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Milwaukee Co-operative Milk Producers

Milwaukee, Wisconsin: The Producers, April 1944/March 1945

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 1

"By Farmers . . . For Farmers"

APRIL, 1944

Dairy Defense Association

The Dairy Defense Association which was organized last fall is meeting in Chicago on April 10. In sending out the call for the meeting, President H. A. Ruehe has this to say: Now a more serious situation confronts the dairy industry. Senator Smith has proposed new legislation—"The Margarine Act of 1944"—which will, if enacted, eliminate the 10-cent tax on colored oleomargarine as well as change the name to "margarine." This calls for renewed and greater efforts on the part of the Dairy Defense Association. We can expect attempts to lessen the control over other products such as filled milk, filled cheese, vegetable fat spreads and other such products. The dairy industry must be alert to the promotion of such legislation.

The board of directors of the Dairy Defense Association feels the necessity of strengthening its own organization by increasing its membership and making it more representative of the various branches of the dairy industry. The Dairy Defense Association is not a federation of existing dairy organizations, but it is a new all-inclusive dairy association with individual representation of leaders in the dairy industry. It does not obligate the various respective organizations with whom the individuals are associated.

A meeting is to be held at 8:00 p. m., April 10, in the Club Dining Room of the Palmer House, Chicago, for the purpose of considering suggestions for improving and strengthening the organization. It is the opinion of some that the name should be changed to "The United Dairy Association" since all branches of the dairy industry are united for a specific purpose. This will be discussed at the meeting.

The Wisconsin Extension Service and the College of Agriculture are co-operating with the dairy industry of the state in a campaign to increase the delivery of milk to Wisconsin dairy plants.

This effort is in response to a request from War Food Administration for MORE MILK, more milk to produce the dairy products for our men and women in service, more milk and dairy products for those at home making the munitions and materials to back up our service men.

Need for the campaign is evident from the estimated 1943 decline in production of milk in the United States of about one

(Continued on page 3, column 1)

Average Daily Pounds of Milk Received and Disposition*

	February 1944	February 1943
Total receipts	820,000	839,312
Criticized	253	1,106
Sales		
Fluid	570,457	526,769
Relief	1,221	2,689
Government bid		3,741
Cream milk	101,273	108,477
Manufactured	146,696	196,530
No. of producers	2,906	3,026
Loss of producers past month	10	
Ave. lbs., herd, per day	282.1	277.3

* As reported by Wisconsin State Department of Agriculture.

(Editor's Note:—Above figures indicate that production per herd is 46 pounds over last year. Considering the fact that most of the farms that have left this market to go to Chicago are large producers the showing made is good.)

CORN AND OATS SHORT

Stocks of corn and oats on Northeast farms on January 1 were 38 percent below a year ago, in terms of grain-consuming animal units, indicating that in spite of the current availability of feed, dairy and poultrymen will have a difficult time meeting war time production goals in the months ahead.

These revealing figures from the Bureau of Agricultural Economics, just made available, emphasize the need for prompt government action to permit the in-shipment of more grain to the Northeast, particularly additional wheat from Canada.

The BAE figures show that the number of grain-consuming animal units in the nine Northeastern states — Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania — was the largest on record, totaling 9,755,000 units. This was an increase of six percent over the previous record, set a year earlier.

These record high livestock and poultry numbers were in sharp contrast to the smaller stocks of corn and oats. Translated into feed grains per grain-consuming animal unit, the supply was 38 percent smaller than on January 1, 1943, the smallest for the date since 1937.

MILWAUKEE MILK PRODUCER

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THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

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1633 North 13th Street

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Milwaukee 5, Wis.

Vol. 17

April, 1944

No. 1

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HIGHER CEILING FOR FLUID MILK

It has been more than a year since our Board of Directors asked the Office of Price Administration to allow a raise in price of fluid milk so that our price would be in line with Chicago. At no time did officials of OPA say that our demands were unjustified, but no relief has been granted to this date.

Our latest petition has been acknowledged and is being studied according to word from the Chicago Regional Office. Chester Bowles, bossman of the OPA, has recently made a statement that the substantially increased payments to dairy farmers which were put into effect March 4 by the War Food Administration will render unnecessary broadscale or area milk price increases. Mr. Bowles pointed out, however, that, since the dairy production payments apply to all milk, the general revision in the rates of payment will not solve problems of market disparities.

Accordingly, he declared, the Office of Price Administration, through its regional offices, will continue its program of adjusting local maximum prices in fluid milk markets in which established ceiling prices are out of line with competing uses of milk, such as milk used in manufactured dairy products, or in higher priced fluid milk markets.

This program will be used in those individual cases where price actions are necessary to prevent undesirable diversion of essential milk supplies from any fluid milk market, Mr. Bowles stated.

Most certainly the Milwaukee metropolitan market is in the category mentioned by Mr. Bowles where "established ceiling prices are out of line with competing use of milk such as milk used in manufactured dairy products or in higher priced fluid milk markets."

NEW OLEO OFFENSIVE

As predicted by farm organization leaders, the new oleo offensive, spearheaded by a new bill called the "Margarine Act of 1944," looms on the Washington horizon.

Following the killing of the Fulmer and Maybank bills in the house and senate, Senator Ellison D. Smith of South Carolina, now has introduced another bill with a little different wording but which calls for the removal of the federal tax on colored oleomargarine. It redefines the product as "margarine." By this strategic move the bill's supporters hope to by-pass the dairy forces and thus succeed in doing away with all taxes that would affect the newly discovered product.

Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation which so far successfully has spearheaded the opposition to remove the oleo tax, says that the federation will oppose the new bill "with all the strength of its more than 350,000 farm members." The bill has been referred to the senate committee on agriculture and forestry.

Milk Federation Picks Chicago For Twenty-Eighth Annual Convention

The twenty-eighth annual convention of the National Co-operative Milk Producers' Federation will be held at the Hotel Morrison, December 6, 7 and 8, according to an announcement by Charles W. Holman, secretary.

"A program fitting into the needs of dairy farmers' co-operatives under war conditions is being worked out and will be announced at a later date," said Mr. Holman. "The federation is growing steadily in the number of farm families who market their milk and cream or manufactured dairy products to the co-operatives which are affiliated with the national organization. More than 300,000 dairy farm families in 41 states of the union are now banded together for mutual self help. Throughout the years the federation has stood for the highest principles of agricultural co-operation and the record of its member units is enviable with regard to the stability, business integrity and service to membership."

MILWAUKEE MILK PRODUCER

(Continued from page 1, column 1)

billion pounds below 1942 although there are more cows on farms and, on the whole, very favorable feed conditions outside of the shortage of high protein feeds. In Wisconsin the total milk production in 1943 is little different from that of 1942 with a cow number increase of two or three percent. Wisconsin dairymen thus fell a little short of possible production in 1943. Explanation for this probably lies in one or more of the following factors: Labor, protein concentrates and price relationships with other products.

The Wisconsin Extension Service believes that dairymen can step up their deliveries in 1944 by adopting one or more of the simple practices that increase milk production without additional costs, thereby adding to the farm profits. Such practices are: Feeding cows according to their individual production (this saves feed); balancing the grain ration to fit the quality of the roughage; fast machine milking; increasing and improving the pasture forage by fertilization with ammonium nitrate; a concerted effort to put up a better quality of hay and silage and plans to increase the grain crop yields so as to be less dependent on purchased feeds.

All indications are that milk will be profitable in 1944. Wisconsin has the cows; Wisconsin has the dairy plants for processing milk into the desired products; with greater milk production we can make our most valuable war contribution.

Co-operating with the state and county extension service will be the dairy plant operators, dairy co-operatives, farm organizations, the feed and fertilizer dealers, the vocational agricultural high school departments; the rural schools, the 4-H Clubs, the homemaker clubs and all of the federal agencies including AAA, SCS, FSA and Farm Credit.

Milwaukee Co-operative Milk Producers Association urges each of its members to get into this fight to deliver more milk. Contact your local county extension office which heads up the campaign and find out how you can co-operate to make this campaign a success.

Butter Set-Aside For April Only 10 Percent

Government butter purchases will be resumed April 1 for the first time since last September, the War Food Administration said in announcing that butter manufacturers will be required to set aside for war use only 10 percent of their output during April.

The entire quantity, estimated at 13 million pounds, will be purchased solely by United States armed forces and war services (such as the Veterans' Administration and the War Shipping Administration), which will have used their present

APRIL, 1944



Fast . . . Low - Cost Way To Get Rid of Milkstone Deposits!

One of the most stubborn problems consistently confronting the dairy industry is the removal of milkstone. Serving as an excellent harboring and breeding place for bacteria, milkstone deposits constitute a constant hazard and menace to product quality.

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stocks by the time the April butter becomes available. WFA does not plan to buy butter during April.

The 10 percent quota for April is the smallest established since the government set-aside purchase program was initiated in February, 1943. With production climbing seasonally, the civilian supply of butter in April is expected to be at least as large as in March. Civilian supplies are higher this month than they have been in any previous month for more than a year.

Last year, it was necessary for butter manufacturers to set aside 30 percent of their output in February, March and April because government agencies had no stocks to draw on and had been unable to buy sufficient butter on the open market to meet the needs of United States armed forces.

Stocks acquired from last year's production made it possible to avoid government purchasing of butter during February and March this year and to establish the low quota for April. Officials said that after April, larger percentages of production will be necessary to meet war needs.

Government agencies will continue in 1944 the plan worked out last year of buying most of their butter requirements for 12 months during the six months of heaviest butter production. This method of purchase, which has enabled the trade to keep reasonably uniform supplies of butter flowing into civilian channels throughout the year, was endorsed by the Butter Industry Advisory Committee at a recent meeting with WFA officials. Today's action is included in Food Distribution Order 2.4, effective April 1.

NEW SUPPORTERS March, 1944

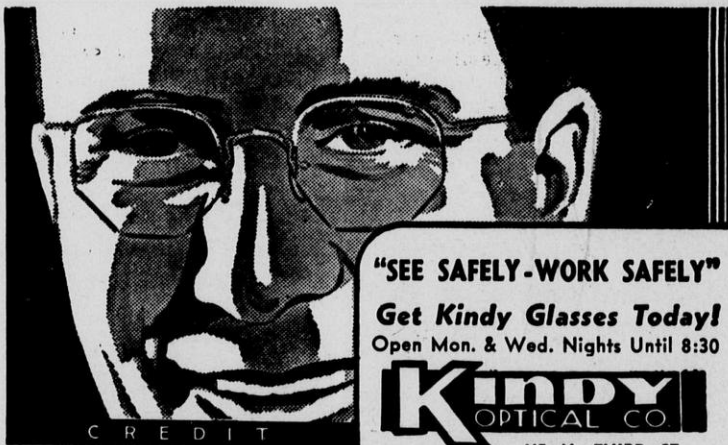
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Gerald Peterson, R. 1, Hartland
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Corners
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Otto Eulert, R. 1, Cedarburg

Wool Growers Cooperative Issues Patronage Dividends

The Wisconsin Co-operative Wool Growers' Association distributed 3,200 checks in deferred patronage dividends for the 1933-34 wool clip years, according to Roy E. Richards, Portage, secretary-manager of the association.

The dividends represent savings made during those years in the operation of the co-operative itself and the National Wool Marketing Corporation, its marketing agency, Richards said. Figured at a half cent per pound, the savings were distrib-

(Continued on page 6, column 2)



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chase of \$1.00 or More.

A. W. KALBUS SUPERVISOR OF FAIRS

Promotion of A. W. Kalbus, West Allis, from associate manager of the Wisconsin State Fair to supervisor of county and district fairs has been announced by Milton H. Button, director of the state department of agriculture.

Kalbus began his new duties in department offices at the state capitol in Madison April 1. His 32 years' experience in fair work will be used to assist county and district fair officials, particularly new secretaries and managers, in developing their programs and solving their problems.



Kalbus entered state service in 1912 and his work since that time has been in connection with Wisconsin fairs. He served as associate manager of the state fair the past 15 years, was president of the Wisconsin Association of Fairs in 1940, 1941 and 1942, and is serving his twelfth year on the executive board of that association.

In taking over his new duties, Kalbus declared:

"I welcome the opportunity the position offers in helping the county and district fairs of the state play an increasingly important part in the improvement of Wisconsin agriculture."

Listen to the voice of the dairy farmer radio program every Sunday 12:00 noon — Red Network.

Information Returns

The Bureau of Internal Revenue, in making out forms, instructions and regulations to cover the new "information return" which an estimated 180,000 organizations including co-operatives must file by May 15, has under consideration recommendation of the National Council of Farmer Co-operatives that the forms properly reflect the non-profit activities of farmer associations, according to an article in the April issue of the Co-operative Digest, national magazine for co-operative leaders, published at Ithaca, N. Y.

The digest reports that there has been some indication that the bureau is inclined to modify existing business forms for use by the non-profit groups. Co-operative leaders are hopeful that the forms adopted will recognize co-op terminology.

Robert Lawler, Lena, paid a fine of \$25 and costs in justice court at Oconto February 29 when he pleaded nolo contendere to a charge of selling watered milk.

FOR SALE

Reg. Holstein Bull Calf—Good Type and Straight Top Line — 6 mos. old. Dam has 357 lbs. fat, is a 2 year old with 3.90 test. Sire dam has 144,750 lbs. of milk—5573 lbs. fat in ten lactations with 3.90 test. Also younger bull calves by same sire.

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LARGER PIGS?

MORE MILK?

Then feed

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Saukville

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Germantown

Wisconsin Feed Crop Acreages to be Increased from 1943

March intentions-to-plant reports of Wisconsin farmers show sharp changes from the acreages planted in the spring of 1943, according to Walter H. Ebling, statistician for the Wisconsin and United States Departments of Agriculture.

Wisconsin farmers are shifting their acreages of this year's crops to grow more feed crops and smaller acreages of some of the food and other crops. With the record number of livestock on farms there is a greater need for feed grains and farmers expect to increase the acreage of corn six percent over the total planted acreage last year. An increase of eight percent is indicated for the oat acreage. Present prospects are for a slight decrease in the tame hay acreage harvested this year.

Among the food items for which acreages may be decreased this year are potatoes, dry peas, dry beans, and canning peas. The barley acreage, which last year was the smallest in many years, will be further decreased this year. Decreases are also shown in the prospective plantings of flax, spring wheat, and soybeans. Two cash crops—onions and tobacco—will have larger acreages in 1944 than were planted last year.

Harold Dragg, Fennimore, pleaded guilty in justice court at Lancaster March 2 to a charge of offering for sale and delivering insanitary milk, and was fined \$25 and costs.

Cash farm income in 1943 reached the 20 billion dollar mark—an all-time high. Normally farmers would buy new farm machinery, repair and paint their buildings and perhaps put up some new buildings if income got anywhere near this level. With war time restrictions on labor and materials, not many can do that this year, but every farmer can invest his surplus income in War Bonds. Then, when the war is over, he'll have the money to buy these things—and he'll be buying on a peace time market at peace time values. at peace time prices.

