, etc., the best results will be obtained by using the ester preparations. This form of 2, 4-D is more violent in action and is also recommended for weeds that are hard to kill, such as Canada thistle.

Correct use of all chemical weed killers is important, Lunz said. The county agent or local weed commissioner will be able to give assistance to anyone desiring it.

Dairying in Wisconsin's Century of Progress

**The Centennial Exposition Held in
 Milwaukee Highlights Wisconsin's
 Position as "The Milk Can
 of America"**

Wheat was king on the farms when Wisconsin became a state in 1848. Today milk checks total more than half of the state's gross agricultural income of better than a billion dollars a year.

As the dairyland of the nation, Wisconsin's progress in dairying was highlighted at the state's Centennial Exposition in Milwaukee last month. An "Alice in Dairyland," Miss Margaret Jean McGuire, was chosen as hostess to represent Wisconsin dairy interests in public appearances, over the radio and at the exposition. A Dairyland Building on the grounds was presided over by a mobile and talkative, lifelike eleven foot replica of "Alice." Displays and miniature tableau told the story of Wisconsin's top position dairy-wise.

Her position is important. Wisconsin produces one half of the nation's cheese. Over 500,000,000 pounds production places her first in the cheese states. She also ranks first in evaporated, condensed and dry milk production and third in butter and casein.

With more milk cows than people, Wisconsin produces almost one-sixth of the nation's milk supply — nearly twice as much as the next leading state contender.

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It wasn't always this way. In fact, early in Wisconsin's history settlers were convinced that the vast sweeps of prairie land, dense woodlands and waterways lent themselves to wheat, not dairying. Oxen for ploughing the land, for meat and leather were the pride of the pioneer farmer, not dairy cows.

Succeeding years saw the production of wheat rise to ever new heights. With this unprecedented production was born the first symptoms of an economic crisis on Wisconsin farms. Farmers raced to plow more land for grain. Forests were ripped out and the land put to seed. Grassy hills were cultivated. Floods and summer drouth accompanied such malpractice. Chinch bugs caused a destruction to wheat lands equal to the plagues of ancient Egypt.

This and the development of the steel roller flour mill, capable of grinding the northern hard wheat, pushed the wheat belt across the Mississippi river into Kansas. The crossroads grist mill with its water powered wheels of stone was doomed. So was Wisconsin's future as a grain state.

Leadership born of the times started Wisconsin's agriculture into a new industry — that of dairying. Better breeds of dairy cattle replaced the scrub Durhams. Butter and cheesemakers plied their trades energetically. Slowly but surely the state began the tedious conversion to the dairy way of doing things. Cheese and butter manufacture

moved out of the kitchen and into bona fide factories. Producers ventured out of state confines to sell their dairy products. Today, on dairy products the label "Made in Wisconsin" is a symbol of excellence, abroad as well as on domestic markets.

Possibly no simpler explanation could be made for the enduring ability of a state to produce such quality and quantity of dairy products than this—"The dairy cow made Wisconsin's agriculture outstandingly successful. She utilizes the land so well."

—DPMA News.

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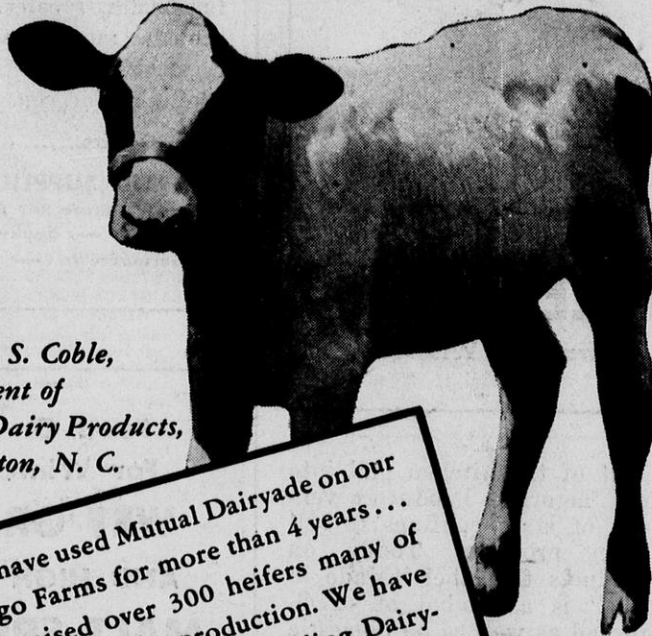
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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 7

"By Farmers . . . For Farmers"

October, 1948



**Miss Marie Suelflow
Office Secretary**

We would like to present and welcome Miss Marie Suelflow, your Dairy Council's new office secretary. She has been on the staff only six weeks, but has already contributed greatly with her enthusiastic and efficient work to our ever-expanding program.

Marie is the daughter of Mr. and Mrs. Edmund Suelflow, Thiensville, Wis., and a graduate of Lutheran High School, Milwaukee. The experience gained by Marie as an active 4-H club member has been put to good use in her work in the Dairy Council offices.

One of the most important phases of Marie'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.

NEWSNOTES FROM YOUR DAIRY COUNCIL The Dairy Council Through the Years

During this centennial year, we have been doing some reminiscing — not only about Wisconsin's beginning, but also about the Dairy Council and how it was started. You

may have been wondering about this, too, so we are going to take this opportunity to tell something about both the National Dairy Council and your Council's program, and how we work for the dairy industry. It will take three issues to tell you all about us — National Dairy Council's beginning, your Dairy Council of Milwaukee, and a glimpse into the future.

National Dairy Council was organized in 1918, but events leading to this began about 1917, just at the end of World War I. Many of you probably remember that at that time, the United States was on a voluntary rationing system to assist in feeding Europe. Herbert Hoover, then the National Food Administrator, issued a proclamation to cut down our milk consumption and send large quantities of dairy products to Europe.

At the same time, Dr. E. V. McCollum, at the University of Wisconsin, had discovered through his research projects that milk is a good source of Vitamin A. Also, the records of the physical examinations for the armed forces indicated that many of those rejected were rejected because of defects caused by poor nutrition and not enough milk in the nation's diet. These facts impressed Mr. M. D. Munn, a Minnesota lawyer. Mr. Munn, Dr. McCollum, and dairy and health leaders met in Chicago to discuss this problem of sending so much milk to Europe and threatening the health of our nation. Representatives were appointed at this meeting, and were sent to present the problem to Mr. Hoover. He immediately reversed his proclamation and urged the use of dairy products in our diets.

Seeing the need of informing the public — and particularly the homemakers who planned the family meals — on the value of dairy products in their diet, this group of dairy leaders organized the National Dairy Council. Mr. Munn was named the president and served until 1937.

In the early stages, the Dairy Council program was mainly that of advertising in leading magazines. Dr. McCollum made a constructive criticism of this idea when he

pointed out a growing movement of health education in schools. With more families eating at least one meal away from the mother's guidance, it became necessary to teach the importance of milk at all age levels.

This became the basis for our present day program. Since 1918, the National Dairy Council, which is located in Chicago, has carried on a health education program and is the foundation upon which 55 affiliated units are based. The National Dairy Council is the official educational organization of the dairy industry, nationally.

Your Dairy Council of Milwaukee is the official educational organization of the dairy industry, locally, and we shall tell more about your Council next month.



**Jack Reynolds to
Manage State Fair**

Jack Reynolds, who has been assistant manager of the Wisconsin State Fair, was named as chief of the division of fairs of the State Department of Agriculture, which makes him State Fair Manager.

Milton Button, Director of the State Department, said that Reynolds would take over October 1.

Reynolds is quite well known around the state, especially in livestock circles.

Jack will do a good job of managing the Wisconsin State Fair.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 8-3057 Milwaukee 5, Wis.

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Subscription\$1.00 Per Year

September Class I Milk \$5.20

At a bargaining conference between your Board of Directors and the handlers of milk, an agreement was reached on \$5.20 per hundred pounds of milk, testing 3.5 percent fat, for September. Reduction in price of milk has occurred in all manufactured milk channels.

Condensery price averaged \$3.98 for September, as compared with \$4.36 for August or a drop of 38 cents. The condensery price for the last half of August was \$4.50.

Butter prices slipped badly in the last ten days of September, the total drop being 11 cents per pound. Cheese prices softened but still held better than butter, although a drop of two cents on October 1 showed considerable weakness. People evidently got rationed away from butter during the war years, the national per capita consumption dropping from about 17 pounds per year to a little less than 12 pounds.

Oleo consumption increased very much in proportion to the decrease in butter use. Ice cream consumption has dropped about 20 percent in the last year.

Evidently people are spending their money for other foods or are not living as well as they should.

Milwaukee County Agent Sid Mathisen furnished the article on plowing which appears in this issue.

A copy of the bulletin on left-hand disk jointers can be had by writing to Iowa State College, Ames, Iowa. Might be well worthwhile.

Base Making Time

Just a reminder: As stated in the August issue, September, October, November and December are the months when a base is made in this market. The average of the total amount of milk shipped in the last four months of this year, is the amount, plus 50 percent that may be delivered at the blend price in the months of April, May, June and July, 1949, and milk over and above that amount, delivered in those four months, will be paid for at condensery price.

So that there is no misunderstanding about what the amount plus 50 percent tolerance means, the following example is given. If the total amount shipped in the four base-making months averages 10,000 pounds per month, 50 percent or 5,000 pounds is added, making a total base of 15,000 pounds.

Another Reminder—Try to get the whitewashing done before cold weather sets in. Contact that whitewash man now.

For Your Information

The congressmen from this state who voted against repealing the law which says that oleomargarine colored in imitation of butter must be taxed, are listed below. These congressmen are not only fair to farmers, but to city consumers as well, for they voted against fraud. They are:

Lawrence H. Smith.....	1st District
Glenn R. Davis.....	2nd District
Wm. H. Stevenson.....	3rd District
John Brophy.....	4th District
Chas. Kersten.....	5th District
Frank B. Kelly.....	6th District
Reid F. Murray.....	7th District
John Byrnes.....	8th District
Merlin Hull.....	9th District
Alvin E. O'Konski.....	10th District

These men deserve re-election on their records, regardless of political affiliations.

Strange Things Happen In the Butter Market

On September 29 we had a quotation of 65 cents for 92 score Chicago butter, and the same day in June, in the heavy production period, we had 80 cents per pound. Going back to the same date in 1947, we have a price reported as \$.7525. This would seem to indicate that the law of supply and demand is not working

too well and there certainly is less butter produced now than there was in June, and it would seem that anyone who wanted a job could have one so the buying power ought not to be down.

Probably the 40-hour week is responsible for the fact that people who are working full time do not seem able to pay as much for food as they did sometime ago.

The 40-hour week would probably be all right if there were some eight hours added at time and a half, which may have been what labor leaders anticipated when they worked so hard to get the 40-hour week, with the help of the federal government. It would seem that all of these man-made regulations are in rather direct conflict with the law of supply and demand which the consumer thinks is fine, when it helps to reduce price of foods, but it seems to be all wrong when it applies to labor and hours of employment.

Getting back to butter, it is possible that the price will be higher, but it is doubtful if the year will close with the quotations which we had on December 31, 1947, of 87½ cents per pound wholesale.

October — Month of Many Meetings

Beginning with October 4, the National Dairy Cattle Congress was held at Waterloo, Iowa. This is the big round-up of dairy cattle shown in this country, and according to reports this year's show surpassed any other.

The State Cheesemakers and Buttermakers met in Marshfield, October 6-10. A hearing by the State Commission on Improvement of Education was held October 7-8. The Wisconsin Centennial Pioneer-State-wide Observance was scheduled for October 10 to 17.

Northeastern Wisconsin Cheesemakers & Buttermakers met at Shawano, October 11 and 12. The Twin Ports Co-operative Association, Superior and Duluth, was scheduled for October 12 at Superior. There are a number of county, state-wide conferences and ending up with the Council of Agriculture Farmers Get-Together Conference on October 28 and 29.

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SCHMIT AUTO & SUPPLY COMPANY	Fredonia, Wis.
RASMUSSEN & HANSEN	Franksville, Wis.
FOLLSTAD IMPLEMENT CO.	Menomonee Falls, Wis.
FREEHAUF IMPLEMENT	Jackson, Wis.
KOHN BROS. FARM SERVICE	Kewaskum, Wis.
O'MEARA SALES	West Bend, Wis.
JOHN F. HERDA CO.	St. Martins, Wis.

Farmers' Get - Together Conference Hotel Loraine, Madison October 28 - 29

"Farm Prices and Farmer Cooperatives" is the theme for the Council of Agriculture's twentieth state-wide round-up of farmers in Madison, October 28-29.

Morning Program

Food and farm prices, the subject we read so much about in the papers, will be discussed from all angles on Thursday morning, Oct. 28. The consumer viewpoint on high food

costs will be heard. Claims that farmers are largely to blame for present high prices will be aired. The factors which are truly responsible for our present high prices will be brought out by leading farm economists. Climbing land values, high costs of machinery and equipment will be considered in relation to their effect upon present high production costs. This should prove a very interesting and enlightening session on the economic outlook for agriculture.

Afternoon Program

On Thursday afternoon, Oct. 28, farmer co-operatives will be put un-

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, 1948.

State of Wisconsin,
County of Milwaukee, ss.

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

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

2. That the owner is: (if owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding one percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a firm, company, or other incorporated concern, its name and address, as well as those of each individual member must be given): Milwaukee Co-op Milk Producers, 1633 N. 13th St., Milwaukee, Wis.; President, Edwin Schmidt, R. 12, Box 498, Milwaukee 13, Wis.; Vice President, Grover Dobbertin, Hartland, Wis.; Secretary, Charles F. Dineen; Treasurer, Walter Ahlers, Grafton, 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 22nd day of September, 1948. Ann T. Prinz, Notary Public.
(My commission expires March 6, 1949.)

der a microscope. Outstanding cooperative leaders of the state and nation will discuss present-day cooperative problems. They will bear down on the membership and community responsibilities of farmer cooperatives, legal problems, public relations, membership relations and general operating problems of cooperatives. The past, present and future program of the Wisconsin Council of Agriculture Co-operative will be presented.

Other Features

The Farm Family Luncheon at noon on Thursday and the annual Farmers' Get-Together Banquet that evening will feature an entertaining, educational and inspiring program as a climax to this full day cooperative program. Printed programs will be available at a later date.

Friday morning, Oct. 29, the annual business meeting of the Coun-

cil of Agriculture will be held. Council officers will be elected, resolutions acted upon and policies for the Council's program for next year will be determined.

Do We Need Another State Agency?

According to the newspaper reports, the annual meeting of the Wisconsin Creameries Association held in Stevens Point on September 29, discussed the question of an agency outside of the state department of agriculture, to set-up regulations and rules which would amend the orders for the whole state dairy industry. The reason advanced, according to reports, is that making changes in our dairy laws and regulations by the legislature is slow and cumbersome, and that an agency or authority is needed to take care of such regulations.

It would seem that we have enough agencies and enforcement in the state now, and that if the department of agriculture cannot, under its present set-up do the things that are needed to be done in regulating the dairy industry changes should be made in the set-up of that department rather than to create a new agency.

Many of us have complained about the many agencies set up by the federal government. Perhaps it would be well to keep our gripes about all these federal agencies to ourselves and set the federal government an example by keeping away from additional agencies in this state.

Southern Businessmen and Farmers Begin to Worry About Worn Out Soil

The papers carry a story about a group of businessmen and farmers coming up through this country, to find out how we keep our farms from becoming worn out. It is rather revealing that people in the cotton country, who are strong for untaxed colored oleo, get to wondering if they can keep on producing a vegetable oil crop and still keep up the fertility of the soil. Perhaps when they find out that it is a good thing for the land and the people who live on it, and the people who live in the city, to have an animal

agriculture, particularly a dairy animal agriculture, they will decide butter should not be cheated out of its place on the table by a vegetable oil, the production of which means a depleted soil and a physically and mentally poor class of people.

The Low Down From Hickory Grove

I just been reading where Uncle Sambo's payroll is being boosted by 15,000 new people per month — that is 500 per day and no small amount to be sneezed at. It is a lot of votes for somebody. But the Boss-Man down there at the head office says, tut! tut!, it is nothing to stew about, most of these new payroll people are on the Aid to Europe program, he says. But this Mr. Boss-Man don't say he is cutting down elsewhere and getting some other guys in other places off our bent backs. He should — but he don't.

The paper says that for every 6 people in the land, one of them is supported and carried along by the other 5. And that, when it is reduced down and brought home, it means each of us is lugging on our back, one-fifth of a guy — furnishing him with his raiment, and house rent, and all accessories complete, and 12 months per annum.

I been trying to figure out, how many more can be piled on, without most of us caving in — even got out my slide rule — and I am still puzzled on how we can even carry the one-fifth of a guy like it is already, let alone putting on more. So folks, any of you, if you can figure it out, drop me a line. — Joe Serra in Maryland Farmer.

Oleo Seen as Bell-Wether For Dairy Substitutes

Fears that the oleo fight for the table-spread market is only the forerunner to widespread substitutions for dairy products were heightened by developments in the ice cream industry.

In Texas the state board of health opened the door to vegetable oil ice cream by decreeing last month that all ice cream shall contain 8 percent butterfat to which may be added 4 percent vegetable fat to bring it up to a 12 percent total fat content. At the same time, in New York and elsewhere, there was reported a growing demand for provisions which would permit a "de-

NEW MEMBERS

Accepted by the Board of Directors on September 24, 1948

Mrs. Mary Fass, R. 1, Hartland.
Hiram Larson, R. 2, West Bend.
Roman Schwendimann, R. 1, Slinger.

Mrs. Bertha Goll, R. 2, Box 296, Milwaukee 7.

Lester Behrens, Grafton.
John B. Sawyer, R. 2, Box 79A, Caledonia.

George Napientek, R. 2, Hales Corners.

Sam and Jennie Christopherson, R. 1, Nashotah.

Eugene Verhulst, R. 1, Random Lake.

Walter Schmidt, R. 5, Box 499, Waukesha.

Margaret Kmiec, R. 13, Box 341, Milwaukee 7.

Wm. Mehring, R. 1, Burlington.

John Murphy, R. 1, Pewaukee.

Glenn C. Hansen, R. 2, Mukwonago.

Pipping & Krug, R. 1, Calvary.

valuated" ice cream of not more than 7 percent butterfat content. To many dairymen the two moves spell nothing but filled ice cream.

A flat warning to the dairy industry was recently issued by the Oil, Paint and Drug Reporter, trade paper of the chemical industry. It is a relatively simple task for applied physiochemistry, says the Reporter, to provide a fully satisfactory replacer of cow's milk, in a nutritional way, by combining vegetable fats, vegetable protein, vegetable sugar, vegetable dispersing agent, and vegetable flavoring. "To send the cow as a working provider of food into the limbo of the ox as a working provider of power is attended by no big problem," states the chemical publication. — *Pohkess Dairymans Journal*.

Small Betty was all eyes at the fashionable church wedding.

"Did the lady change her mind?" she whispered to her mother.

"Why no. What makes you think so?"

"Cause she went up the aisle with one man and came down with another."

So the Farmer Is The Culprit

A cartoon in a recent issue of the Milwaukee Journal shows an old pick-up truck, wrecked against a stone wall, which is marked "Buyers' Resistance"; a milk can, partly tipped over, is in the rear of the milk truck; another can lying on its side at the edge of the gutter; a sign post with the caption "Stop Danger, Prices are too high" and carrying a barn lantern, is situated on the side of the road. Half sitting and leaning on his outstretched hands is an elderly man, sleeves of his shirt torn, and one knee sticking from his torn overall. One shoe is on one side of him, and a dilapidated hat is on the other side. Underneath is the inscription "Now he sees the light."

This cartoon, we presume, is meant to show that the farmer had no regard for anything but his own selfish purposes, that he kept driving the prices higher, until people did not buy and that he wrecked his industry and left himself half naked and pretty well bruised up.

Of course, the person who drew this picture, or the person who had it drawn, is a narrow-minded, evil-thinking moral pervert. A newspaper published in the leading dairy state in the nation, and for that reason owing much of its own prosperity to the dairy industry, could show better business sense than to damn that same dairy industry for being short-sighted and greedy.

However, there is something in this picture that farmers might study, for some of it is a true picture. For instance, the truck is about the kind of truck a dairy farmer could own and it is true that not very long ago, he would be about as well off producing no dairy products at all, and having produced them have them dumped in the gutter rather than deliver them to an unappreciating city consumer, who thinks that the farmer should work for nothing.

The picture of the elderly man, with his clothes in rags, is not exactly overdrawn, for the men that are left on the farms nowadays are somewhat elderly, and after they have paid abnormally high prices for machinery, parts and repairs, as well as everything else they buy, which is made by city consumers,

they do not have much left to dress well.

Then there is this thing about buyers' resistance, which the Journal cartoonist would have us believe is the reason dairy products have taken a very sudden and severe drop in prices. If it is due to buyers' resistance that farm prices have come down, perhaps farmers could do a little resisting themselves. It seems that there are some things that they could go without, and not miss too much, and among those things might be mentioned a newspaper which seems to be bent on condemning the farmer.

The Fluid Milk Situation

Dated September 16 under the caption Fluid Milk Prices in City Markets, the United States Department of Agriculture, Bureau of Agricultural Economics, has this to say:

"Retail prices of standard milk delivered to homes in 25 major cities early in September averaged 21.6 cents per quart, three-tenths of a cent per quart higher than in August and two and four-tenths cents per quart higher than in September a year ago. Retail delivered milk prices have increased since August 10 in one of every five markets reporting. At \$5.33 per hundredweight, the milk dealers' average buying price for Class I milk of 3.5 percent butterfat content at local delivery points in early September was four cents per hundredweight above the August average price and was 62 cents per hundredweight above the average of September, 1947. Producer price increases occurred in one out of every eight markets reporting. Both the average retail price and the average producer price are at new record high levels."

Our price of \$5.30 for Class I milk for August with a retail price of 20.5 cents per quart seems not out of line by comparison. In the Boston market, a formula provides that the price of feed, among other things, be taken into consideration in setting the price of milk. This would have meant that the September price would have dropped 22 cents under the August price because retail prices of dairy rations were lower. However, there is another clause in the Boston order which provides that the September

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DAIRY RESEARCH DIVISION

price cannot be less than the August price. Things do get muddled up even with federal orders occasionally.