* * *

Herman Hetzel, Spring Green, pleaded guilty in justice court at Baraboo February 28 to a charge of offering insanitary milk for sale and was fined \$25 and costs.

* * *

Herman Brey, Spring Green, paid a fine of \$25 and costs in justice court at Baraboo March 9 when he was adjudged guilty of a charge of offering insanitary milk for sale.

(Continued from page 4, column 2)

uted to members of the co-operative in proportion to the wool tonnage each delivered during that period.

Under the co-operative's operating plan, each year's savings form a revolving capital which will be paid to members as deferred patronage dividends as often as deemed advisable by the board of directors. It is expected that the savings in operation for the 1935-36 clip years will be distributed next spring, Richards pointed out. Last year these savings were distributed on the 1932 clip year wools, he said.

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Your next best bet is the detailed milking program that makes it possible to train cows to respond to timed faster milking.

Also successful method to cure kicking cows, how to make cow record boards, cow care at calving time, practical and successful mastitis control, a systematic feeding program for dairy cows.

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**ONE PAIL OF MUTUAL AT \$3.85 SAVES
\$24 to \$36 IN MILK FEEDING COST**

Many fine, pure bred heifers are being raised in this territory on Mutual. You, too, can raise your own herd replacements from your better cows — while marketing all of your milk.

**Every Gallon SAVED Equals
An EXTRA Gallon Produced !**

Mutual Dairyade is guaranteed. You must be satisfied or your money refunded.

Carried for your convenience by all Milwaukee Milk Distributors and Milwaukee Cooperative Milk Producers.

MUTUAL PRODUCTS CO.
MINNEAPOLIS MINNESOTA

Waukesha County Guernsey Breeders'

10
BULLS

32nd Annual

SALE

50
Females

at Waukesha, Wis.

MONDAY, APRIL 17, 1944, 12:30 NOON

Many choice young cows and heifers, fresh or due to freshen soon, selections made from McKerrow Farms, Guernsey Grove Farm, Davidson Farms, Fox's Guernsey Farm, Hillside View Farm, Thornwood Farm, Beulah Lane Farm, Wey Acres Farms, Wern Farms and many more of our fine herds.

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A son of Clara's Butterfat, consigned by Mulhocaway Farm.

A son of Langwater Grandee, consigned by Wey Acres.

A son of St. James Count's Ultimas, consigned by St. James Farm.

For Information write:

E. C. PHILLIPS, Secy.

Waukesha, Wis.

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 2

"By Farmers . . . For Farmers"

UNIVERSITY OF WISCONSIN
MAY 1943

HERD TESTING PROGRESS

Eighty-five fieldmen and 27 laboratory workers are now doing Wisconsin's cow testing which before the war was handled by 188 fieldmen of the dairy herd improvement associations.

Reporting on changed labor conditions affecting the associations, Glen Vergeront, extension dairyman at the college of agriculture, says that herd improvement work has been able to continue only because of revised testing methods.

Under pre-war methods, fieldmen visited individual farms, made lactation and identification records, and went on to the next dairy. Now county co-operatives with a majority of women laboratory workers are testing samples made by herd owners with equipment left at farms by fieldmen.

Vergeront reports that better laboratory conditions have improved the quality of testing over the older method. Calculating machines have lessened the chance of error in reports which are now mailed from the laboratory to herd owners.

Besides offering a more permanent job to fewer herd testers, the revised testing method has made herd improvement service available to owners whose small herds did not justify the expense of testing under standard methods.

Figures show that the number of cows now tested by county "co-ops" has increased nearly five times since January 1, 1942; while the number of cows on standard test has dropped 33 percent.

Vergeront reports that more than three times as many herds are being tested under the owner-sampler method through county "co-ops."

Production Awards Made

Efficiency production awards to five state DHIA fieldmen for maintaining outstanding records on Wisconsin herds were announced by Glen Vergeront, extension dairyman at the Wisconsin College of Agriculture.

The winners are Cyril G. Westerman, Cedarburg; John A. Reis, Mishicot; Joseph Senneff, Burlington; Anthony Sausch, Sparta; Theodore Betz, Black River Falls.

DAIRY MONTH IN A NEW ROLE

June Dairy Month this year has a special job to do. The program is geared to the industry problems of today to (1) establish the essentiality of dairy products and the dairy industry, (2) explain why dairy foods are not always available, and (3) to encourage production of these products. The entire program is being developed as an aid to the industry in coping with war time problems.

In contrast to the highly specialized sales and promotion campaigns of previous years, plans this year call for stressing the "essentiality" of the industry and its products. The part that dairy products are playing in the war time period, keeping up the morale and the physical fitness of the fighting forces on the war front, will be especially emphasized. Of almost equal importance is the part played by milk and its products in keeping a nation of war workers physically fit and producing at maximum efficiency. The necessity of dairy products for the fighting forces, for war workers and in the home will be carried out in the most extensive publicity program ever planned for June Dairy Month.

The symbolic poster will be in the form of a seal bearing the head of a cow and emphasizing the "essentiality" of her products on the war front, in the factories and in the homes of America. The size and the design of the seal itself will be such as to encourage use as a window, wall or back bar sticker. The entire program will be so designed as to help explain to customers the great value of dairy products and that the need of the fighting forces for them is responsible for the present war time shortages.

Buttons carrying out the seal design will be available for routemen, clerks and dairy employees. Small stickers will be available for menu riders and for use on letters. Display cards for wagons will carry out the same theme, as will also a folder which will be available as a consumer hand-out piece to explain in more detail the part that dairy products are playing in winning the war.

Charles W. Holman, secretary of the National Co-operative Milk Producers' Federation, and who has served as chairman of every June Dairy Month program since its inception, is performing that

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Subscription\$1.00 Per Year

No Change in Fluid Price

OPA continues to sit on the lid holding our Class I price down to \$3.00. The blend for all milk testing 3.5 percent fat is also \$3.00. Condensery pay price is \$2.60 for April.

Chicago Class I based on condensery pay price goes down in the same proportion. Production per herd had reached an all time high, proof that farmers are really producing in spite of help shortage and protein feed scarcity.

New Payment Regulations

Dairy feed payments (consumer subsidies to you) are 50 cents per 100 pounds of milk for March and April. Starting May 1 and through August the rate is 35 cents. September 1 to March 31, 1945, the announced rate is 60 cents per 100 for this area. Thirty-five cents for the four months, May through August, is the lowest paid anywhere in the United States. The range is from 35 cents to 65 cents. Beginning September 1, 60 cents is the lowest and 90 cents is the highest amount announced.

MORE CREAM AND MILK BY-PRODUCTS MAY BE SOLD

War Food Administration has ruled that all handlers of dairy products may sell 100 percent of the amount of cream and milk by-products such as buttermilk, chocolate milk, cottage cheese, etc., sold in June, 1943, during May and June of this year.

Heavy production expectations for May and June and the strong likelihood that milk would be wasted because of lack of handling facilities undoubtedly induced liberalization of the allocation order.

Dealers may convert by-product allocation to fluid milk sales if they choose. A further amendment allows market agents of WFA to increase the quota of any handler in any sales area in order to provide for full utilization of milk in the public interest if he has prior approval of the chief of the dairy and poultry branch. In other words to prevent waste of milk.

Waukesha Holstein Breeders' Sale June 3

The Waukesha County Holstein Breeders, Fred E. Klussendorf, secretary, has planned a sale of very high class pure bred Holsteins. Fred Klussendorf is widely known among dairymen for his knowledge of dairy cattle and his personal integrity. A safer place to buy pure bred Holsteins than this sale conducted by the Waukesha breeders under Fred's leadership would be hard to find.

Wisconsin Forum on Post-War Planning

The Wisconsin State Chamber of Commerce held a conference on post-war planning in Milwaukee on May 9 at the Hotel Schroeder. Speakers were Milo K. Swanton, executive secretary of the Wisconsin Council of Agriculture, who presented agricultures' views. Mr. Haberman of the American Federation of Labor talked about the ideas of organized labor in post-war planning. Robert L. Rott, president of the state chamber of commerce, outlined the ideas of industry in a post-war planning program. The principal speaker was Paul G. Hoffman, president of Studebaker Corporation.

MILWAUKEE MILK PRODUCER

Farmers: Help Prevent Inflation

by Asher Hobson
Chairman, Dept. of Agricultural
Economics
University of Wisconsin



FARMERS remember the "Silk Shirt" era of the last war. That era was marked by 75 cent butterfat, 20 dollar hogs, and 100, 200 and in some states 300 dollars an acre for farm land. Farmers also remember the "no shirt" era of the Thirties — 25 cent butterfat, 5 dollar hogs, and land so low the mortgage took it. One way of keeping one's shirt after this war is not to buy too many silk shirts now, so to speak.

There is an old saying to the effect that he who sleeps on the floor never falls out of bed. None of us want to sleep on the floor, but we should see to it that our beds are not so high as to cause serious injury in case of a fall. Unduly high prices are likely to be followed by unduly low prices. That is one reason why most people in responsible walks of life appreciate the necessity of acting now to prevent inflation. Farmers are equally concerned.

Inflation is another term for unhealthy high prices. Inflation has a younger brother. He is a bad actor. His name is deflation. He has a habit of following his brother inflation. Deflation often means serious unemployment, lower property values, more tax delinquency, and mounting foreclosures. Add these together and the sum is farm relief. That is not the answer farmers want.

Farmers can well afford to take steps now in an attempt to avoid that sort of a situation. But inflation is not easily handled after it arrives. One cannot build a cyclone cellar after the old clouds begin to roll. Then one has time only to grab the baby and run—with no place to go. Something like that is apt to happen when inflation strikes. The best way to handle inflation is to prevent its striking.

What can farmers do? They can help keep prices from getting out of hand by helping to hold prices

down now. If prices are to be held in line, the pressure under prices must be removed. The Government cannot do this job alone. There are no anti-inflation white rabbits in the magician's hat. Only the concerted efforts of you and me can turn the trick.

The forces causing prices to go up may be summarized in the statement that there is more money available for spending than there are goods and services to be bought. This is another way of saying that the demand for goods and services exceeds the available supply. Let us be specific. At the end of 1943 it was estimated that there were 42 billion dollars of spendable income in this country in excess of goods and services to be bought at the then existing prices. A year earlier the excess was 33 billion dollars. If prices are to be held in line this excess purchasing power must be brought down to the level of the supply of goods and services, or the supply of goods and services must be boosted in keeping with purchasing power.

Farmers are doing their utmost to increase the supply of agricultural products. In this way they are helping to prevent inflation. The other way in which they may help is to buy less. In general there are two ways of reducing consumer purchasing power. They are:

Heavier taxes
Voluntary savings

The greater the voluntary savings the less the need for more taxes. Let us do it the voluntary way by buying more **WAR BONDS** and holding those Bonds until manpower, plant capacity, and raw materials are available for increasing the supply of consumer goods. Spending then will be less likely to boost prices through the ceiling. Saving has always been an outstanding farmer trait. It is now a patriotic duty.

U. S. Treasury Department



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function again this year. Milton Hult, president of National Dairy Council, is chairman of the program committee, and N. D. Kelley and E. M. Harmon, of the National Dairy Council, are serving as chairmen of the promotion and publicity committees, respectively.

As in the past, the National Dairy Council is spearheading both the publicity and promotion programs. Co-operating in this effort are the National Co-operative Milk Producers' Federation, the American Dairy Association, the American Butter Institute, International Association of Milk Dealers, National Association of Local Creameries, International Association of Ice Cream Manufacturers, the Dairy Industries Supply Association, the Ice Cream Merchandising Institute, the Independent Food Distributors' Council, the Milk Industry Foundation, The National Association of Chain Drug Stores, the National Association of Retail Druggists, the National Association of Food Chains, and the National Cheese Institute, as well as hundreds of individual dealers, processors and producer organizations. Through these groups the symbolic poster and other June Dairy Month materials, as well as the publicity program, will impress millions in all sections of the nation and in all walks of life as to the importance of dairy products in the present all-out war effort.

Interest on the part of all phases of the dairy industry in promoting this good will program is gaining momentum daily. It offers one of the best opportunities yet presented for building a lasting appreciation of the American public for the dairy industry and its products.

Let the Grass Get Good Start

George M. Werner, dairy husbandman at the University of Wisconsin, has noticed that some farmers are tempted to turn cows to pasture at the earliest possible time because hay and silage supplies are short. Farmers also see an opportunity to cut down on labor required to care for the herd in the barn.

Werner is urging farmers to be guided more by the condition of the pasture than by any other single factor. While labor may be saved in the spring, extra labor may be required later to feed the cows in the barn when pastures are short from early grazing.

Where there is an abundance of pasture it is good management to turn cows out early enough to prevent the grass from getting away from them. On limited pasturage, let the grass get a good start—at least four inches in height—before cows graze.

New Supporters April, 1944

Charles Jeffery, Route 1, Sussex
George D. Jones, Pewaukee
Norbert Salentine, Route 4, Box 449,
Waukesha
Mrs. Theodora J. Lamp, Route 1, Box 32,
Nashotah
Robert L. Butler, Route 1, Box 190, Sussex
Henry Schlafer, Route 1, Box 322, Pe-
waukee
William Rothlauf, Route 2, Box 32, Muk-
wonago
Harvey Graff, Route 4, West Bend
Theo. A. Steffen, Route 4, West Bend
Martin Kreiter, Route 2, Cedarburg
Herbert Wollner, Route 1, West Bend
Arthur H. Kieckhafer, Thiensville
John Monroe, Route 1, Hartland
Fred Marquardt, Route 1, Box 323, Pe-
waukee.

American Guernsey Cattle Club

For the first time in its history, The American Guernsey Cattle Club, whose main office is Petersborough, N. H., met in Milwaukee. This meeting of the top organization of Guernsey Breeders of America which was held at the Pfister Hotel on May 8 to 10, attracted Guernsey breeders from all parts of Wisconsin, many of whom attended a meeting of their national association for the first time.

American Cheese Production

American cheese production for March was estimated at 57,300,000 pounds, the Bureau of Agricultural Economics reports. This represents a seasonal increase of 25 percent compared with the February output of 45,766,000 pounds and is 46 percent over the 10-year (1933-42) March average, but it is one percent lower than in March, 1943. Last year the seasonal gain from February to March was 23 percent and the 10-year average gain was 22 percent.

All geographic divisions report an increase in production compared with February, the increases ranging from 23 percent in the East North Central States to 208 percent in the North Atlantic area where cheese production increased sharply in New York State. The Wisconsin cheese output was up 26 percent from a month earlier. The gain in the West North Central States was 25 percent with a particularly sharp increase in Minnesota. Output increased 37 percent in the South Central States, 24 percent in the Mountain States and 28 percent in the three Pacific Coast States.



Speed Up ALL Your Cleaning Tasks with ONE Material!

More and more Wisconsin milk producers are putting their daily clean-up work on a FASTER, easier basis by using specially designed . . .

OAKITE GENERAL DAIRY CLEANER

For they have discovered that with this ONE material they can accomplish ALL of their cleaning tasks . . . and save time and manual effort! Oakite General Dairy Cleaner removes all traces of milk film from equipment and utensils quickly with complete safety to surfaces. It rinses freely . . . leaves equipment quick drying . . . helps keep bacteria counts LOW. For complete details, write to:



A. H. BOND

OAKITE PRODUCTS, INC.

757 N. Broadway, Milwaukee 2, Wis.



Buy Bonds For Victory!

Premiums amounting to \$155 were awarded the winners by a Milwaukee dairy firm co-operating with National Dairy Products Association. First and second place winners, Westerman and Reis, will also receive silver and bronze plaques.

Fieldmen were scored by extension dairymen on herd records. County agents apportioned points to fieldmen on the basis of their co-operation with local programs for herd improvement and with state and national programs urging increased milk production.

Fieldmen were also given points for reporting low association feed costs. Vergeront declares that it's a good fieldman who can encourage association members to cut feed costs which constitute one-half of the total cost of milk production.

The United Dairy Association

The Dairy Defense Association, organized last fall to combat the attempts of oleo manufacturers and makers of other so-called "butter substitutes" to amend federal and state laws, met in Chicago on Monday evening, April 10, at the Palmer House.

Because this organization is an offensive as well as a defensive group the name was changed to The United Dairy Association. This young organization will lead the fight against all legislation designed to allow oleo to be sold colored in imitation of butter and also against all other frauds, masquerading as dairy products.

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

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee

Saukville

West Allis

Germantown

Butter Research

Funds provided by the American Dairy Association will be used by scientists of the University of Minnesota in an effort to find that "hidden something" in butterfat that proved it superior to several vegetable oils in the feeding of young calves.

According to Owen M. Richards, ADA manager, the project is one of a number carried on under the supervision of the National Dairy Council in leading laboratories of the country with the research funds allocated by the American Dairy Association. Promotion of research is

one of the five principal objectives of the association. The others are: To hold public preference for dairy foods; to gain public understanding of farm problems; to guard against imitations and to prepare for post-war difficulties and opportunities. —National Butter and Cheese Journal.


CLIPPER REPAIRS

Keep your Andis electric clippers in good repair so you can continue to keep your stock clean with less work. Save costly repair bills later by having your Andis Clipper serviced **AT THE FACTORY**, now. While we cannot build new clippers, we can help you make your old clippers last longer.

ANDIS CLIPPER CO., Dept. 37 • RACINE, WISCONSIN

Your Dairy Says...

"DON'T USE SOAP ON UTENSILS!"



Use **DUMORE**

LEAVES NO SOAPY FILM IN WHICH MILK-SPOILING BACTERIA CAN HIDE!

Soap often leaves a greasy film on utensils that provides an ideal hiding place for milk-spoiling bacteria. DUMORE, a soapless cleaner especially made for washing dairy utensils, leaves no film or scale even in hard water. Vigorously attacks milk fat and stubborn dirt. Rinses quickly, completely. Economical to use. Softens hard water. Safe for hands as well as utensils. Ask your Hauler to bring you a supply. The Diversy Corporation, Chicago 4.

FOR DISINFECTING UTENSILS USE

DIVERSOL

MILWAUKEE MILK PRODUCER

MUTUAL Dairyade L

The
**FOOD COMPOUND
for BABY CALVES**

Mutual Dairyade is a highly concentrated food compound that is simply mixed with water and fed — raising fine, sturdy calves at only a fraction of the usual cost. Start feeding Mutual the fourth day — as soon as the milk is salable.

**ONE PAIL OF MUTUAL AT \$3.85 SAVES
\$24 to \$36 IN MILK FEEDING COST**

Many fine, pure bred heifers are being raised in this territory on Mutual. You, too, can raise your own herd replacements from your better cows — while marketing all of your milk.

**Every Gallon SAVED Equals
An EXTRA Gallon Produced !**

Mutual Dairyade is guaranteed. You must be satisfied or your money refunded.

Carried for your convenience by all Milwaukee Milk Distributors and Milwaukee Cooperative Milk Producers.

MUTUAL PRODUCTS CO.
MINNEAPOLIS MINNESOTA

WAUKESHA COUNTY HOLSTEIN SALE

JUNE THIRD AT WAUKESHA SALE PAVILLION

Sale Starts at 12 o'clock noon

60 Bred-For-Production Holsteins



Foundation cows with records up to 681 lbs. fat —
Some fresh, others due soon — Bred Heifers and a
few Heifer Calves.

Real Herd Sire Prospects From Dams With Up To
821 lbs. Fat, And By Outstanding Sires.



***For Information and Catalog.
write***

FRED E. KLUSSENDORF, Secretary
Route 5 Waukesha, Wisconsin

Milwaukee Milk Producer

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MADISON

Vol. 17—No. 3

"By Farmers . . . For Farmers"

JUNE, 1944

Farm Groups Seek Amendments to Price Control Act

The National Grange, American Farm Bureau Federation, National Council of Farm Cooperatives and the National Co-operative Milk Producers Federation are supporting amendments to the Price Control Act introduced by Senator Wherry of Nebraska.

In a joint statement they take the following stand:

First of all, let us emphasize that we, like the overwhelming majority of Americans, approve the continuance of price controls for the emergency. Agriculture suffered more severely than any other groups from the inflation which accompanied and followed World War I. Agriculture probably would suffer more than any other group from run-away inflation at the present time. The Office of Price Administration and some officials in high places have resisted almost every proposed change in price control legislation and administration by asserting that it would wreck price control. In our opinion, the changes we are advocating would strengthen the Price Control Act and also would strengthen its administration.

In this connection let us say that there is an issue involved in the proposed amendments that is even more fundamental than price control in war time. That issue is observance of the laws by the agencies and officials that have the responsibility for administering legislation.

At a time when this country is engaged in a death struggle against forces that have no regard for the rights of the individual, protection of individual rights in this country becomes more important than ever. Obviously, the war must be won and just as obviously this requires some interference with all our normal peace-time individual rights. The extent of this interference, however, should be spelled out by law, and if additional powers are needed, the Congress will grant them as it always has in times of war. Because of the exigencies of war, Congress has extended broad powers to the Executive branch of the government to meet emergencies, but no arbitrary or dictatorial actions or usurpation of power be-

(Continued on page 3, column 1.)

WISCONSIN STATE FAIR AUG. 19-27, 1944

No fair anywhere ever had a more loyal group of boosters than the Wisconsin State Fair has in the families of the members of the Milwaukee Cooperative Milk Producers' Association. And we don't mean maybe!

So, as our opening message to you good people in preparation for your patronage and participation at the 1944 Wisconsin State Fair, the publicity staff for that great institution is pleased to present an informal interview with W. T. Marriott, manager of your state fair.

Readers of this publication should be especially interested in the following radio script prepared for Station WHA, University of Wisconsin Madison, and published exclusively in this paper.

MARRIOTT: For 94 years the Wisconsin State Fair has helped build Wisconsin agriculture. Through war and peace the State Fair has had as its primary purpose service to the farmers of the state. This year, more than ever, the State Fair will offer every aid to agriculture, the world's most basic industry.

ANNOUNCER: What are the dates for the state fair this year?

MARRIOTT: The dates are August 19 to 27 inclusive. You will notice that it's a 9-day fair this year. In 1942 and 1943 the State Fair was only seven days in length. We believe that a 9-day fair this year will give us a greater opportunity to serve a state and nation at war and to bring the day of Victory closer.

ANNOUNCER: I presume, Mr. Marriott, that your 1944 State Fair premium books will offer recognition and encouragement for the great production job achieved on Wisconsin's 187,000 dairy farms and in the state's 2500 dairy plants.

MARRIOTT: Exactly! The Junior Fair premium list was published a month ago and thousands of copies have been distributed. The general premium list is in final stages of publication at the printers and should be available within a few days. The Horse Show premium book and the special premium list for the Art Show are at the printers and it won't be long now. Premium offerings

(Continued on page 8, column 1.)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 17 June, 1944 No. 3

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Sale of Good Cattle

Baird & Darcey have an ad in this issue which indicates that they will have some real good cattle at Watertown on June 20.

The records on cows offered at this sale made farmer style on 2 times a day milking look very good.

Grover Dobbertin Seeks Assembly Seat

Grover Dobbertin, for over 25 years a stockholder and supporter of this cooperative, has entered the race in the 2nd Assembly District, Waukesha County for the nomination of assemblyman.

He deserves the support of the producers in his district. He has been a member of the County Board of Waukesha County for 14 years, Chairman of the highway committee for five years, and is serving the second three year term of the Board of Directors of this Cooperative.

**Use your thermometer thereby
avoid warm milk.**

Governor Goodland Proclaims June DAIRY MONTH

This office wrote Governor Goodland asking that he name June as a month particularly devoted to dairying. The Governor's secretary wrote acknowledging our letter and inclosed a copy of his proclamation which follows:

"The War has emphasized the importance of dairy products in the diet. Foods most in demand to win the war include cheese, butter, and milk in various other forms.

These evidences of the dairyman's increased war production are helping to build the morale and physical fitness of the United Nations' fighting forces and civilian population. They are among the foods considered vital to the health and efficiency of war workers.

Milk contains all the elements needed by the human body—energy-giving calories, muscle building protein, valuable minerals and vitamins. As the leading dairy state, Wisconsin is called upon to make the greatest volume of this nutritious product available, and each year since the outbreak of the war it has achieved record productions of milk and dairy manufactures.

Production of dairy products for the military forces is very great. In addition, Wisconsin is providing 32 percent of the American cheese, about 25 percent of the powdered milk, nearly 50 percent of the evaporated milk, and large quantities of butter for Lend-Lease, the Red Cross, and emergency purposes. The dairy industry is meeting its responsibilities with a determination that will assist in shortening the war.

NOW, THEREFORE, I, Walter S. Goodland, acting governor of the State of Wisconsin, do hereby proclaim and designate the month of June as DAIRY MONTH and urge the citizens of this state to join with me in publicly recognizing the efforts of our dairymen as vital to victory."

Dealers Allowed to Sell More

War Food Administration has ruled that dealers may sell 4% more class I milk, 10% more milk by-products and the same amount of cream as they did last June. Demand for skimmilk is not as good as last year and all dealers have had some trouble in disposing of skim without losing too much money.

Price of milk in each classification remains at \$3.00 per hundred with a 4 cent differential.

(Continued from page 1, column 1.)

yond that granted by Congress should be permitted.

Much has been said about home front morale. There are evidences of lack of unity here. One of the reasons for this alarming development is, in our opinion, a growing tendency on the part of certain Government agencies to disregard both the spirit and the letter of the law.

While the Office of Price Administration has done a good job in many respects, unfortunately it has weakened its effectiveness and has destroyed the confidence of millions of citizens by a disregard of the lawful rights of many Americans. It is our considered judgment that OPA has, in instance after instance, flouted the will of Congress and that it has studiously refused the right of redress under the law to those who have been adversely affected by its actions. The legal subtleties that OPA has employed to prevent court tests of some of its high-handed actions are destructive of the people's respect for and confidence in government.

What success has been attained in price control is due primarily to the patriotism of the American people and their determination to do everything possible to win the war as quickly as possible. The chief reason that price ceilings on food have been reasonably effective has been the fact that American farmers have continued to produce at the highest level in history.

This production, as has been indicated, has been achieved in spite of serious handicaps imposed by OPA as a result of inequitable ceilings, tardily announced, indefinite and unjust regulations and widely differing and often contradictory interpretations. In many instances, price regulations and other actions of OPA have disregarded the will of Congress. The agency has refused, in instance after instance, to make price adjustments required by law, even though these adjustments would have made little difference in the cost of living and would have materially increased production. There is no higher testimonial to the American farmers than the fact that they have produced in abundance in the face of a hostile and hampering bureaucracy.

While some changes in OPA officials have resulted in improvements, these have been few in number by comparison with those that are needed. In the interest of price and inflation control, in the interest of the farmer, in the interests of OPA and of the entire country, it is time to write into law additional safeguards that will put an end to some of the actions and attitudes that are more akin to dictatorship than they are to Americanism. We do not believe that American boys want to fight for freedom abroad and lose it here at home.

In this connection, we urge an immediate strengthening of those provisions of the law which require price ceilings to reflect certain minimum prices to the producers of agricultural commodities. The information in our possession clearly indicates that the provisions of the law have been violated by placing price ceilings on products made from agricultural commodities at levels that have depressed the prices of agricultural commodities below the standards prescribed by the Price Control Act. This situation should be corrected immediately.

PRODUCTION HEAVY

Production per herd has been very high for the past three months and is still holding up good. However, continued hot weather such as we have had for the first five days of June can't help but reduce the amount produced for cows can't be comfortable at 90 degrees temperature. Flies and mosquitos are also making cows uncomfortable.

POST-WAR PLANNING CONFERENCE

On May 9, a conference was held at the Schroeder Hotel, Milwaukee to make plans to prevent unemployment after the war, and its attendant evils are passed.

This conference was sponsored by the Committee for Economic Development, the University of Wisconsin and the following cooperative organizations and agencies:— American Legion and other veteran groups;

League of Wisconsin Municipalities.
Wisconsin Bankers Association,
Milwaukee Association of Commerce
Wisconsin Council of Agriculture
Wisconsin County Board Association,
Wisconsin Education Association,
Wisconsin Farm Bureau Federation,
Wisconsin Manufacturers' Association,
Wisconsin State Chamber of Commerce,
Wisconsin State Dept. of Agriculture,
Wisconsin State Federation of Labor,
Wisconsin State Grange,
Wisconsin State Industrial Union Council,
Wisconsin State Planning Board.

The morning session was opened by Mr. Frank O. Holt, Director, Department of Public Service, University of Wisconsin. Mr. Holt introduced Geo. A. Haberman, president of the Wisconsin Federation of Labor. Mr. Haberman gave a fine address in which he told how labor could co-operate with agriculture and industry in maintaining a high degree of

(Continued on page 4, column 1.)

(Continued from page 3, column 2.)

prosperity after the war. Milo Swanton, Secretary of the Wisconsin Council of Agriculture was then introduced by Mr. Holt. Swanton said that agriculture would cooperate in every way possible with labor and industry so that the whole state would prosper. He pointed out that following World War I, depression for farmers started in 1922 while labor and industry had good going until nearly the end of 1929. He said that with proper planning and cooperation, depression need not happen.

How business could help in preventing an after-war depression was discussed by Robert Rote, president of the Wisconsin State Chamber of Commerce. Mr. Rote also stressed the need for cooperation in order to have prosperous times in this country.

James R. Law, former Mayor of Madison, Wisconsin, and now head of the State Highway Department, discussed the part that government would play in avoiding hard times.

Summing up and discussing the points made by the various speakers, W. H. Dougherty, chairman of the State Veterans Recognition Board said that he was very well impressed by the remarks of the various speakers and that he trusted that when Mr. Haberman talked in the Labor Temple he would use the same language he did today, that Mr. Swanton would show the same spirit of cooperation and fair play in addressing farm groups, and that the representatives of business and industry would talk the same language to his group. If this were done, Mr. Dougherty said, good results were bound to follow.