(Continued on Page 7)

DAIRYMEN REPORT
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Plowing

Farmers quite generally agree that plowing is an expensive and time consuming operation on the farm. This is indicated by the excellent attendance at two plow adjustment meetings held in Milwaukee county at the Karpinski Brothers' farm, Town of Franklin, and the Shaughnessy farm, Town of Granville. Prof. Orrin I. Berge of the Agriculture-Engineering Department, College of Agriculture, Madison, was in charge of the demonstration. County Agent Mathisen had contacted neighbors at each location so different types of plows were on hand.

Before the actual demonstrations, the speaker showed by various measurements how a plow should be checked to see whether anything was out of line. He explained the ordinary coulters should be set $\frac{1}{2}$ inch wider than the plow, and for corn stalks or much straw on a field, the notched coulters were better. Adjustment to prevent unnecessary wearing of the land-side, thereby causing unnecessary friction and waste of power, was shown.

The ideal is to have the center of draft of the plow exactly in the center of the tractor. This would eliminate all side draft, thereby saving gasoline and extra machinery wear. Ordinarily the rear tractor wheels should be as close together as possible to avoid excessive side draft. Mr. Berge demonstrated by adjustments how the side draft could be divided between the tractor and the

plow. He explained, too, the importance of having the line of draft as straight as possible from the tractor to the center of resistance on the plow. Various adjustments were made to show what would happen in each case.

The special circular, "Plow Adjustments and Repair," published by the College of Agriculture, is being reprinted so most of those present signed a card requesting a copy be sent to them as soon as possible.

A new feature to make even a perfectly adjusted plow pull lighter was demonstrated. It is called the left-hand disc jointer which throws the dirt it moves to the left while the plow throws dirt to the right. According to test runs at the Iowa Agricultural College, this type of jointer actually makes the plow pull easier. A special sheet on the left-hand disc jointer was distributed to all present.

It was made clear by the speaker that much gasoline is wasted and excessive wear is caused on both plow and tractor by improperly adjusted plows.

More of such demonstrations should be very helpful and certainly every farmer should write for the new special circular on "Plow Adjustment and Repair."

Mrs. Jones: "For months I couldn't discover where my husband spent his evenings."

Mrs. Smith: "And how did you find out?"

Mrs. Jones: "Why one evening I went home and there he was."

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FLUID MILK SITUATION

(Continued from Page 5)

"In the Mid-Atlantic area, price increases at retail and producer levels were reported from the Buffalo and Rochester market area, both markets Class I price rose 40 cents per hundredweight under provisions of amended New York State official orders. Retail prices in both markets advanced one cent per quart. On August 20, under orders issued by the Pennsylvania Milk Control Commission, producer prices rose 40 cents per hundredweight and retail prices 1½ cents per quart in all Pennsylvania areas except Pittsburgh and the state-wide areas."

In Baltimore, Md., the producers got 40 cents per hundred more on September 1 and wholesale and retail prices rose 1½ cents per quart.

Dallas, Tex., market reported a retail increase of 1 cent per quart and the producer price increase of 35 cents per hundredweight.

Tulsa, Okla., had an increase of 1 cent per quart at retail, and a price increase of 20 cents per hundredweight.

Phoenix, Ariz., had a retail increase of 1 cent per quart and a producer increase of ten cents per hundredweight.

Boise, Idaho, has reported a reduction of 22 cents per hundredweight from the producer price. Retail prices in the market were unchanged.

Duluth, Minn., reported an increase of 28 cents per hundred and

1 cent per quart in retail prices. In the Twin Cities area, retail prices rose 1 cent per quart in both Minneapolis and St. Paul on or about August 12. The August producer price in these two markets was 7 cents per hundredweight below the July price.

Visitor: "And how old are you, Bobbie?"

Bobbie: "I'm just at the awkward age."

Visitor: "And what do you call the awkward age?"

Bobbie: "I'm too old to cry and too young to swear."

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ADA Gives Money For Cheese Study

A grant of \$2,310 to purchase equipment for a research project on flavor development in cheese was made at a recent board of directors meeting of the American Dairy Association of Wisconsin, it was announced by association headquarters Monday.

The check was presented by Bryce S. Landt, president of the state ADA, and accepted in the name of the board of regents by Professor H. C. Jackson, head of the dairy department of the University of Wisconsin.

"The money will be used in the purchase of needed equipment to study means of hastening the ripening of cheese," said Dr. Jackson. "Financial support for personnel to conduct the project has already been assured through research funds of the national American Dairy Association. Preliminary work has already begun."

In emphasizing the importance of the project, Jackson pointed out that Wisconsin leads all states in cheese production. The practice of making cheese from pasteurized milk is increasing. This practice effects time involved in curing cheese which creates a demand for new information concerning the development of the characteristic cheese flavor.

The answer to this new problem of ripening large quantities of cheese under controlled conditions will bring added wealth to the Badger state, he declared. It is significant that some of the earliest research on ripening of cheese was done at the University of Wisconsin. The present cold curing method was developed at the Wisconsin Experiment Station.

The American Dairy Association is the farmer's own research and advertising program.

Check Compliance With Potato Marketing Order

R. M. Kennedy, manager-treasurer of the North Central Potato Committee, announced today that he has been advised by the Chicago office of the compliance and investigation branch of the United States Department of Agriculture that crews of investigators are now working in North Dakota, Minnesota, Wisconsin, and Michigan, the four states operating under the federal potato marketing agreement, order No. 60.

"These agents have been instructed to check closely any pur-

ported violations of the order and to take direct and positive action against any violator to the full extent of the law," Kennedy said.

"These agents as well as representatives of the committee will trace all potatoes shipped for storage in transit to make sure that none of the stored potatoes reach the consumer markets without first meeting the requirements of the order by being inspected," Kennedy's statement continued. "This action is not only to prevent violations of the order but also to assist the consumer in obtaining the quality of potatoes to which he is entitled.

"Violations consist of the shipment of potatoes which have not been inspected by federal or federal-state inspectors, shipping of potatoes of a lower quality than U. S. No. 2 grade, and the failure to pay the committee's assessments. Violations of the order will require and receive court action.

"The order has now been in effect for a full year and, while during the first year the committee has been somewhat lenient in order to permit growers and shippers to become entirely familiar with the regulations, everyone in the potato industry should be fully aware of the regulations under which they must operate.

Milwaukee Milk Producer

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MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 8

"By Farmers . . . For Farmers"

November, 1948

NEWSNOTES FROM YOUR DAIRY COUNCIL

The Dairy Council Through the Years (Continued)

In the October issue, a series of three articles was begun, telling of the early beginnings of the National Dairy Council, which today is expanded to the point that there are now 55 Dairy Council units affiliated with National Dairy Council in 55 of the larger milk markets of our nation.

You will recall, of course, that you and your associates in the milk market of the Milwaukee area established your Dairy Council of Milwaukee in March of 1945.

Your purpose in establishing this, your Dairy Council, was to have another "hired hand" which would continuously tell and sell the adults and the children living and working within this milk market area on the health values, the taste appeal and the economy of buying wholesome dairy products.

With this your purpose in mind, your Council's staff has been selected and trained, office operations established and program activities planned.

Your Dairy Council has geared its educational program to reach the interest of men and women, boys and girls in their continuous parade in their community life within Milwaukee County. Truly it is a parade . . . every day brings new babies into the community, whose lifetime milk drinking habits and appreciation for dairy products must be established early; boys and girls "just turned 18" who think that they are grown up and that their milk drinking days are over must be taught that their body structure and good health depend on adequate amounts of dairy products all through their lives; and then, there are the new brides who need to be convinced that in order to be penny-wise . . . not pound foolish . . . in cutting corners on food costs, milk comes first and goes farthest in their planning to maintain their family's

health. They and many other homemakers need to rely on your Dairy Council's help in living up to a food guide and down to a food budget.

Boys and girls in their classrooms, in their recreation groups and in clinics, adults at work, in their recreation groups, church, civic, service and parent education groups, in clinics, in the offices of physicians and dentists, and even in their own homes when visited by public health nurses, are learning about the important values of including milk and its products in each day's meals, tips on ways to use dairy products well in cutting food costs and helping to make the family's meals enjoyable and receiving Dairy Council booklets and leaflets which help them in doing so.

This is your contribution to the stability of tomorrow's milk market in Milwaukee County and to the health of the people who live in it.

Your Dairy Council's staff is each day working with the leaders of opinion-forming groups and keeping them informed of current research on dairy products so that we may help them to keep the vast numbers of men and women, boys and girls with whom they work convinced that having the right amounts of milk, butter, cheese and ice cream in each day's meals contributes an essential part of their being healthy, happy people all through their lives. **YOUR PENNIES WORK LIKE NICKELS IN THIS INDUSTRY-SPONSORED HEALTH EDUCATION PROGRAM.**

Council Holds Good Meeting

Wisconsin Council of Agriculture held its Farmers' Get-Together Conference in Madison on October 28 and 29. Some 500 people attended the two-day session. Mayor Frank Zeidler of Milwaukee, a guest speaker, emphasized the need of better understanding between producers and city consumers. He said that many city consumers did not understand or appreciate the costs that go into the distribution of food, nor did they have a clear understanding of farmers' problems.

He said war conditions upped the price of good food as well as labor. Then, too, consumers having ample buying power bought more and better food than in previous years, which, of course, created a demand. Some education, the mayor thought, was needed so that people would become more value minded when purchasing foods, especially meat, since the whole carcass of an animal had to be sold in order that the packer and the retailer could get their costs. Many meetings of people who represented producers and others who represented consumers would bring about a mutual understanding of problems, he said.

Prof. Ike Hall of the College of Agriculture followed the mayor and talked about the problems of producers in supplying consumer demand for meat, dairy products and other foods. He advocated the production of more poultry, dairy products, hogs, as well as beef cattle, to supply the consumers' need.

Dr. Van B. Hart, Cornell University, talked about changes in the general price levels, and pointed out that sudden changes in price levels and demand have sometimes wrecked farmers financially. Our present price levels, he said, are 14 points higher than following World War I.

Professor Hart pointed out that after every war we have had a violent drop in general price levels and that when the price level falls, farm prices are the first to go down. We should build a financial reserve by putting away in a good security, to act as a cushion against falling prices.

Those attending the banquet were treated to a good talk by Dr. J. O. Christensen of the University of Minnesota, which was entitled "Our Part in the World." This was a patriotic address presented in a very engaging and interesting manner.

At the business meeting held on October 29, C. F. Clafin was elected president; William Groves, vice-president; Harvey Thew, treasurer; and Bryce Landt, Wisconsin Dells;

(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 8-3057

Milwaukee 5, Wis.

Vol. 21 November, 1948 No. 8

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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

October Price

At a second conference with the handlers in the market, your board of directors agreed on a price of \$5.00 per hundred pounds for Class I milk, 35 cents over the average of condenseries, which was \$3.46 for Class II, and the average condensery price for Class III, or manufactured milk.

The price of butter, cheese and condensed milk went down very fast in October, and this drop has influenced fluid milk markets.

The October blend prices of the various handlers varies from \$4.54 to \$4.72. Milk receipts are lower in November which may mean that there will be less milk in Class III.

Handlers of cut-rate milk, which is sold outside of the city of Milwaukee, were able to buy at a much lower price, and much less than \$5.00 per hundred, because their price follows condensery or cheese factory trends very closely, giving such handlers a very decided buying advantage.

Class I milk in Chicago for October is \$4.88½ and Class II milk \$4.48½. The average or blend price for Chicago in the 70-mile zone was estimated at \$4.70 per hundred.

City Wants to Charge Inspection Fees

The Common Council's Judiciary Committee wants the City of Milwaukee to charge milk handlers with the cost of inspection of the

city's milk supply. The estimated cost for next year would be \$56,665, according to Health Commissioner Dr. Krumbiegel.

This would mean a cost of 1/23rd cent per quart, Dr. Krumbiegel stated, according to a newspaper report.

The idea is fundamentally wrong, for the inspection is made to insure for the people of Milwaukee a safe milk supply and for that reason the cost should continue to be paid by the taxpayers, who are simply insuring themselves against unsafe milk.

It's true that some milk inspected at Milwaukee's expense is sold outside of the city, but the cost of inspecting that amount can't be large. An inspection fee charged against Milwaukee handlers would give the handlers outside of Milwaukee a still greater advantage than they now have. Question arises as to where the milk handlers would get the money to pay the tax. It is also proposed that other food handlers would be taxed for inspection or policing, which is what it amounts to.

Wisconsin College of Agriculture Has New Dean

Wisconsin farmers are hoping that the new Dean of the College of Agriculture, Rudolph Froker, will head the college for some years to come.

E. B. Fred was dean only 18 months, hardly time to get acquainted with the job, when he was appointed president of the university. Ira Baldwin, who succeeded Fred, had just about gotten acquainted with the job when he was elevated to be assistant to the president. Both of these men were able, but not on the job long enough to really prove their worth to the college and to the farmers in the state.

Rudy Froker, as he is known to thousands of Wisconsin farmers, has been with the college for some 21 years, coming here from the University of Minnesota. Dean Froker has a pleasing personality, he is a hard worker and will do a good job for the school. No doubt he will get out among farmers whenever he can, just as he has in the past, to help them with their problems. Froker is a good listener, and is glad to advise with people, but can make up his mind in a very determined way and stay by his decisions.

Butter

A very unusual situation developed in the butter market in the last three months. The high day of the year, according to quotations from the U. S. Department of Agriculture, Chicago, was January 29, when butter reached 88¾ cents, and the low day was October 28, when the quotation was 57½ cents.

November Milk Price

The agreement between your Board and the Milwaukee Milk handlers for November provides for a price of \$4.65 for Class I milk, 25 cents over average price of four leading condenseries for Class II and the average price of the four condenseries for Class III.

Price reductions are a reflection of the drop in price of cheese, condensed milk and butter. All fluid markets in areas of heavy dairy production are affected likewise.

Chicago Class I price for November is \$4.377 and Class II milk is priced at \$3.977.

Winner Heads U. S. Livestock Office

Dr. William R. Winner has been named veterinarian in charge of the Madison office of the Bureau of Animal Industry, U. S. Department of Agriculture, according to an announcement from B. T. Simms, chief of the BAI, Washington, D. C.

The office has supervision over livestock disease control and eradication work carried on by the federal government in Wisconsin. Dr. Winner has been acting veterinarian in charge of the Madison office since the retirement of Dr. James S. Healy on November 30, 1947.

He came to Wisconsin in 1919 as field inspector and supervisor of bovine tuberculosis eradication for the Madison office. In 1934 he supervised government purchases of livestock in 19 Wisconsin counties under the federal drought relief program.

Protect YOUR Milk!

Keep milking machine rubber **CLEAN** with

DIVERSEY

Rub-R-Kleen

Fat-soaked rubber breeds milk-spoiling bacteria

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

For disinfecting utensils use DIVERSOL

Phillip E. Nelson Appointed Director PMA Dairy Branch

Appointment of Phillip E. Nelson of Wisconsin as director of the Production and Marketing Administration's Dairy Branch, effective immediately, was announced on October 5 by Ralph G. Trigg, PMA administrator, U. S. Department of Agriculture. Herbert L. Forest, who has been serving as acting director of the dairy branch, will continue as assistant director.

Born and raised on a dairy farm in Clark County, Wis., Mr. Nelson has had long experience in production management and public service fields. After several years in industrial work, he established and operated cheese factories in Clark and Rusk Counties, Wis. Following two years' service in the Army during World War I, he and his father established the dairy farm at Maple,

in Douglas County, where he still lives.

Mr. Nelson later organized a cooperative cheese factory in Douglas County and served as its secretary-manager. He helped establish the Twin Ports (Duluth, Minn.-Superior, Wis.) Cooperative Dairy Association, and also served for a time as the director of this association.

Mr. Nelson's public service has included: 16 years in the Wisconsin State Senate, including several years as chairman of the State Senate Committee in Agriculture; member of the Douglas County Board of Supervisors, and chairman of the board's agricultural committee; vice-chairman (1937-1938) of the Wisconsin State Warehouse Commission; and recently a period as chief of the Industrial Products Division, Office of Small Business, U. S. Department of Commerce.

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
Since 1924**

Route 6, Waukesha, Wisconsin
Highway 15, New Berlin

FOR SALE

Registered Holstein Bull calves up to one year of age, sired by the 1947 Reserve All-American 3-year-old and from high producing dams.

**BERN. SCHOESSOW
& SONS**

Route 1, Thiensville, Wis.
2 1/2 miles west of Thiensville

As director of the dairy branch, Mr. Nelson will be responsible for the marketing agreement, production, procurement, distribution and other milk and dairy products programs which are carried out by the Production and Marketing Administration. — Market News.

(Continued from Page 1)

Art Stapel, Appleton; O. R. Wilkins, River Falls; and Homer Melvin, Glenbeulah; to the executive committee.

How to Save Your Home From Winter Fire Damage

Statistics show your home is in greater danger during winter months than at any other time of the year. This is when furnaces, heaters and electric apparatus are put into intensive operation.

Householders can use these fall days to inspect their houses to pro-

(Continued on Page 4)

No Appeasement

Ralph Ammon, in his greeting as publisher of Dairyland News to Wisconsin farmers in the October 25 issue, comments on the oleo question as follows:

"I am alarmed and startled by the constant infiltrations of oleo propaganda that is popping up in the industry. One hears some strange and foreign phrases echoed by folks who are supposed to be leaders in the dairy industry.

"Eight or nine years ago, I had the honor of serving as chairman of the United Dairy Industry committee which represented 30 dairy states in fighting the unfair tactics of the oleo trust.

"In representing that committee I made several trips to Washington and a few into the deep South. I remember of first hearing in New Orleans the statement that in the future we will drink our butterfat and use only vegetable fats as spreads for our bread. I was amazed a month ago to hear that phrase echoed in all sincerity by a man in the dairy industry. The oleo propagandists truly have done a job.

"And what is the value of the resolutions that seem to be going the rounds of our dairy organizations to the effect that our taxes and licenses on oleo have been too drastic and that the industry is in a mood to favor more moderate tax and license laws?

"Moderation is a fine thing in almost every walk of life, but is not always the best thing in a fight. Sometimes when a fellow pulls his punches he gets his nose busted in reward.

"It is true that the Wisconsin tax on oleo is drastic, and I so wrote two decades ago. We suffered a certain amount of retaliation when it was passed.

"But now that we have it, let's keep it, until we can trade it for better practices in the advertising and selling of oleo. Advertising of oleo being run today, even in Wisconsin newspapers, is not honest. There is still the effort to make the consumer think that oleo is akin to butter.

"Until the oleo manufacturers are willing to enter into an enforceable agreement not to indulge in misleading advertising, Dairyland News will advise against any relaxation of our drastic laws and taxes on oleo."

(Editor's note: We think that Mr. Ammon is talking common sense. Dairy farmers will gain nothing by trying to be nice to the oleo manufacturers. That group will take everything it can get and give nothing in return.)

(Continued from Page 3)

protect themselves against winter fire hazards.

The logical place to start a home inspection is the basement because it's a major source of fires. The furnace should be cleaned out if it hasn't been cleaned this year. If it's an oil burner the work should be done by an experienced repairman. Chimneys, flues and smokepipes may have collected excessive soot after the unusually cold winter of last year. Have them cleaned out.

Check the housekeeping of the basement. Remove all rubbish, old clothes, papers that may have gathered over the summer.

Inspect the fuse box. Use only 15 ampere fuses that bear the approval of Underwriters' Laboratories and keep a supply of them handy. Look over the electric wiring in all parts of the house. If it has frayed, have it repaired or replaced.

Don't use too many appliances on one circuit. If you're planning to add any new appliances, such as a television set or a deepfreeze unit or other high-powered unit, ask an expert electrician if the wiring can support the additional load.

Inspect the kitchen stove for grease and soot. See that all ashes are put in metal containers.

Get out the metal screen for the fireplace. Be sure that there are enough ashtrays about the house.

Learn the quickest way to summon the fire department and see that every member of the family knows, too.

In case of fire, get everyone out of the house, and call the fire department.

— National Board of Fire Underwriters.

Alfalfa, Clover and Other Grass Seed Supplies Good Alfalfa

KANSAS: It has been estimated that the total production of Oklahoma and Kansas will only be 10,000,000 pounds and in that report they fail to mention that a large portion of that will be Oklahoma. At any rate, Kansas alfalfa will be

New Members Accepted On October 26, 1948

Wm. K. Edwards, R. 1, Nashotah.
Alfred DeRuyter, Cedar Grove.
Francis McGinnis, Sullivan.
Melvin Nelson, R. 5, Box 80, West Bend.

Allison V. Behrendt, R. 2, Mukwonago.
Harold Denzin, R. 5, West Bend.
Henry Simon, R. 2, Hartford.
Carroll Mittelstadt, R. 1, Hartford.

short and high priced. In fact, the price level on Kansas alfalfa will be about the same as Montana alfalfa.

MONTANA: Montana alfalfa will also be short and due to the fact that they had a severe killing frost last week. We are faced with the possibility that a portion of the crop will be off color and lower quality.

CANADIAN: Canada has a better than normal crop of high quality and good color that is spilling over into the United States. This seed will be priced about the same as Montana and Kansas with the possibility of it being a little lower.

COSSACK AND LADAK: We have very little information on these two varieties at this time other than the fact that there will be very little offered.

RANGER: There is plenty of ranger to be bought. The University of Wisconsin is going to emphasize this variety at meetings they hold, and we hope that this will result in an increase demand for this seed for the coming year. This is not as bad as it would seem because it has been shown that seed received from California and Arizona grown (from Montana grown seed only once removed from Montana) holds its characteristic of winter hardiness.

With prices, quality and availability as they are, plan on substituting Canadian Variegated alfalfa for your bookings of Kansas, Dakota, and part of your Montana seeds. When Canadian Variegated can be bought as cheaply and possibly cheaper than Kansas and Montana seed, farmers will not demand those types. There will be some Utah and Eastern Washington grown seed offered for sale at somewhat lower levels, but in checking with the University of Wisconsin, the possibility of winter killing under Wisconsin conditions is too great a factor for the Wisconsin farmer to consider planting these varieties.