At a noon luncheon program, L. B. Harkrider, President, General Malleable Corporation, Waukesha made a short address and introduced the speaker Dr. Neal H. Jacoby, secretary of the University of Chicago, who declared that it would take the utmost cooperation of all groups to keep this country out of another depression.

In the afternoon, sectional meetings were held, each one of them presided over by a discussion leader and when the sectional meetings were concluded with, the various groups reassembled and listened to an analysis of the sectional meetings by the different sectional leaders. Perhaps the most outstanding danger of the discussion of the agricultural group was the asserts made by several speakers that there did not seem to be a place for any returning veterans on farms. One speaker pointed out that in spite of the man power shortage, the difficulty in getting new machinery, fertilizers, production of agricultural products reached a all time high in each year since the war began, indicat-

Support Price For Soy Beans

Soybeans are now being planted by Wisconsin farmers with the assurance of a government support price. Planting will continue for about two more weeks, but to avoid the disappointment of obtaining low-grade crops and to get the best support prices varieties should be planted that are suitable to Wisconsin conditions, says George M. Briggs, University of Wisconsin extension agronomist.

Briggs says that the government support program means that all yellow soybeans, the only kind grown in Wisconsin, of 1944 crop will be acceptable at the base price of \$2.04 cents per bushel, if grading U. S. No. 2 with moisture content of 14 per cent delivered by farmers to a country elevator, processing plant, or other normal delivery point. The base support price is 24 cents higher than last year.

He points out, however, that if the moisture content is lower than 14 per cent, soybean growers will be given 2 price increase corresponding to the decrease in moisture, amounting to one cent per bushel for each one half of one per cent under 14 per cent moisture content, down to and including 11 per cent. This would make possible an increase of 6 cents per bushel.

However, growers will also be subject to a discount from the base support price of one and one-half cents per bushel for each one half of one per cent in excess of 14 per cent moisture content, up to and including 18 per cent, a possible discount of 12 cents per bushel, and to a further discount of 2 cents for each one half of one per cent in excess of 18 per cent moisture.

Other discounts will be made for beans weighing less than 54 pounds per test weight per bushel, for excess green damage, and for other damage, Briggs said.

ing that farming is being conducted with much less help than in times gone by.

Another speaker pointed out that there has been great improvement in farm machinery, such as combines, corn pickers, hay balers, etc. which means that fewer men are needed on farms.

Questioned as to how the regular farm chores on dairy farms could be taken care of with less help remained unanswered. Labor, too, seemed to be rather puzzled about how more men could be placed and the leader said that they did not believe in a shorter work week. In many ways, this conference was well worth while but in order that the most good can come from it, many local conferences will need to be held to clarify plans and ideas.



How to Keep "Bug" Counts Low!

Summer days multiply the difficulties in combating high bacteria counts . . . make essential an extra vigilant, continuing sanitation program.

To meet this standard easily, use this successful Oakite two-step procedure: **FIRST**, remove all foreign matter from your handling and processing equipment by using a recommended Oakite Dairy Detergent. **THEN**, apply that specialized germicidal material



to equipment by spray, brush, swab or circulating method. This material provides a **MORE ACTIVE** form of available chlorine . . . destroys a greater number of harmful micro-organisms . . . helps you keep "bug" counts low. Instantly soluble, Oakite Bactericide is easy to use . . . leaves no white residues on equipment . . . is economical too!

FREE booklet gives additional advantages, formulae and instructions for using. Write to address below.

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



Buy Bonds For Victory!

Chicago Prices

The Federal Milk Market Administrator reports a slight drop in May for milk in the first three classifications.

Class L price is \$3.288 which is .013 less than in April, and .101 cents less than in March.

Class II is \$2.788 which is .133 cents down from April and .225 cents less than in March.

Class III is down .013 cents from the April price and .103 cents less than March.

The Chicago blend price has not been announced.

FOR SALE OR LEASE

Proven Holstein Sire, Four Years Old, who has 6 daughters in milk, testing 4% fat. His dam has 8 yearly records averaging 12,860 pounds milk with a 4.14% fat, 530 lbs. butter. His grandam holds a state record for production. Come and see this bull and his wonderful daughters.

Also portable double unit milk machine for sale at a bargain.

E. J. GENGLER

5300 W. Brown Deer Road
Milwaukee 9, Wis.

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

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

Market Conditions at a Glance . . .

STRENGTHENING FACTORS: Rationing this month changed, left to each U. S. housewife the point power with which to bid for butter. Together the allotted portions of butter, cheese, other brown-point foods except roasts and steak could be had for 17 of the available 30 points per month.

FOR SALE

**Wet and Dry
Brewers Grain**

**J. J. DONOHUE
Edgewood 0462W**

Is **HOT WATER**
hot enough?
?????

FOOD
FIGHTS
for freedom

PLAY SAFE-DISINFECT
UTENSILS WITH

DIVERSOL

Hot water, as used on the farm, is seldom hot enough. To kill milk-spoiling bacteria, the temperature of the water must exceed 180° F with time of contact 3-5 minutes. Tests have proven it almost impossible to keep water that hot on the farm. Play safe with quick-acting, dependable DIVERSOL. Use in cold or hot water . . . won't rust utensils . . . approved by Health Authorities . . . used by leading dairy plants. Ask your Hauler to bring you a supply. The Diversey Corporation, Chicago 4.

CLEAN UTENSILS FIRST WITH

DUMORE

MILWAUKEE MILK PRODUCER

F. O. Walker Dispersal

Tuesday, June 20, 1944

**At the
Sales Pavilion – Watertown, Wisconsin**

25 PUREBRED HOLSTEIN CATTLE 25
T. B. and Bang's negative

SALE STARTS AT 12 NOON

The Walker herd contains 18 cows of milking age averaging between 50 and 60 lbs. a day on 2X a day milking, and cows with records up to 600 lbs. of fat, also 6 heifer calves and 2 bulls, one of which is the herd sire, a Green Bay Reformatory bull from a 750 lb. fat dam. Never have we had a herd of this size with as many high producing cows — Mr. Walker figures his herd would average around 500 lbs. fat this year on 2X milking.

Additional entries from Mooseheart, Elmwood Farms, Curtiss Candy Company, A. C. Oosterhuis, Clyman Farms, Geo. Keiffer, Baird Brothers, Green Bay Reformatory, Wisconsin Industrial School for Boys and others.

There will be 15 serviceable bulls.

For Information Write:

BAIRD and DARCEY Box 177 Waukesha, Wis.

(Continued from page 1, column 2.)

for the 1944 Wisconsin State Fair total more than \$100,000. Recognizing the important part played by youth and young people in the welfare of the state and nation, and in the tremendous production program for war, the Junior Fair alone offers more than \$17,500—a substantial increase over 1943.

ANNOUNCER: That sounds like the Soldiers of the Soil are going to receive plenty of medals and prizes in the form of ribbons and cash. I'm glad to hear that youth plays such an important role in our state fair activities again this year. What about those unsung heroes — or rather we should say heroines — the farm women?

MARRIOTT: For the first time in history we are running a double feature show in the home economics department. Winners in the baking classes will be paid double premiums for reproducing their exhibits for a new display to be shown the last four days of the fair. Then, too, farm women will come in for their share of glory in special recognition exercises in front of the grandstand. In fact these exercises will recognize the contribution of many agencies to the difficult farm labor shortage situation, but the climax of all will be a tribute to the farm family and especially the work of farm mothers and daughters.

ANNOUNCER: Mr. Marriott, do you look for a good livestock show at the state fair this year?

MARRIOTT: Yes, we do. In spite of transportation difficulties and labor shortages we expect our livestock departments to be worthy of Wisconsin's prominent position in the nation's livestock industry. The breeders have gone to bat for the Wisconsin State Fair in no uncertain terms, and we have been both surprised and pleased with their wholehearted cooperation. In fact we'd say that livestock exhibitors have gone out on a long limb, and done it enthusiastically to make it possible for the Wisconsin State Fair to maintain its reputation as one of America's greatest agricultural institutions. As an expression of appreciation, and to encourage the breeding of better livestock in Wisconsin, the State Fair is again offering attractive prizes for Wisconsin classes, and we have added moneys for the extra days that livestock will be exhibited at the Fair, August 19 to 27. This materially increases the amount of prize money available to Wisconsin exhibitors.

ANNOUNCER: Do you have any other new features in the livestock department at the State Fair this year, Mr. Marriott?

MARRIOTT: That's a good question

and one of interest to thousands of persons. We are pleased to announce that the National Red Poll Cattle Show and Auction will be held in connection with the 1944 Wisconsin State Fair. This is the first time a national cattle show has been held at the Wisconsin State Fair.

ANNOUNCER: I don't recall, Mr. Marriott, that there has been a May poultry show at the State Fair in recent years and I understand that you're going to have one in 1944.

MARRIOTT: Right you are. Usually the poultry show has been replaced by the dog show the latter part of the week. But this year it's different. Poultry will occupy the spotlight for nine days. Exhibitors will be rewarded with extra money for added days, just the same as they are in livestock. And here's a little secret. That popular feature at last year's fair, Victory Poultry Lane, will be repeated with additions and embellishments in 1944.

ANNOUNCER: That's good news, Mr. Marriott. Another popular exhibit hall at the State Fair is the dairy building. What can you tell us of plans for that building?

MARRIOTT: Wisconsin is famous throughout the world for its dairy products. Medals and trophies for the best cheese and buttermakers will bring tons of Wisconsin dairy gold for display and exhibit in the State Fair's dairy hall. Visitors will again have the privilege of seeing cream puffs made and purchasing them to satisfy inner man.

ANNOUNCER: Yum-yum you can say that again. It makes my mouth water just to hear you mention those cream puffs, Mr. Marriott. Next door to the dairy building at the State Fair is the big industrial building. Have you any late reports on the disposal of space in that building?

MARRIOTT: Things are looking up in that spot. More than 85% of the available space has been contracted for. That's away ahead of last year at this time. The demand is so great that the manager says he doesn't think there'll be enough space to go around.

ANNOUNCER: Do you have a final word for our listeners, Mr. Marriott?

MARRIOTT: I'd just like to add that the management of the Wisconsin State Fair is extremely anxious to make the 1944 State Fair of the greatest possible service to Wisconsin agriculture. We're so anxious in fact that we're willing to offer a \$5.00 award to the reader of this paper who sends in the best suggestion along this line. Send it to Wisconsin State Fair, Milwaukee 14, Milk Producers Contest, to reach us before June 15.

MILWAUKEE MILK PRODUCER

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 4

"By Farmers . . . For Farmers"

JULY, 1944

WISCONSIN STATE FAIR

Stressing greater agricultural production for a quicker Victory, the Wisconsin State Fair, August 19-27, Milwaukee, is proud to salute the readers of this publication for a good production job well done.

There are many ways in which the State Fair expresses this salute—an increased premium list with premiums totaling \$104,928.00; a herdsmen's banquet for livestock exhibitors; a grandstand dramatic presentation of the "Story of Food Production"; educational exhibits and demonstrations; a new seating arrangement in the swine department for the judging ring; a broadening of the eligibility rules for Wisconsin classes of livestock.

The State Fair proudly salutes youth, for their important part in the war effort, with a premium list totaling more than \$17,500. The salute to youth is found in the colorful youth exposition in the Junior Fair building. The youth salute takes form in the spectacular Youth Day Show in the Coliseum on Saturday, August 26. The salute to youth will be seen in the barns and showing where the Junior Fair livestock will be exhibited. At no time in history has the Junior Fair offered a finer or bigger classification for livestock than this year.

The State Fair has prepared an entertainment salute that is without a peer for fun and relaxation—five days of grand circuit harness racing, five nights of Horse Show, state championship horse pulling contest, WLS national barn dance broadcast, seven nights of grandstand grandeur with the greatest outdoor production available; three performances of wild west and rodeo.

The State Fair is counting again on the splendid cooperation of the Milwaukee Milk Producers and their families. There are many ways in which you have always cooperated. You have been among the best when it comes to exhibitors of quality products in all departments. Your young people have led the way in the Junior Fair. Your cattle and livestock have "made" the show one of the most outstanding livestock shows in the entire nation. Your poultry, your home ec exhibits, your bees and honey, your Victory garden displays, your fruits and flowers

have long been tops. You've done it before. We know you'll do it again.

Specifically, too, the State Fair salutes the secretary and officers of your association for leadership in the Milk House project on the fairgrounds. They helped us plan it, equip it, and operate it. Now in its sixth year, the Milk House is a valuable service to dairy cattle exhibitors and a practical demonstration of quality milk production on the farm.

Elsewhere in this issue is the State Fair's ad of official salute. The ad contains all the closing dates for exhibits at this year's fair. Livestock entries close August 1, all junior fair exhibits close August 10. Plan now to send your entries so they will reach the administration building, State Fair park, Milwaukee 14, before closing dates.

New Nine-Day Program

For the first time since war was declared, the fair will present a nine-day program instead of seven. Money has been added to compensate exhibitors for keeping their livestock and other exhibits on the grounds the nine days.

Wisconsin Classes Broadened

In response to requests from several state breeders' associations, the management has broadened the definition of Wisconsin classes for cattle and horses. Formerly to be eligible for Wisconsin class money, animals had to be bred and owned by a Wisconsin exhibitor. The new rule says that Wisconsin classes must be bred in Wisconsin and owned by a Wisconsin exhibitor at least 60 days. This means it is not essential that animals shown for Wisconsin moneys be bred by the exhibitor.

Wisconsin exhibitors will again receive recognition for production records on dairy cattle. If the animal has approved production records, 25 percent will be added to the amount of the premium won.

The new classification which proved so popular in the swine department last year will again be followed in 1944. At the request of breeders the definition for exhibitors' herd has been changed to read "one senior boar pig or one junior yearling boar, two junior yearling sows, two senior sow pigs and two junior sow pigs to show."

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. 17 July, 1944 No. 4

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Subscription\$1.00 Per Year

Payments Due in July

Consumer subsidies on milk production mistakenly called feed payments will be paid to producers after July 10 on May and June production.

The rate is 35 cents per hundred pounds of milk. We say consumer subsidies for the government is paying out this money so that the price to the consumer need not be raised, in other words tax payers money instead of a fair price for milk.

Farmer Makes Headlines

People all over this country read about a Wisconsin farmer, Grant Ritter, when he refused to follow the leaders and give into the pressure put on him to vote for the nomination of Dewey at the Republican National Convention last week.

Some people might say that Ritter was just plain stubborn, but many others will recognize the fact that he had convictions and stayed by them in spite of much pressure to make him change.

Thousands of other farmers are probably wondering whether the young man from New York will understand the farmer and his problem any better than experts who are now doing the planning for the nations farmers.

Director Paul Bartelt Resigns

Paul Bartelt, Jackson, Washington County, sold his herd several months ago due to the help shortage. Paul rented the farm to neighbors, but he and Mrs. Bartelt continue to live in the home.