HOT WATER when you want it

Clean up your dairy utensils the fast, thorough, easy way with the help of a Rite-Way electric water heater. Holds 10 gallons. Current goes on and off automatically. Insulated, non-pressure type. Just fill it up and plug it in. Requires only 18" x 18" floor space. Come in and see it today!

SAVE TIME
with a convenient Rite-Way non-splash, wash-rinse tank. All metal, rust-proof zinc lining, electrically welded. Immediate delivery.

See us today about a **NEW RITE-WAY** ELECTRIC WATER HEATER and WASH-RINSE TANK

Available Through
MILWAUKEE CO-OPERATIVE MILK PRODUCERS
1633 North 13th Street
Milwaukee 5, Wisconsin

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. Model 31B-1, \$32.50.

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 1A, \$24.50.

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 50, Ill.

Clovers

RED CLOVER: The government report is just out with an estimated crop of 99,000,000 pounds as compared with 75,000,000 pounds last year. This is about 25 percent increase, but due to the fact that there was a lot of seed carried over at the retail level in 1947, there is actually only about 10 percent more seed available for 1949 plantings. Red clover prices will probably be a little under alfalfa unless government buying causes it to rise.

SWEET CLOVERS: Sweet clover production is a little smaller than last year.

ALSIKE CLOVER: Alsike crop is about 12 percent larger than last year. Quality is good and the market is weak.

LADINO CLOVER: This year's crop of ladino is larger than last year but the demand is also greater. The demand has affected the market and we can expect to see ladino a little stronger than last year.

Timothy

As you all know, timothy production is less than half of last year's crop. We have already had a high market influenced by this fact when the government moved in and bought 2,000,000 pounds, thus causing another sharp price rise.

Brome Grass

United States has very little domestic grown brome, which means that practically all of our brome grass has to come out of Canada.

Summary

At the present time it looks as if there will be enough seed to meet the planting needs of the farmer in one variety or another. This, however, does not paint a rosy picture for the seed business. We are faced with high prices, lower margins and high inventory costs for 1949 season. Seed is moving into the dealers' hands faster than it has in past years.

Farm Production Now Much Over Pre-war

Wisconsin's agricultural production beginning with 1943 has been one-fourth larger than in 1939 when World War II began, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

Total output on Wisconsin farms last year was slightly below the previous two years. The 1945 and 1946 agricultural production in the state was equal to the record high point established in 1943. Beginning with 1939, the output of Wisconsin farms increased rapidly until 1944 when production leveled off.

Throughout the war period and in the years following, the state has been favored with excellent weather conditions for agricultural production. Farm output was further increased with the additional use of machinery, fertilizer, new types of high-yielding seed, and extra efforts on the part of the farmers because of the unusual demand for their products.

5 Aids to Better Sanitation

Oakite Compound No. 36 gives you these 5 worthwhile 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, INC.
34E Thames Street, NEW YORK 6, N. Y.



During 1947, Wisconsin's total farm output declined slightly from the previous year because of decreases in the production of some crops and in livestock. Cattle, hogs, sheep, and chickens have been de-

clining in number compared with the record-high established in 1944. While the production of grain crops has continued at a high level, the output of some cash crops and fruits and vegetables in 1947 dropped from the output reported in 1946.

Sales Doubleheader Set for Dairy Foods

Nationwide "Buttered Pancakes" and "Evaporated Milk Pumpkin Pie" Events to Highlight Related Food Merchandising in November

It's a double-header for dairy foods in November! "Buttered Pancakes" and "Evaporated Milk Pumpkin Pie Time" are the headline merchandising attractions on the twin-bill. The combined advertising and promotion efforts of the American Dairy Association and related food groups give dynamic sales action to these dairy foods in a wide-sweeping, power-packed "Say It With Sales" action plan.

The core of the twin-bill merchandising mobilization in November is formed by national magazine advertising, 'Xpress posters, coast-to-coast radio network and a broadside of colorful material for point-of-sale activity in food stores across the country.

Pancakes and Butter

While butter gets top billing in the pancake promotion, milk, cottage cheese, cream cheese and buttermilk are featured dairy foods in the full color spearhead ad of the American Dairy Association in the November 8 issue of Life Magazine with its 27,000,000 readers. The ad also appears in the November issue of McCall's and Better Homes and Gardens.

"Roll 'em, fold 'em, stack 'em, BUTTER 'em" are the forceful pancake pointers made in the ad. Three natural color pancake settings of "rollies, foldies and stackies" topped with golden pats of butter present the tempt and taste way to sales.

The pancake rolls are stuffed with cottage cheese, or butter and brown sugar, or preserves. Cream cheese with sweetened shredded pineapple is suggested for stuffing "foldies." Strawberry jam is another inside filler and apricot marmalade topped

MR. DAIRYMAN

TYKOR



CAN FILL YOUR CLEANING
AND SANITIZING NEEDS FOR . . .

1. EVERY TYPE OF MILK HANDLING EQUIPMENT.
2. EVERY RANGE OF WATER HARDNESS.
3. EVERY METHOD OF CLEANING.

EASIER — FASTER — BETTER

ASK YOUR DEALER OR WRITE TO

TYKOR PRODUCTS INC.

1628 S. NORMAL AVE.
CHICAGO 16, ILL.

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



with whipped cream is a third suggestion.

As for "stackies," the ADA ad says, "Stack the cakes with Butter and brown or maple syrup in between. Cut into stack with nearest knife and fork and enjoy—'Buttered Pancakes.'" A special copy insert reminds Life's 27,000,000 readers that "Butter is the concentrated goodness of four pints of cream that go to make every pound."

Millions of additional families will be reached by the "Butter and Pancake" ads of Pillsbury Mills, which are scheduled for Better Homes and Gardens (circulation 3,255,304), This Week (circulation 8,928,291) and Parade (circulation 4,754,974). Pillsbury ads emphasize "Make 'em with milk—serve 'em with butter."

Kay Kyser on the Air!

Added impact to the "Buttered Pancake" campaign swings across the country over the Kay Kyser nationwide network radio sponsored by Pillsbury's. There will be 215 ABC stations carrying the broadcast. During October, Pillsbury will feature "Buttered Pancakes" from time to time on the Galen Drake show over the ABC coast-to-coast network.

Point of sale material for food stores throughout the nation distributed by the American Dairy Association includes store posters for dealer imprint, recipe leaflets and

newspaper mats for use on the local level.

Grocery store display cards with pockets for recipe leaflets are being made available through Pillsbury's, and their 467 merchandising men are pushing the pancake and butter campaign in their calls during the drive. Pillsbury's will also have refrigerator strips and newspaper mats for grocers.

ADA spearheads the promotion with a nationwide showing of express truck posters in October when 3,000 trucks parade the pancake and butter program before the buying public all over America.

Ways to Cut Mastitis Losses Are Suggested

Steps to prevent mastitis infection coupled with a program of farm sanitation are the surest way of preventing losses from this disease of the dairy herd, says Dr. J. T. Schwab, chief of the livestock sanitation division of the state department of agriculture.

From an economic standpoint, mastitis is one of the serious cattle diseases with which dairy producers must contend, Dr. Schwab said. The loss of production in a cow which contracts the disease may vary from a small decrease to complete loss of milk production. It often causes permanent destruction of from one to four of her quarters.

To prevent mastitis from developing he suggests the following:

1. Proper milking. Wash udder of each cow before milking. Use a

We BUY Barley and Oats

See or 'phone our buyers.

- IRV THELEN
Caledonia, Wisconsin
Phone 6B Caledonia
- MARVIN J. SCHMIT
7015 W. Brown Deer Rd., Milwaukee 9, Wis.
Phone Custer 3-8438

OR bring representative sample in to—

J. L. NEACY GRAIN ELEVATOR

4130 W. Lincoln Ave.

Milwaukee, Wisconsin

strip cup. Always avoid wet-hand milking. Keep milking machine in proper mechanical condition and never leave it on after the quarter has been emptied.

2. Practice strict sanitation. Barn should be clean and white-washed. Use plenty of fresh bedding and remove old bedding regularly. Cows forced to lie on a cold concrete floor are easy victims of mastitis infection.

3. Prevent injury. Do not permit cows to step over a high threshold or down a high bank. Remove stones and rubbish from barnyard to prevent bruised udders. Keep barnyard well drained as a muddy yard is another source of infection. Divide stalls so cows will not step on each other. Keep barn floors dry by spreading coarsely-ground agricultural lime. This will prevent cows from slipping and is also an aid to good sanitation.

Cows which have mastitis infection should be taken out of the milking line, Dr. Schwab said. They should be milked last and preferably by hand to prevent spread of infection. Keep their milk out of commercial channels.

American Dairy Association

The ADA has teamed up with growers and processors and manufacturers of food other than dairy products to get some good national advertising of dairy products.

That this is a worthwhile project you will agree, as you read the article headed "Sales Doubleheader" in this issue.

A Sales Tax

The newspapers say that the City of Milwaukee has passed an ordinance which will require that all inspection work done by the Health Department be charged to the industry inspected. Plumbing, meat inspection, dairy plant and farm inspection to mention a few. That a tax of this nature is a sales tax and a hidden one at that, is quite evident. In fact a master plumber has stated that he does not worry about being taxed for inspection for he will just add the amount to his bills. Could be that the average tax payer will pay more for inspection or policing through this indirect or hidden tax than by a direct tax.

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

Feed Or Store For Winter Use WET GRAINS AND HIGH GRADE MALT SPROUTS

Orders Filled
When Placed

JAMES J. DONOHUE

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Milwaukee

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KINDY OPTICAL CO.
615 N. 3rd Street
MARquette 8-7225

DEPENDABLE DAIRYADE for BETTER DAIRYING

Gosh!

almost grew right
out of the picture
**BUT THAT'S
DAIRYADE**

Now, we don't claim Mutual Dairyade will make every calf grow that fast, but Dairyade will help you raise fine herd replacements. Take Mr. Whitney of Ilion, New York for instance—he says, "We are very pleased with the fine results we have had feeding Mutual Dairyade to our baby calves. With your product we are able to raise very fine heifers while at the same time marketing extra milk." Mutual Dairyade is America's No. 1 baby animal food compound distributed exclusively by milk plants coast to coast.

**FORTIFIED
DEPENDABLE**

RAISE CALVES
**BETTER
THAN EVER**
WITH MUTUAL
DAIRYADE
THROUGH THE
MAMMILLARY NIPPLE

**Mutual
DAIRYADE**

ORDER FROM YOUR MILK PLANT TODAY

MUTUAL PRODUCTS CO., MINNEAPOLIS 1, MINNESOTA

**Mutual
DAIRYADE**
TRY IT! LIKE IT!
...OR MONEY BACK

Meyer, President; Ed. Pfeffer, Vice-president; Anton Hartl, Secretary; and A. R. Cooper, Treasurer.

Directors are August Vogel, Dr. Harry F. Seymer, Edward Hartung, John Malone and Ervin Baetke.

County Agricultural Agent, S. S. Mathiesen is the Show Secretary.

This show is not a large one, but great interest is taken in it by farmers in Milwaukee and adjoining counties and very fine spirit of good fellowship is evident all during the show.

ADA Executive Group To Meet In Madison

Returning to Madison, Wisconsin for the first time since it was in the formative stage a decade ago, the American Dairy Association will hold the fall meeting of its executive and advisory committees in the Lorraine Hotel, November 30, it has been announced by Bryce S. Landt, president of the Association.