Paul offered his resignation shortly after that, but no action was taken on it until June 26, at the monthly meeting of the Board. The Board reluctantly accepted Mr. Bartelt's resignation for he had served faithfully and loyally through the years since he was first elected to serve as a director in 1931 and his advice and council will be missed by the Board members.

Grover Dobbertin Elected Vice-President

At the regular Board meeting held on June 26, Grover Dobbertin was elected Vice-President to fill the unexpired term of Paul Bartelt who recently resigned.

Oleo Bill Meets Strong Resistance

The Smith Bill, which would remove the federal tax on colored oleo was opposed by farmers and their representatives, dairy technologists, chemists, teachers and dairy paper editors at a hearing before a senate committee in Washington.

After a Chicago University (Rockefeller endowed school) professor had testified in favor of oleo, Dr. E. B. Hart and Dr. Hugo H. Sommers of the University of Wisconsin refuted his arguments completely. It was brought out that the consumer would not know whether he was getting butter or the inferior oleo when eating in public places and that housewives would have the colored oleo palmed off on them in many cases. B. E. Stalones of Texas said unrestricted sales of colored oleo would injure the dairy industry in Texas, a cotton producing state. Dr. Hart made the following statements:—"In the present state of our knowledge it is preposterous for any scientist to make the flat statement that it is proven that oleomargarine or vegetable oils have an equivalence to butterfat in nutrition.

"In none of our experiments over many years and under many conditions have we ever found butterfat inferior to any of the animal fats or vegetable fats with which we have experimented. It should also be pointed out that there have been no published controlled experiments with infants, children, or mature men on the comparative nutritive value of vegetable oils, butterfat, and oleomargarine."

Horse Pulling Contest

The Horse Pulling Contest, long a favorite fair sport of farm folks, will be staged in the Coliseum the first Saturday. Premiums have been increased. Some of the best pulling teams in America will be entered. Wisconsin teams have established enviable records in state and national competition.

Double Header Home Ec

The Home Ec Department at the 1944 State Fair has a new departure. Winners in the baking division will be paid double premiums to reproduce their entries for a new display to be shown on the last four days of the fair.

Junior Fair Is Tops

The Wisconsin Junior State Fair, now in its seventh year, has set a pattern for fairs throughout America. The Junior Fair is the round-up of champions, the climax of the year's work. Here youth from town and country meet and compete in the same classes.

Upon recommendation of the Junior State Fair Board the management has prepared one of the most complete premium lists ever presented to Wisconsin youth. Entries in all divisions of the Junior Fair close August 10.

Junior Fair Committees in nearly every county of the state are now busy selecting and certifying Junior Fair participants.

Youth Exposition New, Colorful

Not only will the Junior Fair Building house the camp for participating boys and girls but it will be the scene of the most colorful youth expositions held at the State Fair. A committee headed by Clarence Bonsack of the state vocational agriculture office in Madison has set up a show that will please participants and amaze State Fair visitors.

Assignments have been made for the 30 competitive booths among the six Junior Fair organizations—4-H, FFA, FHA, Girl Scouts, Boy Scouts, and the Farmers Union Juniors. Each Junior Fair agency will have an organization booth to tell the story of its aims, purposes, and activities. The front of the Junior Fair Building is being redecorated in red, white, and blue.

The farmer who spends all of his war time income is spending himself out of business. After the war he'll have no cash with which to replace and repair buildings and equipment depleted by years of hard war food production.

New Problems for Farmers

The State Department of Agriculture says that some cattle dealers pretending to look over cattle with intention to purchase, in reality want to steal ear tags to use on nontested cattle for interstate shipment.

The corn borer is getting in his deadly work and will spoil many fields including sweet corn grown for canning and direct marketing.

Milk Sales Quotas

The quotas that the milk dealers may sell during the month of July have been set at 103 percent for fluid milk, 95 percent cream and 95 percent milk by-products all based on sales of the different products in June, 1943. Purpose of the limitation on sales is to have more dairy products made into butter, milk powder, etc., according to the government representatives.

Hot Weather Affects Milk Supply

Milk production held to a high point until the heat wave came. A combination of flies, mosquitos and heat plus short pastures has shrunk receipts of milk very fast.

Feed Shortage Expected

With feed shortages over the entire country continuing into and possibly through, the coming winter Wisconsin farmers are being urged by officials of the state Department of Agriculture, the state committee of the Agricultural Adjustment Administration, and the Agricultural Extension Service to begin an immediate culling of herds to get rid of low producing cows and other less desirable animals.

"The nation entered the war with huge supplies of livestock feed," explain W. W. Clark, Milton Button and Walter Katterhenry, who have jointly signed an appeal being sent this week to every farmer in the state. "Those feed surpluses are gone, and even on diminishing feed supplies, the United States had three million more cattle in 1943 than in the previous year. With that top-heavy situation in beef, we can expect a heavy marketing of animals when the fall days come. There is not enough feed to carry our present cattle population indefinitely."

Although this year promises a record hay crop over all of Wisconsin, these officials anticipate some difficulty in buying needed grains and protein concentrates. Feed wheat and corn supplies are likely to be short and present prospects for the 1944 corn crop are quite uncertain.

(Continued on page 4, column 1)

Feed Shortage Expected

(Continued from page 3, column 2.)

"Unmixed medium and high protein concentrates were hard to obtain last year, Wisconsin farmers and dairymen found, and the same situation is likely to hold for the coming winter," declared the executives of these co-operating agencies. "The amount of wheat that is available for cattle feeding will depend upon our ability to supplement domestic supplies with imports from Canada and other countries. The dairyman who has carefully culled his herd and kept only the high producing cows will be in the best position to use to advantage what feed is available."

The trio is appealing for the early marketing of cows that will not use feed efficiently. They anticipate that fall markets will have large supplies of cattle with possible difficulties in transportation, processing and storing of beef. If such conditions occur farmers marketing surplus cows next fall may take a loss from lower prices.

Farmers Find Lime Feed Too Expensive

A considerable tonnage of different brands of calcium carbonate, usually finely ground high-calcium limestone, is being shipped into Wisconsin and sold at excessive prices for mineral feed for livestock. While much of this tonnage is being imported from Illinois and Indiana, a certain amount of Wisconsin limestone, which contains more or less magnesium, is being sold for animal feed.

Officials of the University of Wisconsin Experiment Station, from whom many are asking for information, are advising farmers and dealers that feeding ground limestone or calcium carbonate to dairy cattle, frequently amounts to "carrying coals to New Castle." Gus Bohstedt, head of the animal husbandry department, is reminding dairymen that while dairy cows should have from 0.20 to 0.32 percent calcium in their ration where they are producing from 20 to 75 pounds milk daily, alfalfa hay which animals eat in their ration carries 1.40 percent calcium, and even clover and timothy-clover hay which in either case may make up a considerable part of their ration, carry 1.20 and 0.75 percent calcium respectively.

"Only grains, oil meals, and mill feeds are poor in calcium, corn silage being only fairly rich in that respect," observes Bohstedt. "But with only relatively small amounts of legume roughage in their ration, cattle and other ruminants are well protected against a lime, or calcium deficiency."

"Feeding ground limestone in all but a few instances is out of place in dairy rations. The best way of feeding lime to

(Continued on page 5, column 2)

New Members June, 1944

Stanley Leverenz, Route 1, Mukwonago
Darwin Greenwald, Route 1, Mukwonago.
Fredrick Kaiser, Route 1, Eagle.
Carl Bierstofer, Route 1, Mukwonago.
Russell J. Mayer, Route 3, Box 9, Waukesha.

John Lafko, Route 5, Box 872, Waukesha.
Robert Monahan, Route 5, Box 1171, Milwaukee 14.

Peter J. Schmidt, Route 1, Box 580, South Milwaukee.

Herman Schoenherr, Route 2, Box 301, Hales Corners.

Walter Hoerig, Route 1, Box 179, Menomonee Falls.

Harrison P. Laubenheimer, Richfield.

Fred Pipkorn, Thiensville.

Edwin Schmitt, Colgate.

Melvin F. Horne, Route 1, Colgate.

John Magdic, Route 1, Box 107, Menomonee Falls.

Harry Wittenberger, Route 1, Cedarburg.
Mrs. Marie Baumann, Route 1, Mukwonago.

AN ILL-CONCEIVED RECOMMENDATION

Breeders of registered Holstein-Friesian cattle have recently been circularized on a wide scale basis by a breeder of registered Aberdeen-Angus cattle who recommends using beef-type bulls on dairy cows. This breeder of registered beef cattle offers a special financial inducement to any dairyman who will consider heading his herd for a mongrel status by cross-breeding beef and dairy strains of cattle.

The so-called "dual-purpose" animal has been a potent factor in retarding the development of both beef and dairy breeds during the entire history of cattle breeding. To purify inheritance for efficient production of either meat or milk has taxed the ingenuity and skill of the world's best-informed and most practical stockmen. Cross-breeding represents the "banana peel" on which thousands of otherwise good dairymen have slipped into the possession of a "calico" herd which yielded no profit nor pride of possession.

Every lover of good livestock admires the Aberdeen-Angus as an outstanding example of what may be done by skillful breeders in concentrating inheritance factors favorable for efficient meat production. For the welfare of all, breeders of Angus should continue their splendid program of breed improvement and be satisfied to let dairymen continue as dairymen working with a specialized dairy breed.—Holstein-Friesian News.

MILWAUKEE MILK PRODUCER

Easy Way to Remove Tenacious Milkstone From Your Equipment

Do you want a successful, EASY way to rid cans and other equipment of bacteria-harboring milkstone? If so,

OAKITE MILKSTONE REMOVER

(Protected by U. S. Patent)

is the action-assuring answer! This time-saving material makes quick work of removing tenacious milkstone deposits . . . does it thoroughly and with SAFETY to equipment. Apply solution, allow to soak for a short time, brush lightly, rinse. Then follow with regular cleaning. Further details are outlined in FREE booklet . . . for your copy write to address below.



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



Buy Bonds For Victory!

JULY, 1944

Lime Feed Too Expensive

(Continued from page 4, column 1)
cattle is through the soil, to raise better feed crops. If dairy cattle need minerals at all outside of salt, or iodized salt, they usually need bone meal or other form of phosphorus, that have only small amounts of lime."

New Farmers' Plant

A dairy receiving plant which farmers hope will open this fall will be the newest of Vilas county's many co-operative ventures. The plant, which will receive milk for the Antigo Milk Producers' Co-operative, promises to answer some of the serious problems of dairy marketing in this area. It will serve the southeastern section of Vilas county.

Demand for the plant was shown by a questionnaire which Russell Johannes, county agent, recently circulated to the 108 dairy farmers in the area. Ninety-eight reported that they were interested, and 85 said they could increase dairy production if plant facilities were available. Last year dairymen in the Phelps district trucked a million and one-half pounds of milk to a co-operative plant in Michigan. At present they are shipping 10 thousand pounds daily. The new co-operative station would cut their travel distance in half.

FOR SALE

Team 5 year old Belgians — 3 colts —
Brood mare. Registered serviceable
Holstein Herd Sire.

T. FRED BAKER

Hi 167 and K.

Hartford, Wis.

WANT MORE EGGS?

LARGER PIGS?

MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown

Bulletins on Bangs Control

The Wisconsin Department of Agriculture has issued a bulletin entitled "Breeder's Guide to a Bangs'-Free Herd." Five different plans are listed under the title "Vaccination of Calves." This bulletin contains a great deal of information and may be had by writing to the Department of Agriculture, State Capitol, Madison, Wis.

FOR SALE

**Wet and Dry
Brewers Grain**

**J. J. DONOHUE
Edgewood 0462W**

REGULAR CLEANING WITH

DIVERSEY *Rub-R-Kleen*

OFTEN

**DOUBLES
THE LIFE**

OF RUBBER PARTS OF MILKING MACHINE

Dirty, fat-soaked rubber wears out quickly . . . is often difficult to replace. Those rubber parts from your milking machine will often last twice as long if you clean and protect them from grease with Diversey

Rub-R-Kleen. Easy to use . . . dissolves quickly in water . . . does not lose its strength on standing . . . cleans thoroughly. No need to make up a stock solution. Excellent for washing out vacuum lines. Remember, too, dirty rubber makes a perfect breeding place for milk-spoiling bacteria. Help protect milk quality with Rub-R-Kleen. Ask your Hauler to bring you a supply. The Diversey Corporation, Chicago 4.



FOR DISINFECTING UTENSILS USE

DIVERSOL

MILWAUKEE MILK PRODUCER

GROVER L.

DOBBERTIN

Republican Candidate For The Nomination For

MEMBER OF ASSEMBLY

Second District, Waukesha County

Your Vote Will Be Appreciated

Primary Election, August 15th, 1944

Authorized and paid for by the Grover Dobbertin For Assembly Committee.
Albert Meissner, Secy., Merton, Wis.

Donohue for Sheriff

James J. Donohue, Port Washington and Dean Road, Town of Milwaukee, announces his candidacy for the office of sheriff of Milwaukee County.

Owner and operator of dairy and feeder cattle farms, a member of the Milwaukee Cooperative Milk Producers, Mr. Donohue is the only candidate for sheriff of Milwaukee County who is interested in any way in farm problems.

Primary election day is August 15, 1944

The sum of \$7.00 has been paid by James J. Donohue for this ad.

Wisconsin State Fair

SALUTES

The Members of the **MILWAUKEE CO-OP MILK PRODUCERS**

for your significant contribution to the war effort. We are proud to pay tribute to the magnificent production job you have done under the handicap of labor and machinery shortages.



THE SPIRIT OF '44
MARCHING TOGETHER TO VICTORY

\$104,928⁰⁰

In Premiums

ENTRIES CLOSE:
Aug. 1-Livestock
Aug. 8-Poultry
Dairy Products
Aug. 10-Junior
Fair Exhibits

...V-

AUG.
19-27
MILWAUKEE

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 5

"By Farmers . . . For Farmers"

AUGUST, 1944

NEW MEMBERSHIP July, 1944

- Harold Fleisner, Route 1, Sussex.
 Arthur Young, Route 1, Richfield.
 Mrs. Clara Antoine, Port Washington,
 Route 1.
 L. B. Esch, Route 5, Box 1271, Milwaukee 14.
 Elden Esch, Route 5, Box 1273, Milwaukee 14.
 Oscar Ulrich, 6948 N. 107th St., Milwaukee.
 Robert Foss, Route 1, Box 593, South Milwaukee.
 Raymond F. Ramminger, 4971 S. 13th St., Milwaukee 7.
 Harvey J. Dhein, Rockfield.
 Val Dhein, Rockfield.
 Frank Henschel, Route 1, Box 348, Pewaukee.
 Nickolas Wickland, Route 2, Pewaukee.

State Fair Demonstration Stresses Proper Milking

The feature attraction of the Wisconsin Dairymen's Association exhibit in the main cattle barn at the 1944 Wisconsin State Fair, August 19-27, Milwaukee, will be daily demonstrations on proper milking methods according to B. R. Dugdale, association fieldman.