Madison has been called the "breaking ground" for the movement of dairy farmers setting into motion the nationwide advertising program. In the late 1930's, self-appointed dairy delegates from Wisconsin, Minnesota and Iowa met in Madison and first put together in tangible form the projected industry-wide program of dairy product promotion.

Out of this initial conference came other meetings that led to the establishment of the American Dairy Association, President Landt recalls. These three states were joined by Washington, Montana and North Dakota as charter members.

From this humble beginning with six states in 1940, the American Dairy Association has grown to embrace membership of 40 states today. Dairy farmers across the nation, Landt said, have mapped out a \$1,290,000 advertising, merchandising and research program for the next twelve months to expand the markets for dairy foods.

The "homecoming" session at Madison opens Monday, November 29, with conferences of sub-committees on advertising, publicity and education, membership and research. Scheduled for the evening of opening day is a banquet sponsored by the dairy industry of "America's Dairyland." The executive and advisory committee will go into business session the following day.

Milwaukee County Winter Fair

Milwaukee County is holding its Twenty-second Annual Winter Fair on December 3, 4, 5, and 6, 1948 at the Greenfield Town Hall, 7325 West Forest Home Avenue.

Farmers who may compete at this Fair, for prizes, are residents of Milwaukee, Racine, Waukesha, Ozaukee and Washington Counties. Entries of producers must have been grown or raised by the exhibitor in 1948.

The Fair is sponsored this year by the Milwaukee County Farm Bureau, with the cooperation of the Milwaukee County Agricultural Association. The Farm Bureau officers are:

John Budzien, President; Alfred Meyer, Vice-president; Peter Pikofsky, Treasurer; J. F. Shaughnessy, Secretary. The Directors are John Ballbach; Bernard Johnson; Ray VanBeck; William D. Lyman; Delbert Conrad; Louis Schutz.

Officers of the Milwaukee County Agricultural Society are: Alfred J.

Milwaukee Milk Producer

MILWAUKEE CO-OPERATIVE MILK PRODUCERS

Volume 21 — Number 9

"By Farmers . . . For Farmers"

December, 1948

NEWSNOTES FROM YOUR DAIRY COUNCIL

The Dairy Council Through the Years (Continued)

As our third in the series of three articles devoted to the story of The Dairy Council Through the Years we highlight the services offered by your Dairy Council of Milwaukee as they are geared today to meet our community's needs.

Because many members of the medical, dental and allied professions, teachers and leaders of youth and adult groups realize that not enough people are drinking enough milk to promote and maintain good health, they deem it their responsibility to teach the need for adequate amounts of dairy products to boys and girls and to men and women of all ages.

Your Dairy Council has planned and is continually adjusting its program services to help these professional leaders do that type of education. It also extends help and information to those leaders who have not already seen the need to stress milk as an important part of everyone's being well and keeping well.

Physicians, dentists, public health nurses, dietitians, staffs of health departments and other health agencies who influence the food habits of thousands upon thousands of consumers need to know and wish to know the most up-to-date information on the needs for and food values of milk, ice cream, butter and cheese. Keeping these leaders informed of current research in the field of dairy products and nutrition and new techniques in motivating better milk-drinking habits is one of your Dairy Council's foremost responsibilities.

Since tomorrow's consumers are building their food habits today . . . today's classroom influence is very important. Your Dairy Council's program services to schools have been approved, acclaimed and are being used well in all of the public

and parochial school systems in the Milwaukee County area.

The third group with which your Dairy Council works . . . the most diversified one . . . includes practically every other type of community group . . . P.T.A., factories and offices, newspapers, radio stations, men's and women's clubs, church groups, Y groups, Scout troops, 4-H Clubs, Bible schools, and many others.

Your Dairy Council's staff offers the following services to leaders of these three types of groups so that they may extend the currently best information about dairy products to their groups:

1. Personal conferences with leaders to plan educational programs for their groups.
2. Offering of authentic educational materials (posters, booklets, and other visual aids).
3. Group meetings, discussions and lectures.
4. Film loans or film showings.
5. Exhibits and displays.
6. Rat feeding demonstrations, carried on by students in classrooms to graphically show the effects of milk on growth.
7. Regular reports to 2,500 leaders of opinion forming groups on current research in fields of dairy products and nutrition.

Your Dairy Council is ON THE JOB FOR YOU with a program of health education and public relations telling your story, the importance of dairy products for health, happiness and success. . . . and speaking of health, happiness and success, we of your Dairy Council's staff wish them all for you and yours in the New Year and a Merry Christmas, too!

Miss Eleanor Halter Joins Dairy Council Staff

Your Dairy Council's Board of Directors announces the appointment of Miss Eleanor Halter as assistant director and nutritionist on your Council's staff to succeed Mrs. Marjorie Wiles Brown, who resigned in recent weeks due to the sudden and serious illness of her mother.

It is with real regret that we have accepted Mrs. Brown's resignation, but with understanding of her family's need for her assistance at home. At present her mother's health is improving and the good wishes of the Dairy Council's membership and staff go to Mrs. Brown and to her mother.

Miss Halter, who will join your Council's staff on January 3, 1949, is the daughter of Mr. and Mrs. William Halter, Route 1, Hales Corners, who are members of the Milwaukee Co-operative Milk Producers. Miss Halter is a graduate of the University of Wisconsin, where she received her B.S. degree in foods and nutrition in 1944 and was elected to Sigma Epsilon Sigma and Omicron Nu because of her scholastic ability.

Later, Miss Halter served a one-year internship in dietetics at Milwaukee County institutions and has, since 1945, been a member of the dietetics staff at St. Luke's Hospital in Racine, where she has been the head dietitian since August of 1946. With this fine educational background and her experience in having lived on a dairy farm most of her life and having been an active 4-H Club member, your Council's newly appointed assistant director comes to us well qualified to assist your director in carrying on the ever-expanding educational program which your Dairy Council carries on in the area within Milwaukee County.

The entire membership of the Dairy Council of Milwaukee and its staff say "Welcome and best wishes for joy in your new work" to Miss Halter.

Butter, Butter, Who Wants the Butter?

If the year 1948 will set the pattern for butter prices, it would seem wise to try for heavy production in the first six months of the year, and ease off in the time of costly production. Eighty cent butter in June and 60 cent butter in November don't make sense.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE
MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 8-3057 Milwaukee 5, Wis.

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December Milk Price

At a price conference held at our headquarters on November 29 between the milk handlers and the Board of Directors it was agreed that Class I milk be \$4.40; Class II 25 cents over the average of the four condenseries, and Class III to be at condensery average.

This price was agreed to reluctantly by your Board of Directors. However, Chicago's price for December is based on the Butter-Powder Formula, which was \$3.345, plus 70 cents, which makes Chicago's Class I price \$4.045 or 35.5 cents under the Milwaukee Class I price. The low price paid by condenseries makes the price which the dealers in milk outside of the city of Milwaukee pay very low and gives such dealers a great buying advantage.

Retail price of milk delivered to homes in Milwaukee in December is 19 cents. Chicago home delivered milk is 21½ cents. Chicago blend price for November \$4.24.

Clip the Cows

Clipped cows keep clean easier and there is less danger of having sediment in the milk.

It is not too much of a job to clip if the clipper is in good shape and the cows are clean. Clippers can be had now and dull plates can be sharpened on short notice. You'll like the looks of your cows when they are clipped.

Low Condensery Price Fine for Gallon Dealers

The low price that condenseries have dropped to, gives the handlers of gallon milk a distinct advantage. With plants located in cheese and condensery areas, handlers of gallon milk have nice picking when cheese and condensery prices get down around \$3.35 as condensery was in November. Paying a slight premium over condenseries, such operators are paying around \$1 under the Milwaukee blend price. Then, too, there is no checking of weights or tests. Add to all that an advantage in that labor is not organized and it can readily be seen that milk can be and is sold at a lower price in the suburbs adjoining the city of Milwaukee.

Just why condensery paid so low in November as compared to July is a matter of speculation. The cheese market eased off and prices softened. Much cream that was frozen and stored to be used for ice cream was not needed earlier in the season and is available now for ice cream mix and for churning. Fluid cream and ice cream did not sell well all through the year and as a result neither frozen nor fresh cream was in as good demand as in former years.

Is a Depression Near?

Business leaders are inclined to believe that the Truman administration is not going to be too rough on business. To get the taxes needed to keep the government out of the deep red ink, the country must be prosperous. Shortages of goods in many lines means that factories will be busy.

Rearmament will make work and drafting men for the military forces will make the labor situation more acute.

Pay raises are predicted in many industries and it is probable that strikes will not be called by labor leaders while Congress is debating a new labor law to replace the Taft-Hartley Act. That law may not be disliked by labor, but the labor leaders have complained so much about it, that the name of the new act will have to be different.

Farm products are definitely down, but are not likely to drop very much more, at least until a new crop of most everything is put on the market. Price of dairy prod-

ucts may have reached the low point. Not enough of cows or heifers in the country and farm labor is too high. Dairy cows and heifers are still going to the stockyards in large numbers.

Price of farm machinery should and can ease off. Price has been much too high. Electrical appliances can be bought cheaper because they are available. But you have to fight to get the price down. All in all, a depression seems quite a way off at this time.

Good Bulletin

Technical Bulletin No. 965 issued by the United States Department of Agriculture is now available. This bulletin relates a breeding experiment with Holstein cattle carried out at the Huntley (Mont.) Field Station.

While Holstein cattle were used in this study, breeders of other cattle will find information of value in feeding and management of cattle from calthood through maturity.

If interested, write to Superintendent of Documents, United States Government Printing Office, Washington, D. C. The price is 15 cents per copy.

No Ear to the Ground

The national election not only proved that the politicians, radio commentators, and newspapers were unconscious of what the people had in mind, but also proved that so-called big wheels among farm leaders did not have an ear to the ground but instead had their heads buried in the sand.

We Carry — for Our Members' Convenience

Milk cans, 8 and 10 gallon capacity; pails, strainers, stirring rods, electric stirrers; electric animal clippers; washing powders; chlorines, disinfectants, disinfectants; wash tanks, electric water heaters; strip cups; filter discs; thermometers; calf foods; barn ventilators; brushes, sponges; DDT powder; Tykor barn white with DDT; dairy barn scales; dairy barn record sheets; barn brooms, push type; haulers' aprons; dispenser for filter disks; can and cover racks; cheese.

Season's Greetings

Your Board of Directors and the Office and Laboratory Staffs, extend the Season's Greetings to all our members.

New Approach Needed

Now that many farm organizations have gone on record for allowing oleo to be sold tax free in the hope that the sale of yellow colored oleo may be declared illegal, the dairy industry may have to attack the question from another angle.

Getting government, either state or national, to declare the sale of colored oleo illegal, seems like wishful thinking. Belated but better late than never, dairymen ought to put on a real campaign to sell city consumers on the fact that our soil can't last long with crop row farming—that we must have an animal agriculture which requires that much land must be kept in grass if the soil is to be saved.

The city consumer is affected equally with the farmer by a soil depleted program of land use. Not only is the production lowered, but the quality of food and forage is very inferior.

Professional soil conservators are loud in their complaints against farmers who do not work for soil conservation. These well-meaning people say—and rightly—that farmers are only custodians of the good earth that God gave to mankind. The city people can't shrug off blame for soil depletion if they are not willing to pay prices for dairy and meat products that will allow farmers to make a decent living and at the same time keep up the fertility of the land.

If a vegetable or a south sea island oil product takes the place of milk fat in competition with butter, cheese, ice cream and yes, milk, the city people will eventually suffer along with the farmers because of soil depletion. This is the eternal truth that farmers and their organizations must drive home to the city people.

The members of Congress from the land depleted South and its undernourished people ought to be convinced of the errors of their ways.

The big labor leaders who strive to get the price of dairy products down below the cost of production ought to be made to understand that they are on the wrong track.

Religious leaders might lend a helping hand, if they were properly informed.

It's late—but not too late to begin the job.

— Charles Dineen.

PROTECTION
against
"HIDDEN HUNGER"

Hidden Hunger—Lack of essential mineral elements needed by livestock for sturdy health . . . rapid growth, peak production and reproduction.

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MINRALTONE
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A MINERAL FEED SUPPLEMENT



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(Representative of Washington County)

and

PAUL C. TRAPP
4179 N. 14th St., Milwaukee 9, Wis.
(Representative for Ozaukee and Milwaukee Counties)

Daily Average Pounds of Fluid Milk Receipts and Utilization

As Submitted by Geo. J. Gutmann, Auditor, Milk Auditing Division, Wis. State Dept. of Agriculture

	October	
	1948	1947
Receipts from producers	804,314	807,340
Less criticized.	4	501
Utilization:		
Fluid sales	559,213	593,192
Cream sales	119,749	130,139
Manufacturing	125,348	83,508
No. of shippers	2,734	2,751
Av. per shipper	294	293

The above report shows that there was less milk brought into the city in October of this year than last year. The most disturbing factor in this report is the falling off in daily fluid sales of 33,979 pounds per day, and cream sales of 10,390 pounds per day, with the result that 41,840 more pounds per day went into Class III or manufactured milk, at the condensery price, instead of Class I or Class II prices.

A great deal of the sales of fluid milk and cream has gone into the gallon stands in suburbs and the producers sending milk to this market are out considerable money be-

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Send all your blades and clippers to us for quick sharpening and repairing — we guarantee results.

WHOLESALE — RETAIL

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SERVICE STORE
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Corn HYBRIDS

LEMKE SEED FARM
Thiensville, Wisconsin

Clean Cedar

SHAVINGS

Delivered

Better Than Straw and Cheaper

CONcord 4-1831

cause of that diversion of sales. The members of this organization are vitally concerned with this trend on the part of the city people to go outside of the city to buy cheap milk, which comes from farms and is processed in plants not under the supervision of the Milwaukee Health Department.

Because this milk is produced without much inspection and processed without much inspection and because it is bought in condensery and cheese factory districts to a considerable extent, the price paid to producers is much lower than Class I or Class II in the Milwaukee market.

(Next page, please)

Comparison of Milk Prices 1947 and 1948

For First 11 Months
Milwaukee Market
Class I, II, III and Blend Prices

	1947				1948			
	Class I	Class II	Class III	Blend	Class I	Class II	Class III	Blend
Jan.	\$4.45	\$4.45	\$4.45	\$4.45	\$4.80	\$4.56	\$4.31	\$4.70
Feb.	4.30	3.79	3.54	4.10	4.80	4.39	4.14	4.65
Mar.	4.30	3.76	3.51	4.06	4.80	4.29	4.14	4.58
April ...	4.30	3.64	3.39	3.95	4.80	4.31	4.06	4.55
May	4.00	3.26	3.01	3.55	4.80	4.31	4.16	4.53
June	4.00	3.26	3.01	3.50	4.80	4.33	4.18	4.53
July	4.00	3.44	3.19	3.56	5.00	4.71	4.46	4.76
Aug.	4.20	3.61	3.36	3.90	5.30	4.61	4.36	4.98
Sept. ...	4.30	3.84	3.59	4.10	5.20	4.23	3.98	4.82
Oct.	4.80	3.91	3.66	4.45	5.00	3.81	3.46	4.60
Nov.	4.80	3.91	3.66	4.45	4.65	3.59	3.34	4.35
Ave.	4.31	3.71	3.49	4.01	4.90	4.28	4.05	4.64

The blend price paid by a given handler may vary somewhat from the one printed above, for some handlers paid a little less and some slightly higher, but it is a fairly accurate average.

(Continued from Page 3)

Your Board of Directors is giving this troublesome condition some thought and will probably have some solution to offer in the near future. Most certainly, we cannot continue to lose volume to the handlers of cheap milk, without jeopardizing the price which we receive for our milk.

International Dairy Exposition 1949 Announced

October 8-15, 1949, has been claimed by International Dairy Exposition, Inc., Indianapolis, Ind., to launch the first International Dairy Exposition. The show will be held on the Indiana State Fair Grounds, which lie within the city limits of Indianapolis.

Judging will be in the coliseum, which seats 10,500 and is connected to dairy barn facilities providing stalls for 3,000 head of cattle.

The announcement says:

"More than \$50,000 in premiums will be awarded to dairy cattle exhibitors. The competition will be open to the world with classes for Milking Shorthorns in addition to the five major dairy breeds."

In addition to the cattle show, 54,000 square feet of exhibit space in the manufacturers' building will be made available for commercial exhibits.

It is proposed to feature National 4-H Club and Future Farmers of America activity in connection with

the International Dairy Exposition, with dormitory space for 900 youths provided on the grounds.

Housing for visitors (estimated at 250,000) for the show will be provided in 40 hotels and clubs of Indianapolis having available rooms for 10,000 out-of-city people daily. It is said that 600 buses arrive daily in Indianapolis in addition to 125 trains.

The objectives set forth by the management are:

"... to promote the interest of dairy cattle producers, manufacturers and sellers of dairy cattle products, supplies and equipment, and the public at large, especially producers, processors and consumers of dairy products, through research and education, including the sponsoring, promotion, financing and management of an International Dairy Exposition.

Weekly Dairy Market Review, Nov. 29 to Dec. 3

Excerpts From USDA Market
News Service

BUTTER

Production of creamery butter in the week ending November 25, estimated at 16,600,000 pounds, fell off 7 percent from the week earlier but was 8 percent higher than the same week last year and 14 percent less than the five-year average.

Retail sales of butter in Chicago during the week ending November 27 decreased 2.29 percent from the week earlier but were 11.00 percent

New Members Accepted By Board of Directors November 29, 1948

Walter Steffen, R. 13, Box 433,
Milwaukee 7.

W. J. Hughes, R. 1, Box 363, Waukesha, Wis.

Lawrence Albright, R. 2, West Bend.

Earl Braun, R. 2, Box 266, Hales Corners.

Leslie Fredrich, R. 4, Box 394, Waukesha.

Chester Stenzel, Sussex.

John Jungbluth, Hartland.

Alvin Lowitz, R. 1, Grafton.

larger than last year. Current decrease was noted in chain stores and wholesale distribution while milk route sales were larger.

Trade comment was to the effect that barring sharp advanced sales will be maintained at a rather high level.

CHEESE

American cheese market was firm this week with an active demand for all styles. Current supplies were short and asking prices at primary points advanced. Small styles in particular were short, although proportion of production of smaller cheese is largely due to factories switching from large styles. There was a good movement of short hold stock at substantial differences over current make values. Competition for cheese at primary assembling points was stimulated by the seasonal decline in production and the strength provided by the contemplated government purchase of approximately 6,000,000,000 pounds of processed cheese for school lunch programs. British purchases of 1,600,000 pounds of cheese, made up of 100,000 pounds natural cheddar and 1,290,000 pounds process, were announced this week for shipment by close of year. ECA authorized Belgium \$500,000 for procurement of cheese for export.

EVAPORATED AND CONDENSED

New York evaporated milk case market barely steady. Supplies continued fully adequate. Export buyers active but encountered better quality offerings at high values. ECA authorized \$2,400,000 to Belgium for procurement.



"She's my wife's idea of a good stenographer."

Condensed case market about steady. Demand fairly good. Supplies fully sufficient.

FLUID MILK MARKETS

Barely steady to weak in the North Atlantic area, about steady at Atlanta; supplies adequate in all areas and some plants over-supplied around San Francisco. Demand slow at New York City where supplies in excess of current bottling requirements and liberal surplus being diverted to manufacturing. In New York production areas, production per day per dairy continued 13 percent above and total flow 12 percent higher than same period last year. Production past low point and starting upward in Boston area and ruled highest above last year than at any time this year. Route, retail and sales to small distributors off and increasing amounts being separated.

Cream supplies continue liberal to excessive in all areas reported. Market easy at New York City, supplies in excess of demand, surplus churned or stored and price declining \$1.50 per 40-quart can on December 1.

Cheese for Christmas Again Popular

Cheese as Christmas gifts will be more popular than ever this year.

More than 50 concerns in Wisconsin alone are offering holiday packages of cheese this year, according to Merrill Richardson, in charge of

dairy promotion work for the Wisconsin Department of Agriculture. Most of the many types of cheese made in Wisconsin are available in packages from one-half pound and up, as well as assortments of two to a dozen varieties.

Reports from marketing centers indicate that supplies this year will be larger than during the past few years.

Since the Christmas gift cheese program was first launched by the Department of Agriculture 10 years ago, there has been a growing interest in the use of this famous Wisconsin dairy product for holiday gifts.

An advertising campaign promoting the use of Wisconsin cheese as the ideal Christmas gift will again be conducted this year by the department. It will include radio, newspaper and billboard advertising.

The USDA issued a decision November 10, subject to the approval of the milk industry of Minneapolis-St. Paul, that the difference between the producer price for Class I (fluid) milk and the price determined for milk for manufacturing uses be increased by 30c per hundredweight for the months of August through November for the purpose of maintaining milk production for the market. The Class I price is made up of a "basic formula" price and a differential. The "basic formula" is determined from prices paid for milk for specified manu-

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CLIPMASTER

NEW
More Powerful
Motor . . .
25% greater
speed



CLIPS
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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. Model 318-1, \$32.50.



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 1A, \$24.50.

Stewart clipping equipment is available at good hardware and implement dealers
SUNBEAM CORPORATION
(Formerly Chicago Flexible Shaft Company)

MORE
power to kill
bacteria



OAKITE Sanitizer No. 1—that new quaternary ammonium germicide-disinfectant—kills bacteria fast. Highly concentrated. Dilute it for economical yet effective applications. Use it for sanitizing milk machines, rubber parts, pails, strainers. Brush, circulate or spray on. Won't stain equipment or harm rubber. In recommended dilutions, Oakite Sanitizer No. 1 is virtually tasteless, odorless. "Questions and Answers About Oakite Sanitizer No. 1" yours FREE. . . Write.

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DAIRY RESEARCH DIVISION

facturing purposes. For October the Class I price in the Minneapolis-St. Paul marketing area was \$4.177 per hundredweight for milk of 3.5 percent butterfat content.

Agricultural Outlook For 1949

The decline in the number of cows is in the fifth consecutive year. Farmers will have fewer cows in 1949 than in any year since the early 1930's and 12 or 13 percent fewer than at the 1944 peak. However, supplies of feed per animal unit will be a record. Dairy product-feed relationships will be considerably more favorable to farmers than in 1948. As a result, the rate of output per cow in 1949 probably will exceed this year's record of more than 5,000 pounds. Total milk output will be a little greater than the expected 117,000,000,000 pounds for 1948. Favorable dairy product-feed price relationships and probably less attractive alternative opportunities in the last half of 1949 may halt the decline in cow numbers by the beginning of 1950.