Ten cows from the R. A. and Ben Dibble herd, Waukesha county, will be stanchioned in the exhibit and used for the demonstration. Proper milking methods will show the advantages of fast versus slow milking, care and manipulation of udders, when and how to apply stripping, care and handling of milking machine.

Dugdale points out that great interest has developed among Wisconsin dairymen in new and improved milking methods be-

(Continued on page 5)

\$65,000 ENTERTAINMENT PROGRAM

1944 WISCONSIN STATE FAIR

AUGUST 19-27

	GRANDSTAND	COLISEUM	MODERNISTIC BALLROOM
	AFTERNOON	EVENING	
Saturday, Aug. 19 LITARY AND AMERICAN LEGION DAY	Circus Acts	"SALUTE TO VICTORY" Revue, Acts, Fireworks	HORSE PULLING CONTEST (all day) Military Ball
Sunday, Aug. 20 LABORERS and ALL WISCONSIN	GRAND CIRCUIT HARNESS RACES Circus Acts	"SALUTE TO VICTORY" Revue, Acts, Fireworks	GRAND OPERA (Evening) Dancing
Monday, Aug. 21 MOUSE DAY, DAIRY, and CHILDREN'S DAY	Free Dairy Day Circus (10:30 a. m.) TRUAX FIELD SHOW (Afternoon)	"SALUTE TO VICTORY" Revue, Acts, Fireworks	JUDGING LIVESTOCK (all day) Moose Dance
Tuesday, Aug. 22 PIONEER DAY, WOMEN'S DAY	GRAND CIRCUIT HARNESS RACES Circus Acts	"SALUTE TO VICTORY" Revue, Acts, Fireworks	JUDGING LIVESTOCK (all day) Dancing
Wednesday, Aug. 23 STATE and GOVERNOR'S DAY	GRAND CIRCUIT HARNESS RACES Circus Acts	"SALUTE TO VICTORY" Revue, Acts, Fireworks	HORSE SHOW (Evening) JUDGING LIVESTOCK (all day) Dancing
Thursday, Aug. 24 POULTRY and EGG, MILWAUKEE DAY	GRAND CIRCUIT HARNESS RACES Poultry Circus (10:30 a. m.)	"SALUTE TO VICTORY" Revue, Acts, Fireworks	HORSE SHOW (Evening) JUDGING LIVESTOCK (all day) Dancing
Friday, Aug. 25 AGRICULTURE and PRESS DAY	GRAND CIRCUIT HARNESS RACES Circus Acts	"SALUTE TO VICTORY" Revue, Acts, Fireworks	HORSE SHOW (Evening) Butter Ball
Saturday, Aug. 26 YOUTH and CHILDREN'S DAY	VICTORY STAMPEDE	WLS BARN DANCE National Broadcast	HORSE SHOW (Evening) YOUTH DAY SHOW (12 to 2 P. M.) Dancing
Sunday, Aug. 27 VICTORY DAY	VICTORY STAMPEDE	VICTORY STAMPEDE and RODEO	HORSE SHOW (Evening) Dancing

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. 17

August, 1944

No. 5

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Sta. D, R. 2, Box
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Waukesha, R. 3, Box 7

ART J. ALLEN

Waukesha

ALLEN GUENTHER

South Milwaukee

R. 12, Milwaukee 13

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

Subscription\$1.00 Per Year

The amount of advertising which we carry this issue has left us little space for anything else but we believe it is proper to boost State Fair and of course we can't turn advertisers down. We will point out that the state and some county fairs are being held this month and while all farmers are very busy, all of the time, it might be well to attend the fairs and relax for a day or two.

THE PRICE SITUATION

No change in the price of fluid milk has been announced by the Office of Price Administration to date. At a meeting held in Madison in July, Arnold Burke, Chief Price Officer of OPA located in Washington, D. C., stated that there would be an adjustment in fluid milk price in Wisconsin markets by September 1.

At the request of the Board of Directors your secretary visited the Chicago Regional Office of OPA following the Madison meeting but got no further information there. The gentlemen in the Chicago office reiterated what Mr. Burke said but if they knew what the adjustment would be, they did not make a statement. When questioned about what might be told our members to encourage them to stay in this market, the Chicago gentlemen said they could go no further than to state that some adjustment would be

made on or around September 1. No doubt the leaders of organized labor are preventing and will prevent if possible any raise in the price of dairy products. In the meantime, the price of milk in all classifications remains at \$3.00 per hundred with a differential of 4c per point up or down from 3.5 percent fat.

C.I.O. AND POLITICS

Reports from a recent political convention indicate that the Committee for Industrial Organizations, otherwise known as the CIO made a strong attempt to nominate Henry Agard Wallace, Vice-president. Since that time CIO and other politicians, some of them professedly communistic, have expressed great displeasure because Mr. Wallace was not nominated.

We are not in politics, but it would seem that when it is known that the CIO believes in high wages and low cost food, farmers would do well to take the opposite side from the CIO people for farmers can expect no help or sympathy from people who are dominated by the CIO. It may be that Russian born Sidney Hillman is a very patriotic American but it is much more likely that he is a very selfish individual who is working for political prestige and power for himself and most certainly there has appeared nothing in print from him which would indicate that he has the good of all of the people of this country at heart.

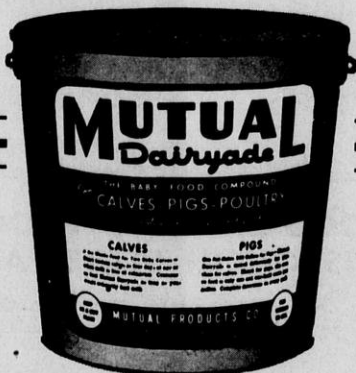
THREE DOLLAR MILK

The rank injustice of a price of \$3.00 per hundred for milk produced in compliance with the rigid demands of the city of Milwaukee, becomes more apparent as the wages for unskilled workers continue to raise and the cost of everything the farmers must buy to keep the farm running, increases either in dollars and cents or is reflected in poor quality of products purchased. Yet OPA sits on the lid and refuses the farmers an increase in price. No other section of the population in this country has kept on working as hard and efficiently as dairy farmers, and got so little for its effort. Brewery teamsters get \$1.10 per hour, no investment, no worry or care when the day's work is done about horses, wagons, etc. Farmers getting \$3.00 per hundred, plus subsidy of 35c, less cartage and other deductions would have to deliver over three hundred pounds of milk per day to get the same daily wage as the teamster and buy their feed and pay other expenses out of that meager check. Labor leaders demand a high wage and cheap food. Washington does not dare to refuse their demand.

For our members' convenience, we are carrying a line of good milk cans on which there is no priority now.

MILWAUKEE MILK PRODUCER

RAISE YOUR OWN HERD REPLACEMENTS



THE MUTUAL DAIRYADE PROGRAM HELPS BUILD YOUR HERD

Are YOU one of the many Dairymen in this area who are raising their baby calves on MUTUAL DAIRYADE and selling all their milk? That way you raise your own calves and still get big milk checks. Everyone knows that buying cows for herd replacement is costly

and uncertain. So raise your own heifers from your better producers — by known sires — and build a better herd. One pail of MUTUAL DAIRYADE, plus your own hay and grain raises a fine heifer or bull.

One Pail of MUTUAL DAIRYADE at \$3.85
Saves Over 1200 Lbs. of Whole Milk (RAISES 2 CALVES TO SIX WEEKS)

MUTUAL DAIRYADE is the rich, highly concentrated food compound that is simply mixed with water and fed like milk—at less than one-fifth the cost.

MUTUAL is used in any manner that milk is used in raising ALL farm animals. Complete, easily followed directions in every pail.

MUTUAL DAIRYADE IS GUARANTEED

You must be satisfied or your money back

*Distributed by Leading Milk
Companies Throughout the Nation*

Order a Pail of MUTUAL DAIRYADE
from your Milk Plant, TODAY!

MUTUAL PRODUCTS CO.
Minneapolis 1, Minnesota

AUGUST, 1944

KEEP COVERS ON CANS

Some haulers have reported that they find the cans uncovered when they call for the milk and occasionally flies show up when the milk is dumped, indicating that they probably got in when the can was left open in the cooling tank. May

we suggest that it is best to keep the cans covered except while stirring for it is almost impossible to keep all flies out of the milk house. Flies, being smart enough to know good food, are very likely to get into the can and disappear from sight until the milk is poured from the cans at the dairy plant.

LIVESTOCK JUDGING PROGRAM WISCONSIN STATE FAIR

- Monday—** Junior Fair sheep and cattle, Dairy goats, Berkshire and Chester White hogs, Ayrshire and Brown Swiss cattle, Cheviot and Rambouillet sheep.
- Tuesday—** Belgians, Clydesdales, Herefords, Milking Shorthorns, Jersey cattle, Hampshire and Oxford sheep, Durox Jersey and Poland China hogs.
- Wednesday—** Beef Shorthorns, Percheron and Suffolk horses, Holstein cattle, Shropshire sheep, Hampshire and Spotted Poland China hogs.
- Thursday—** Aberdeen Angus, Red Polls, Guernsey cattle, Southdown and long-wool sheep, barrow show.
- Friday—** Junior Fair hogs.

Vote for

CHESTER E. DEMPSEY

Route 1, Hartland, Wisconsin

For CONGRESS

REPUBLICAN TICKET

AUGUST 15

Farming and the dairy industry is more than one thousand times larger than any other business in Wisconsin.

We have twelve congressmen and two senators and there isn't a farmer in the bunch.

Why not vote to send a Waukesha County farmer to Congress?

BE SURE TO VOTE IN THE PRIMARY

(Continued from page 1)

cause they increase milk production and cut down labor. This is especially important in the victory production program because of the necessity for greater milk output in the face of farm labor shortage.

Space occupied by the dairymen's association educational exhibit at the State Fair is more than 120 feet in length. Besides the proper milking demonstration, part of the exhibit will be devoted to quality milk production which includes simple and easy methods of caring for the milk utensils, milking machine and other equipment.

A model milk house will be constructed at the east end of the booth which will be open in the front so that visitors can see the equipment necessary to produce a quality product.

Plans call for a team each of 4-H and F.F.A. boys to demonstrate twice daily the fast milking technique and the care and operation of the milking machine.

Those co-operating with the Wisconsin Dairymen's Association and the State Fair in this project are George Werner, Everet Wallenfheldt, and Max La Rock of the Wisconsin College of Agriculture; Harvey J. Weavers, State Department of Agriculture, and Larry Pew of the Hinman Milker Co.

Grand Circuit harness races, featuring America's fastest pacers and trotters, will be run on the best mile dirt track in the country, August 20, 22, 23, 24, 25. Almost 200 horses will compete for prize money totaling \$21,000.

By popular demand the WLS National Barn Dance is returning to the State Fair grandstand on Saturday night, August 26. The four-hour program of this favorite feature will be broadcast directly from the stage on a nation-wide network.

Clean-up Work Done Faster with Many-Purpose Material

More Wisconsin milk producers are putting their clean-up work on a FASTER basis. A procedure that is giving them effective, efficient, economical performance . . . with uniform results! If you are seeking equal advantages use

OAKITE GENERAL DAIRY CLEANER

It assures time-saving sanitation . . . helps you complete daily clean-up tasks QUICKLY

. . . with SAFETY!
Oakite General Dairy Cleaner



removes all traces of milk film from equipment and utensils . . . rinses freely . . . enables you to keep bacteria counts low, maintain high standards. For FREE booklet giving further details, write to address below. Do it . . . TODAY!

A. H. BOND

OAKITE PRODUCTS, INC.

757 N. Broadway, Milwaukee 2, Wis.



Buy Bonds For Victory!

WANT MORE EGGS?

LARGER PIGS?

MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee

Saukville

West Allis

Germantown

FOR SALE

**PURE BRED HOLSTEIN
SHOW BULL CALF**

Born Aug. 15, 1943. Good record; well uddered dam; herd Bangs certified.

LAUNFAL FARM

Highway 57, 1 mile north of Granville

FOR SALE

**Wet and Dry
Brewers Grain**

J. J. DONOHUE

Edgewood 0462W

ANOTHER DAIRY PROBLEM SOLVED!

PLUS **DICOLOID**

EQUALS

UTENSIL MINUS *Milkstone*

**NO NEED TO DAMAGE YOUR UTENSILS WITH STEEL
WOOL, SANDPAPER, HARSH SCOURING POWDER**

Just make DICOLOID into a paste . . . apply to utensils with a brush . . . and milkstone and other stubborn contaminations will be removed in a jiffy. A concentrated powder, DICOLOID'S powerful action makes hard-as-a-rock milkstone soft as butter. Will not injure utensils or hands. Remember, milk-spoiling bacteria have no chance of hiding beneath a coating of milkstone when you use DICOLOID. Ask your Hauler to bring you a supply. The Diversey Corporation, Chicago 4.

FOR DISINFECTING UTENSILS USE

DIVERSEY

MILWAUKEE MILK PRODUCER

GROVER L.

DOBBERTIN

Republican Candidate For The Nomination For
MEMBER OF ASSEMBLY
Second District, Waukesha County

Loyal member and supporter of the Milwaukee Co-operative Milk Producers for over 25 years. ★ Member of Waukesha County Board for 16 years. ★ Chairman of Waukesha County Highway Commission for the past 6 years. ★ A practical farmer who knows and understands the farmers' and milk producers' problems.

Your Vote Will Be Appreciated
Primary Election, August 15th, 1944

Authorized and paid for by the Grover Dobbertin For Assembly Committee.
Albert Meissner, Secy., Merton, Wis.

Donohue for Sheriff

James J. Donohue, Port Washington and Dean Road, Town of Milwaukee, announces his candidacy for the office of sheriff of Milwaukee County.

Owner and operator of dairy and feeder cattle farms, a member of the Milwaukee Cooperative Milk Producers, Mr. Donohue is the only candidate for sheriff of Milwaukee County who is interested in any way in farm problems.

Primary election day is August 15, 1944

The sum of \$7.00 has been paid by James J. Donohue for this ad.

You've Earned a Vacation - Spend it at the..

Wisconsin STATE FAIR MILWAUKEE

AUG. 19-27 **40¢**
TAX INCL.

FUN—FUN—AND MORE FUN

149 acres crowded with exciting things to see and do . . . Most complete war-time fair in America . . . 200 stars of stage, screen, and radio in person . . . "Bombing Berlin" fireworks display every night.

WAR ACTIVITIES SHOW

Don't fail to see this great demonstration of the nation's war industries. See war workers actually making parachutes, guns, tanks, pursuit planes.

FREE ON GROUNDS

Youth Exposition . . . prize livestock and poultry . . . bees and honey show . . . dairy products display . . . art show . . . fruits, flowers, crops show . . . poultry picking . . . Little Theater.



THRILL ACTS



HIGH ACTS



**HORSE SHOW
AUG. 23-27**



LIBERTY HORSES



YOUTH ACTIVITIES



GLAMOROUS GIRLS



HARNESS RACES



CLOWNS



MIDWAY FUN

\$65,000 in Entertainment!