Demand will continue near 1948 levels since consumer incomes per person are likely to be about as large as in 1948; over-all dairy exports may increase slightly; and the United States population will be slightly larger. Farm production of milk is likely to be slightly greater than in 1948.

Production of milk on a per capita basis for 1949 will be the lowest since the drought years of the 1930's. In 1948, per capita consumption of milk and cream will be about 390 pounds compared with 400 pounds in 1947 and the pre-war level of 340 pounds. However, the value of milk consumed per person will set a new record this year because the increase in milk prices will more than offset the decline in per capita consumption.

With milk output in 1949 a little larger and consumption of fluid milk and cream a little smaller, total production of manufactured dairy products next year may be slightly greater than in 1948. Any changes from the 1948 pattern of production among the various products would be caused mostly by export procurement policies.

Butter consumption this year will be about 10 pounds per person, about 40 percent below the pre-war rate.

Feed supplies for the 1948-49 feeding year in relation to the number of animals to be fed will be a record. Feed prices in the coming feeding year will be considerably lower than a year ago because the

supply from this year's harvest is large compared to both the number of animals to be fed and to storage facilities. As a result, the dairy product-feed price ratios probably will be considerably more favorable to farmers through the first three quarters of 1949 than a year earlier. — (Excerpts from "The Dairy Situation," 1949 Outlook Issue.)

Butter Vs. Oleo

No person or concern even remotely interested in the future of dairying in this country can ignore the following data originating from the United States Department of Agriculture. Here's the butter-oleo score card to date (in pounds consumed per person per year):

	Butter	Oleo
1941	16 lb.	3 lb.
1947	11 lb.	5 lb.
1948*	9½ lb.	6¾ lb.

*First six months projected on annual basis.

Every dairyman in American (as well as all tie-in interests) have a big stake in the compromise offer which is being considered for presentation to the 81st Congress. The basis for compromise being complete relaxation of all taxes, and on license fees for manufacturers and distributors of oleo after Congress has made coloring oleo in semblance of butter illegal by Federal statute.

— Holstein-Friesian World.

Editor's Note: It seems rather childish to suppose that the Congress will declare the sale of oleo colored yellow illegal. When the self-designated leaders of the dairy industry advocate taking off all taxes on oleo and license fees from manufacturers and distributors of oleo, they have in effect thrown in the towel, given up the fight. The only really effective way to fight vegetable oil fat spreads is to inform the public on the implications of a non-animal agriculture. Make the consuming public understand that unless dairy cattle are kept, the soil, its products, and the people who consume its products are doomed.

History is replete with examples of what has happened in the past and is still happening to great sections of the earth, where dairying is not practiced. Not only in foreign countries, but also in the United States of America.

First the soil becomes weakened and then the people who eat its undernourished products become weaklings in mind and body.

Over 600 Expected at Winter Conference of NDC

"Building Sales That Stay Sold" is the general theme of the thirty-fourth annual meeting-winter conference of the National Dairy Council, to be held at the Robert E. Lee Hotel in Winston-Salem, N. C., on January 27 and 28. About 600 dairy industry executives from coast to coast are expected to attend.

The dairy industry in North Carolina and the three affiliated Dairy Council units are serving as hosts to the national meeting. They are the Durham, Raleigh, Burlington unit; the Greensboro, High Point unit; and the Winston-Salem unit.

In announcing the event, Milton Hult, president of NDC and general chairman, stated the program was being built around current and future problems affecting the dairy industry and ways to create a better consumer understanding of the industry and its products. To this extent, topics such as "Problems and Solutions Facing America's Food Industry," "Outlook for the Dairy Farmer," "Outlook in Dairy Marketing," and "Education Is the Answer," will be discussed by nationally recognized authorities to be announced in January.

Buy Christmas Seals

The Wisconsin Anti-Tuberculosis Association carries on a state-wide and year-round program for the eradication of tuberculosis in Wisconsin.

This program includes traveling mass case-finding clinics (photo-fluorographic, 14 by 17, fluoroscopic), social service assistance to patients and their families, rehabilitation, counsel to Wisconsin sanatoria on medical and administrative problems, statistical research, and health education through pamphlets, exhibits, films, talks and other media.

The WATA is affiliated with the National Tuberculosis Association. Its work is made possible by the annual sale of Christmas seals.

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100 lbs.....\$3.95

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Grade "A" Feeds
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 Germantown — Milwaukee

NDC Appoints Geil

The appointment of Lloyd H. Geil as director of public relations of the National Dairy Council has been announced by Milton Hult, president. Mr. Geil will handle publicity, press and radio relations and serve as a consultant on public relations problems in the dairy industry. He will work out of the National Dairy Council's headquarters office in Chicago.

Before joining the National Dairy Council, Mr. Geil was manager of public relations for The Northern Trust Company, Chicago, and field representative in public relations for the Standard Oil Company (Indiana).

Graduating from North Central College, Naperville, Illinois, with a bachelor of arts degree, Mr. Geil continued his education at Northwestern University, Evanston, Illinois, where he received his master of arts degree. He has done additional graduate work at the University of Michigan and Chicago.

Mr. Geil was recently elected president of the Chicago Chapter of the Public Relations Society of America.

Prior to coming to Chicago, Mr. Geil was associated for ten years with Michigan State College at East Lansing. As professor of journalism and later as director of public relations, he directed and co-ordinated the public relations activities of the college. In this capacity he was responsible for creating, supervising and directing the extension informational services of the Schools of Agriculture and Home Economics as well as the general news services of the other schools. In addition, he was responsible for the development and distribution of many visual aids and bulletins of particular interest to industry, farmers and homemakers. He has taught courses at Michigan State College in business writing, news writing, feature writing and advertising and has had active newspaper experience.

Prices Paid by the Various Dealers for November Milk

Blochowiak Dairy Company...	\$4.33
The Borden Co.—Gridley Div..	4.34
Emmer Bros. Dairy Co.	4.42
Gehl's Guernsey Farms	4.25
Golden Harvest Dairy	4.30
Layton Park Dairy Co.	4.35
Luick Dairy Company	4.36
Wilke Dairy Company	4.25

General Crop Report, As of December 1, 1948

The favoring conditions that resulted in outstanding crop production in 1948 continued well into November in most areas. Harvest of late-growing crops is mostly ahead of schedule and other farm work is well advanced, especially fall plowing. Rains early in the month and

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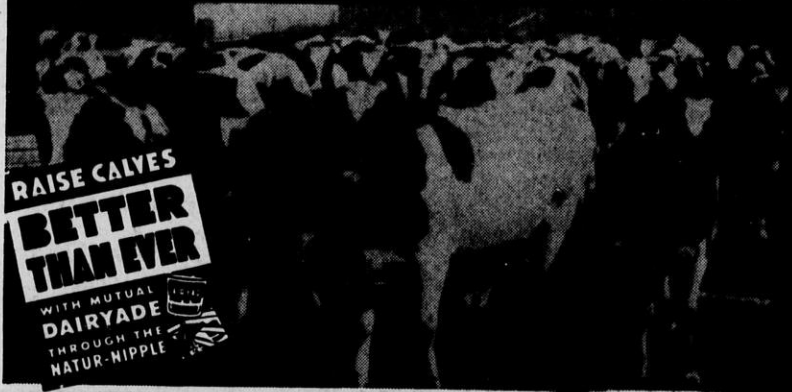
mild temperatures fostered development of winter wheat, so that even the late-seeded portion will face the winter with good chances of survival. Most dry areas have received relief. In a large southeastern area, excessive rains and floods interfered with cotton picking and completion of harvest of other crops, with some loss resulting. Completion of seeding of fall grains also was delayed.

Official Department of Agriculture estimates of winter wheat and rye acreages sown for harvest in 1949, with a forecast of wheat production, will be issued on December 20. In many sections, seeding was continued into November. In the eastern Corn Belt, seeding followed late completion of soybean harvest and in the central and southern Great Plains seeding was made feasible by good rains the first few days of the month. Good growing weather continued throughout November,

DEPENDABLE DAIRYADE for BETTER DAIRYING

**Wisconsin's Largest
Individual Producer of Milk
STARTS ALL HIS CALVES
RIGHT FROM THE START
WITH MUTUAL DAIRYADE**

Better read that headline again! It's Darwin Greenwald of Mukwonago who says, "I find Mutual Dairyade the finest starting calf food I have ever used!" And Mr. Greenwald should know—take a look at this group of 60 calves raised with Mutual Dairyade — the strong, thrifty kind that he grows into economical producers! Mutual Dairyade helps dairymen all over the country raise fine herd replacements. Have you tried it? Order a pail today! It's guaranteed to satisfy or your money back!



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BETTER
THAN EVER**
WITH MUTUAL
DAIRYADE
THROUGH THE
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DEPENDABLE! FORTIFIED!

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Repairs**

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beneficial in the North Central and Great Plains States. But in the Southeast, rainfall ranged from twice normal to as much as 6 times normal in parts of Georgia and Alabama, resulting in wet and flooded fields and some crop loss. The dampness in the Corn Belt slowed curing of corn left in fields and in some cases caused moldiness in stored corn. Shortage of rainfall in eastern parts of Wyoming and Montana left wheat in only poor to fair condition. Rainfall also was short in the area from Texas and Oklahoma (except the Panhandle) westward across New Mexico, Arizona, southern Utah, Nevada and California, continuing the poor crop conditions that have prevailed in that area. In northern mountain areas and Washington, freezing temperatures and snow ended the growing season, but work was well advanced and harvest completed. The blizzard that struck western Kansas the third week in November and swept across Nebraska, leaving snow in drifts, moved on into South Dakota, Minnesota and northern parts of Wisconsin and Michigan. Few other sections had snow on December 1.

Production of milk and eggs prospered with the mild November weather and heavy feeding rates. Milk production per cow topped any previous output in November, but numbers of milk cows on farms were the smallest for the month since 1930. Total milk production in November exceeded that of last year, but was less than in 5 of the past 7 years. Pastures were furnishing some grazing, but with ample supplies of corn and other feeds cattle were fed more liberally than ever before reported. Egg production in November set a new record for the month, not only in eggs per hen, but also in total eggs produced. Production in the first 11 months of 1948 about equalled that in the same period of 1947. The total laying flock in November was 2 percent less than a year ago, but 5 percent above average. As prices of feed decreased more rapidly than prices of eggs and chickens, feeding ratios were relatively favorable.

improving stands in spotted fields, permitting replanting where grasshoppers had caused damage along borders of fields, and resulting in good root development that promises to survive usual winter conditions. Wet fields in parts of the Southeast have thus far prevented completion of seeding of the intended acreage. In the Pacific Northwest, conditions for seeding and growth were about as usual, but frozen ground and snow in Wash-

ington had checked growth at the end of November. Preparation of fields and seeding of wheat continues in Texas and California, where dryness has delayed operations. Some wheat pasture was available in Kansas, but little elsewhere.

Both precipitation and temperatures were about normal in most of the eastern half of the country during November, but below normal in much of the western half. The mild weather and ample moisture were