Milwaukee Milk Producer

LIAISON
COLLEGE OF AGRICULTURE
UNIVERSITY OF WISCONSIN
No. 6

Milwaukee Co-operative Milk Producers

"By Farmers . . . For Farmers"

SEPTEMBER, 1944

AMERICAN DAIRY ASSOCIATION

Our members will note that the annual deduction for the American Dairy Association has been made from August shipments. Practically all dairymen know that the ADA has been promoting the use of dairy products locally, state wide and nationally.

A new undertaking of the American Dairy Association is herewith described under the caption "Dairying Is the Backbone of Agriculture." "Agriculture Is the Foundation of National Economic Life," by Owen M. Richards, ADA manager.

"While the basic importance of dairying and agriculture is obvious to dairymen and their industry, it is equally obvious that the public at large hasn't any adequate conception of that importance. Evidence of this is found, Richards said, in:

"Widespread attacks on key dairy products which jeopardize the industry, as a whole.

"Lack of understanding as to what the dairy farmers and their industry need in manpower, equipment and a fair return.

Irrational suggestions that America should permit shrinkage in her livestock type of farming that has provided the bread, butter and meat standard of living—the American standard of living—and turn in the direction of the starvation field crop diet of the peoples of China and India."

Richards said the story of dairying's vital economic role is a "brand new story to millions of Americans," which can be told "positively, constructively for the good of agriculture and the nation."

The campaign will utilize all available channels of information including advertising in newspapers and magazines; special material on the ADA's network program, "The Voice of the Dairy Farmer," featuring Everett Mitchell and Clifton Utley; and publicity.

Like other phases of the ADA program, it will be kept flexible to permit swift changes of emphasis in keeping with developments in the news.

(Continued on page 4, col. 1)

Attacks on Cooperatives Will Harm Business, Agriculture

By Herbert W. Hall
In Dairyland News

The ill-advised offensive against cooperatives launched by the National Tax Equality Association is, apparently, accomplishing precisely what conservative farm leaders feared. It is strengthening the radical anti-business element in the cooperative movement, and shows clear signs of driving farm organizations into a strange alliance with left-wing consumer-labor groups.

An alliance of this kind, long desired by many radical leaders, is bound to be detrimental to the business interests supporting the National Tax Equality Association. It is our opinion that in the long run it will be detrimental to agriculture as well.

The tendency in the U. S. today is obviously toward increasing government control of all phases of our economy. Under the present administration this government control is exercised largely to suit organized labor, the dominant pressure group. Opposition to the administration's labor-dominated domestic policies has been built around large and small business and farmers. Nothing could be better calculated to shatter this opposition than an attack by private business on the farmer's chief means of marketing his products and purchasing his supplies—farmer cooperatives.

The result, if the present trend persists, will be an inevitable increase in the power of the city labor-consumer groups. Without farm backing "private enterprise" doesn't stand a chance. Likewise, however, in an alliance with labor and consumer dominated organizations, farmers will find their influence smaller than ever, and their independence under greater threat than before.

Farmers have had a taste of government dominated by a labor-consumer philosophy. If they again throw their support to these groups, they have an idea of the outcome. Agriculture subordinate to and dominated by government for the advantage of city workers is an uninviting prospect.

(Continued on page 4, col. 2)

MILWAUKEE MILK PRODUCER

Owned and Published by

THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor
1653 North 13th Street

Milwaukee 3057

Milwaukee 5, Wis.

Vol. 17 September, 1944 No. 5

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South Milwaukee

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MEMBERSHIP

Sanitary Milk Bulletin, a monthly, similar to ours, which is published by the farmers' organization in the St. Louis market, carries an editorial in its August issue on membership.

In this editorial, all members are asked to work to increase the membership in the organization. The Bulletin points out that by getting more members, the organization will become stronger and be in a position to get better results. Not a bad idea. Have you ever thought of it in that way? Do you know a friend or neighbor who does not belong to the Milwaukee Co-operative Milk Producers? A word from you may bring him in. You will help yourself and the new member.

You may be told that the price paid is too low. Well, we would all like a higher price and would have it, too, except for government regulations. At that a price of \$3 per hundred pounds for all milk delivered testing 3.5 percent fat is a record reached by no other market outside of Wisconsin with a retail price of 13c per quart. Authority for the above figures is a release of the United States Department of Agriculture, dated August, 1944, entitled: "Fluid Milk Price Per City Markets." Talk up your organization, help build it stronger and more useful to you.

National Tax Equality Association

In this issue we print an article entitled "On Guard for Farmer Co-operatives." Briefly, this article states the stand taken by the Wisconsin Council of Agriculture and The National Council of Farmer Co-operatives against the National Tax Equality Association.

It also relates the activities of the Wisconsin Council of Agriculture in other matters having to do with the welfare of farmers and all other citizens of the state. Many businessmen have probably gotten the wrong slant on farm cooperatives because of the unfair business practices of some cooperatives.

This, of course, is a rather narrow-minded attitude, for these same businessmen know of unfair business practices indulged in by competitors who are not set up as cooperatives. By attacking all cooperatives, the National Tax Equality Association may succeed in forcing farmer cooperatives to join hands with city consumer cooperatives and labor groups. Such a movement has been inaugurated in this state very recently. The danger in that kind of movement to both business and agriculture is brought out very clearly in an editorial in Dairyland news which is reprinted in this issue.

Market Report

The Wisconsin State Department of Agriculture reports total daily receipts in this market of 886,565 pounds as against 886,938 pounds per day for July, 1943, or a decrease in daily receipts of 373 pounds per day. There were 69 fewer producers in the market, but the production per herd averaged seven pounds more per day this year. A very good record considering shortage of labor and high feed costs.

Fluid sales were 524,013 as against 507,970 or an increase of 16,043 pounds per day. Relief sales were lower and because of limitation on sales (no cream testing more than 19 percent fat may be sold) cream milk sales are off 6,224 pounds per day.

This report does not include five handlers who do not make complete reports and whose sales are made outside of the city of Milwaukee. Many people who live in the city go out to the suburbs to buy this cheap milk.

Consumer Subsidies 60c for September

To save the consumers from a justified increase in the price of milk the federal government will pay what it calls a feed payment of 60c per hundred pounds of milk delivered beginning Sept. 1, 1944.

Where will the government get the money to pay with? You'll find out by and by.

RAISE YOUR OWN HERD REPLACEMENTS



THE MUTUAL DAIRYADE PROGRAM HELPS BUILD YOUR HERD

Are YOU one of the many Dairymen in this area who are raising their baby calves on MUTUAL DAIRYADE and selling all their milk? That way you raise your own calves and still get big milk checks. Everyone knows that buying cows for herd replacement is costly

and uncertain. So raise your own heifers from your better producers — by known sires — and build a better herd. One pail of MUTUAL DAIRYADE, plus your own hay and grain raises a fine heifer or bull.

One Pail of MUTUAL DAIRYADE at \$3.85
Saves Over 1200 Lbs. of Whole Milk (RAISES 2 CALVES TO SIX WEEKS)

MUTUAL DAIRYADE is the rich, highly concentrated food compound that is simply mixed with water and fed like milk—at less than one-fifth the cost.

MUTUAL is used in any manner that milk is used in raising ALL farm animals. Complete, easily followed directions in every pail.

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You must be satisfied or your money back

*Distributed by Leading Milk
Companies Throughout the Nation*

Order a Pail of MUTUAL DAIRYADE
from your Milk Plant, TODAY!

MUTUAL PRODUCTS CO.
Minneapolis 1, Minnesota

SEPTEMBER, 1944

Noting suggestions of "false prophets" that America should reduce livestock herds and turn more to field crops for what the theorists contend is "efficiency," Richards pointed out:

"America is just awakening to the need for soil conservation. We can explain how dairying conserves the soil because dairy cows graze on soil-retaining grasslands and return fertility to the earth. We can point to estimates that two percent of our food-producing topsoil is washed down the Mississippi-Missouri rivers every year. We can show that the South is turning more and more toward dairying as a savior from single crop ruin.

"America wants a busy industry. We can show how dairying produces the greatest cash crop, linking dairying intimately with the fortunes of the urban dweller. Unless dairying prospers agriculture is sick and the city industrial worker feels the effect through dwindling paychecks and layoff. Dairying produces more farm revenue than the next two crops combined. We can emphasize that it matters a lot to everyone, therefore, whether dairying is sick or sound.

"America understands regular paychecks. We can emphasize that dairying provides the farmers with the equivalent of the industrial worker's wage—a year-round cash income without which he couldn't carry his own load from harvest to harvest.

"America is eager to make jobs for returning servicemen and workers released from war factories. We can point out that dairying provides jobs for farm help all year and enables the farmer to use his managerial ability to best advantage.

"America has never been more nutrition-conscious than today. We had enough dairy foods; that the basic trouble with dairying has never been over-production, but underconsumption; and that conditions and policies should permit dairying to expand rather than force it to reduce the record herds it has built during war time.

"America is eager to use all the resources she has built during war or peace. We can help to turn that eagerness into good account for dairying and the nation by an informational campaign that is bold, positive and dramatic. We must build better public understanding of dairying as the backbone of American agricultural life and the basis of national prosperity and health."

It may be argued, of course, that agriculture's cooperation with the left-wingers in the cooperative movement would be purely temporary, entirely for the specific purpose of resisting a common enemy. This might be the purpose, so far as farmers are concerned. The result, however, might be more far-reaching.

Economic objectives at the present time are almost inseparable from political objectives. An anti-business crusade, such as might develop out of resistance to the business attack on cooperatives, could be of great value to the groups which, not long ago, were in the forefront of the battle to reduce farm prices. The outcome may see these groups as the only beneficiaries from the struggle.

On Guard for Farmer Cooperatives

Wisconsin farmers have made strides in the development of farm marketing and purchasing cooperatives. In 1928 they made history by federating their major farm organizations and cooperatives into the Wisconsin Council of Agriculture (Cooperative).

Farmers set up their cooperatives because they needed them. These cooperatives were built on the principle of working together. For generations farmers have practiced self-help through group action at barn raisings, husking bees, and at threshing time. The cooperative provides group self-help in the business of farming.

The family-sized farm must be preserved. Yet, it's a small business and, to preserve it, the farmer must employ cooperative methods in the purchase of production supplies, as well as in the marketing of farm products. Without his cooperative, the farmer will be forever in the predicament of buying at retail and selling at wholesale.

The present war on cooperatives by the National Tax Equality Association overlooks the fact that the cooperative is an essential part of the farmer's business. Those who attack cooperatives cover the fact that the relationship between cooperatives and farmers is merely that of agent and principal. Cooperatives were established to provide farmers with needed services at cost.

Underhanded Methods Revealed by Council

The National Tax Equality Association, while parading under the banner of tax equality and while professing no ill will toward the farmer cooperative, is really attacking the most basic cooperative principle—the right of cooperatives to return patronage dividends to their members. It's

(Continued on page 5)



The RIGHT Detergent Does a Better Job!

Dairy authorities agree that the effectiveness of sanitation operations in receiving stations, creameries, milk and ice cream plants often depends to a large extent upon using the RIGHT dairy detergent. One that is specially designed and widely used for this work is

OAKITE COMPOSITION No. 82

Take can washing, for example. It QUICKLY removes butter fats and other accumulations with no harm to tinned surfaces! Incorporating lime solubilizing properties, it leaves no film-forming content on can surfaces . . . drains and rinses freely.

Moreover, Oakite Composition No. 82 prevents clogging of sprays and lime scale deposits in piping or machine. It is the RIGHT detergent for improving can washing results. Full details in FREE booklet. Write for your copy today.

A. H. BOND

OAKITE PRODUCTS, INC.

757 N. Broadway, Milwaukee 2, Wis.



Buy Bonds For Victory!

(Continued from page 4)

like saying it's fine to go swimming but don't get wet.

That the N. T. E. A. has not approached cooperatives in a fair, above-board manner was recently revealed by the Wisconsin Council of Agriculture which has long been leading an active fight in defense of farmer cooperatives. A letter carrying no identification was received March 16 in the Council office. It was signed by Homer E. Marsh. It briefly asked for "a copy of your latest annual report." To this request, Council Secretary Milo K. Swanton replied:

"I am not enclosing the report because there is some question in my mind as to its value to you since your stationery carries no letterhead and therefore gives no indication of the activities in which you are engaged. It seems to me that either an individual or a company that maintains office space in an office building which houses such organizations as the National Tax Equality Association, must be identified with some activity which would prompt your desire to receive the report."

"Smoked Out"

This reply by the Wisconsin Council of Agriculture "smoked out" the true identity of Homer E. Marsh as the research director for the National Tax Equality Association. Mr. Swanton's final reply to the N. T. E. A. research director was as follows:

"I have not sent the annual financial statement of the Wisconsin Council of Agriculture (Co-operative) to you because the tactics you employed in connection with your first request have shaken my confidence in your motives. Our financial

(Continued on page 6)

WANT MORE EGGS?

LARGER PIGS?

MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee

Saukville

West Allis

Germantown

(Continued from page 5)

statement is not confidential. Like most legitimate organizations, we are glad to co-operate with organizations or individuals that prove their sincerity of purpose by approaching us in a fair, above-board manner."

The attack of the N.T.E.A. on the co-operatives of the nation is more than a threat to the cooperative structures farmers have built. It is a threat to the principle of farmers self-help as contrasted with the philosophy of urging farmers and others to look to the government for help in solving their problems and in meeting all emergencies.

Wisconsin Farmers Among First to Unite Cooperatives

Just as Wisconsin farmers led in developing individual cooperatives, so also

(Continued on page 7)

Butter Set Aside for September

Manufacturers of creamery butter will be required to set aside for war use 20 percent of their production in September. In line with War Food Administration policy of asking butter producers to reserve less butter during the months of seasonally declining production, the September quota is lower than the 30 percent required to be set aside during August.

The set-aside quota in September, 1943, also was 20 percent. However, it probably will be necessary to continue the set-aside program during October this year in contrast to last year when government agencies bought no butter produced after September except small amounts offered in fulfillment of previous commitments.

A sharp drop in butter production so far this year compared with last year has made it necessary that government agencies continue in the butter market, in order to assure meeting requirements during the lowest production months when the entire output is made available for civilians.

(Editor's Note) Many people in the dairy industry doubt whether there is need to set aside any butter in September for lend-lease or the armed forces. A huge amount has been accumulated through the summer set asides. Much of it probably will come out of storage in poor condition and that quality could have been used while fresh to good advantage by the civilian population if points had not been held so high. Many people high in government circles are known to be very friendly to the oleo people. Keeping butter away from consumers is the best way to get new oleo customers. What a headache for dairy men when lend-lease is over with and consumers in large numbers have been converted from butter users to oleo eaters.

FOR SALE

Wet and Dry Brewers Grain

J. J. DONOHUE
Edgewood 0462W



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

NEW ANTI-FRICTION TENSION CONTROL

The quota of STEWART Clipmasters WPB authorized us to produce is being shipped at intervals to distributors for their dealers. We do not believe there will be enough to meet the demand; so see your dealer early. STEWART Clipmaster Model 51 is the cool-running clipper with the anti-friction tension control that assures perfect tension between blades for faster, easier clipping. Exclusive Stewart-design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Send for FREE Catalog of Stewart clipping and shearing machines. Made and guaranteed by:

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

Ceiling Prices on Alfalfa Hay

Base price on alfalfa hay loose is \$20.50 per ton at the farm to a dealer. Sales from one farmer to another may be upped \$1.50 per ton. Five dollars per ton is allowed for baling, which would make the price from one farmer to another \$27 per ton. If government inspected, a further markup is allowed. If hay is delivered a reasonable charge is allowed. All according to OPA. Reports have it stated up in Barron county \$30 per ton is being offered right now by farmers who are short of roughage. To feed or not to feed is the question many farmers may be asking themselves in the near future.

MILWAUKEE MILK PRODUCER

(Continued from page 6)

they soon realized the need for inter-cooperative and inter-farm organization understanding and unity. Sixteen years ago they organized the Wisconsin Council of Agriculture (Co-operative) and incorporated it under the cooperative law of the state. The purpose of this state-wide federation of farm groups as stated then was "To bring together the various farm organizations in order to promote the interests of the farmers of the state." From this humble beginning the Wisconsin Council of Agriculture has grown until today it is rated with California, the strongest, most influential state council in the United States. In addition to the state Grange and the Farm Bureau this federation of farm organizations now embraces 37 of Wisconsin's leading state-wide farm marketing and purchasing cooperatives.

For years this Council has steadfastly guarded the rights and interests of farm people and farm cooperatives. It sponsored the bonding and licensing law to guarantee payments to farmers for dairy products sold. The Wisconsin Council of Agriculture has worked diligently with the Director of State Selective Service, with the War Production Board, and before OPA to defend the rights and promote the interests of farm people and farm cooperatives. Likewise, before the Central Freight Association, the Public Service Commission, and the Inter-State Commerce Commission, the Wisconsin Council of Agriculture successfully opposed freight rate increases and unfair freight rate schedules that would handicap the dairy and livestock industries.

The Council of Agriculture made a special study of and took a definite stand in opposition to monopoly and the control of patents; stood for the equalizing of employer and employee rights and responsibilities; opposed unfair taxation; and bitterly fought the invasion of dairy substitutes.

Council on Guard for Cooperatives

One of the chief objectives of the Wisconsin Council of Agriculture at all times has been the strengthening of farm cooperatives within themselves and the building of better understanding about cooperatives in non-cooperative groups.

Each year the Wisconsin Council of Agriculture has helped to arrange state-wide Cooperative Week. At each session of the legislature, the Council has presented constructive changes to the cooperative law. In the 1943 legislative session the Council secured changes in the cooperative law which permit the issuance of preferred stock when approved by three-fourths of the stockholders present at the annual meeting and which clarify the rights of directors to borrow money

(Continued on page 8)

NEW MEMBERSHIP August, 1944

Glen J. Grasse, Route 1, Saukville.
Alvin Wollner, Route 1, Box 176, Port Washington.
Alfred Lueneburg, Route 1, Box 125, South Milwaukee.
Vernon Reiff, Route 1, Pewaukee.
Roy S. Schmidt, Route 1, Box 86, South Milwaukee.
William Jutrzonka, Route 1, Box 52, South Milwaukee.
Elmer Jacob, Route 1, Box 113, South Milwaukee.
Bauer Bros., Route 1, Union Grove.
Chas. Leasure, Route 1, Waterford.
John A. Fromm, Thiensville.

DAIRY DOINGS

—Courtesy Milk Dealer

Dairy Distributors, Inc., operating a fluid milk distributing plant in Milwaukee and a processing plant in Watertown, has increased its second preferred stock from 150,000 shares at \$1 each to 500,000 shares at \$1 each.

Janesville, Wis. — Bowman Dairy Co. has been granted a permit for construction of a \$32,000 brick addition to its present plant on Center Ave. Addition will be 55 by 75 feet in size, and will provide company with more office, storage and refrigeration space.

Chicago, Ill.—After 54 years of continuous operation, Niemann Dairy, 1756 Barry St., closed its doors in July and turned over its assets to the Bowman Dairy Co. Three Niemann brothers associated in the business gave inability to secure help as the reason for quitting business.

Edward R. Friday, field man for the Kennedy-Mansfield Dairy, Madison, Wis., has been appointed dairy inspector by the Madison board of health to succeed E. M. Hird, now in military service.

AIN'T IT THE TRUTH

The big stick has no place in a milk quality improvement program. Men who personally contact the milk producers need only to be worthy of the respect and confidence of the farmer. They must, of course, let him understand that only good milk is acceptable, and that they are both willing and capable to make suggestions. The average farmer is not as dumb as some seem to think. He knows his way around.—The Milk Dealer.

(Continued from page 7)
and pledge security. In the same session the Council opposed a law which would deny cooperatives the right to influence legislation.

Inter-Farm Organization Unity Vital at This Time

Today, when farmers in Wisconsin and throughout the nation face the present attack by the National Tax Equality Association against their marketing and farm purchasing cooperatives, it is important that they strengthen this Council of Agriculture which has stood guard for 16 years over these cooperative and agricultural interests.

National Council on Guard

The National Council of Farmer Cooperatives brings together on a national scale the major farm marketing and purchasing cooperatives of America to work in harmony for the common good of all and to add the weight of their influence in counteracting the present N.T.E.A. attack. The National Council, like the state Council, has the welfare of agriculture and the farm cooperative movement first at heart. The National Council of Farmer Cooperatives embraces the leading farm marketing and farm purchasing cooperatives from Maine to California. It works in harmony with the Grange and the Farm Bureau, and 18 state councils of agriculture, including Wisconsin, are affiliated with the National.

From the very beginning the National Council of Farmer Cooperatives has been spearheading the fight against the N.T.E.A. In this fight the National Council of Farmer Cooperatives has done more than any other group to build proper understanding of the place and the objectives of farmer cooperatives. The National Council has distributed hundreds of thousands of cooperative information bulletins. As a result, civic leaders, statesmen, and others have gained their first true knowledge about farmer cooperatives.

Need Unity, Not Division of Effort

Far-sighted cooperative leaders realize today more than ever before the need for unity of plan and action through these long established and effective state councils of agriculture. It is at times like these they realize the real value of pulling together in the inter-cooperative organizations that have long proved their value. Success or failure in meeting the present anti-cooperative attack will ultimately depend upon strengthening these tried and true farm federations on the state and national levels that have long been working for the welfare of agriculture and the cooperatives that serve farmers.

SHOULD THE OLEO TAX BE REMOVED?

By CHARLES W. HOLMAN, Secretary,
The National Cooperative Milk
Producers' Federation
(In the August, 1944, Cooperative Digest)

For the third time in this session congress is in a fight over oleomargarine. Hearings have just closed on a bill (S. 1744) introduced in the senate by Senator Ellison D. Smith of South Carolina. The Smith bill would remove the 10c tax on colored oleomargarine and the congressional definition of and the federal restrictions on all oleomargarine. It would transfer the regulatory power from the Bureau of Internal Revenue to the Food and Drug Administration which would not in any way be able to control purely intrastate manufacture and sale.

Here are other reasons why dairy farmers oppose the Smith bill:

1. It would destroy effective federal protection to consumers by again opening the door for wholesale fraudulent practices in the vending of the product.
2. It would throw entire responsibility upon the separate states of regulating the intrastate manufacture and sale of oleomargarine.
3. It would revive efforts in many states to replace the abandoned federal color tax with state color taxes.
4. The struggle is dividing the farm people on a sectional basis.
5. All oleomargarine would be butter-colored and its production increased to a billion pounds annually. Such a heavy production would cut into butter consumption and reduce the prices of butterfat to a point where at least two million cows would have to be destroyed. It would also reduce the incomes of all other producers of milk and its products.
6. Reduction of price returns to farmers would retard the development of the dairy industry of the southern states where it is badly needed to supply a deficit in the human diet and a deficit in soil fertility.
7. Increased use of either cottonseed oil or soybean oil in oleomargarine cannot increase price returns to producers of cottonseed or soybeans. There is now, and has been for years, an available market for every pound of edible domestic oils produced. That market is in vegetable shortening and salad oils. Diversion of these oils into oleomargarine creates deficits for the shortening and salad oil industries. That deficit must then be filled by imported oils or in some other manner.

MILWAUKEE MILK PRODUCER

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol 17—No. 7

"By Farmers . . . For Farmers"

OCTOBER, 1944

OPA PRICE POLICIES A BOOST FOR OLEO

Charging that certain officials and interests might not be adverse to the idea of encouraging the butter shortage in order to increase the use of oleo, Congressman August H. Andresen of Minnesota recently told the House that "stupidity" in OPA policies threatens to remove butter from the diet in large consuming centers.

"The War Food Administration is anxious to get more butter and so are the people," said Congressman Andresen. "And I want to urge the OPA and the WFA to get together promptly and establish proper compensatory price regulations to increase butter production and also supply an adequate supply of milk for other purposes . . . Five million dairy farmers are fully conscious of what is being done to them . . ."

WISCONSIN INCREASES CORN AND OAT ACREAGE

The war has greatly changed Wisconsin's crop acreages, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

The acreages of barley, rye, wheat, and buckwheat, which were once of real importance in Wisconsin agriculture, are rapidly giving way to corn and oats. The changes in these acreages have been particularly marked since 1939 when the war in Europe began. As the war has progressed and the need for livestock and livestock products has become greater, Wisconsin farmers have planted larger acreages of corn and oats to support the growing livestock population. As the total crop acreage has not increased greatly the increases in the acreage of some crops have been largely at the expense of other crops.

The introduction in recent years of hybrid corn and Vicland oats has greatly increased the planting of these crops in preference to other grain crops. Corn and oat yields now average well above those of a decade ago and these crops furnish much larger quantities of feed per acre than barley, rye, wheat, and buckwheat.

SURPLUS PROPERTY ACT PROTECTS CURRENT PRICES

With the passage by Congress on September 19 of the surplus property disposal act, there were enacted provisions sponsored by the National Cooperative Milk Producers' Federation to protect current market prices of dairy products and other agricultural commodities against declines which might result from the unrestricted dumping of surplus government stocks on the domestic market.

"Previously existing statutes," pointed out Charles W. Holman, Federation secretary, "protect raw and processed agricultural products only to the extent of 90 percent of parity for two years after the cessation of hostilities. Without a prohibition against dumping surplus supplies at less than prevailing prices, there would exist the immediate and continuing probability of a break from current levels to the 90 percent figure. Such a break, in the case of dairy products, would mean a 36 percent decline in milk prices and a 33 percent drop in butter prices — a loss that might total, on an annual basis, some \$1,200,000,000."

The price protection provisions were accepted on the floor of the Senate after Senator Kenneth McKellar of Tennessee offered an amendment to permit surplus products to be sold abroad for cash without regard to previous Commodity Credit Corporation restrictions on sales at less than 90 percent of parity. At the request of the Federation, Senator Robert M. LaFollette, Jr., of Wisconsin secured an agreement from Senator McKellar to modify the latter's amendment so as to protect prevailing prices. Senator Ed Johnson of Colorado explained that he had voted for such a proposal when it was submitted in committee, but that it had not been adopted. The amendment as finally passed provides that:

"Surplus farm commodities shall not be sold in the United States under this Act in quantities in excess of, or at prices less than those applicable with respect to sales of such commodity by the Commodity Credit Corporation, or at less than current prevailing market prices, whichever may be the higher, unless such commodity

(Continued on page 6, col. 2)

MILWAUKEE MILK PRODUCER

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CHARLES F. DINEEN, Editor
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Marquette 3057 Milwaukee 5, Wis.

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BUTTER 20 POINTS OLEO 2 POINTS

"Step right up, ladies and gentlemen, have your 20 red points ready and you may get a pound of butter — if the dealer has some on hand," Mr. Chester Bowles of OPA speaking. You haven't got 20 red points? Well, now, that's bad, but not too bad, because for 2 red points you can get 1 whole pound of oleo. You don't like oleo? Too bad, for you, but if some people in high places in government can bring it about you will have to take it, like it or not. Looks like the oleo fellows have more money to spend than the dairy farmers can put up.

USE YOUR FIELDMAN

Your Board of Directors believes that Fieldman, Ed. Held, can help producers in many ways. He understands the operation and care of milking machines, checking for udder trouble, tracking down feed odors and the many other things that make the production of good milk difficult. He is a busy fellow, but if you need him he will be glad to call on you at your request.

Council of Agriculture

The Annual Meeting of the Wisconsin Council of Agriculture will be held in the Hotel Loraine at Madison, November 8 and 9, Milo K. Swanton, executive secretary of the Council has announced.

The executive committee met at Madison on September 27 and the executive secretary was authorized to engage a number of good speakers to take part in the program.

Among the speakers will be Dean Fred, head of the College of Agriculture, of the University of Wisconsin; John Brandt, President of Land O' Lakes Creameries and who is also president of the National Cooperative Milk Producers Federation and John H. Davis, executive secretary of the National Council of Farmer Cooperatives.

NOW IS THE TIME

Now is the time to contact a white-washer if you have not already done so. There are only a few spray rigs operating in this milk shed and it's a case of getting lined up as soon as possible.

STATE ADA MEETING October 16

The American Dairy Association of Wisconsin will meet at Stevens Point, Wisconsin, on October 16 in its 6th Annual Meeting. Milo K. Swanton, general manager announced the meeting as a mobilization call to all dairy interests to take action to recover home markets for dairy products after lend lease and government purchases for the armed forces cease to be important factors in dairy markets.

All dairy men should realize that rationing of butter, cheese and other dairy products can't help but make people feel that they can get along with a very limited quantity of dairy products. To quote Swanton:—

"It's high time the farmers of America's leading dairy state again come together to get the current facts regarding what's happening to our dairy business. All branches of the dairy industry must pull together to avert, as far as possible, a post-war market catastrophe."

LISTEN TO THE VOICE OF THE DAIRY FARMER, Every Sunday at 12:00 Noon, RED NETWORK, SPONSORED BY AMERICAN DAIRY ASSOCIATION.

MILWAUKEE MILK PRODUCER

WAUKESHA COUNTY ★ HOLSTEIN SALE ★

at SALE PAVILION
Waukesha, Wis.

Monday, October 30th, 1944

Cows and heifers, many with D.H.I.A. records and out of dams with D.H.I.A. records. Some fresh, others to freshen soon, bred to good sires. We have a fine lot of heifers by good sires, some bred, others open, as well as some very fine heifer calves suitable for 4-H Club work.

Bulls from dams with records up to 778 lbs. fat and out of such sires as Wisconsin Admiral Burke Lad, Pabst Sir Belmont Lad, Pabst Sir Triune Glenfield.

T. B. and Bangs Tested, Many from Accredited and Certified Herds. Some Vaccinated for Bangs.



Sale under the direction of the
Waukesha County Holstein-Friesian Breeders Association
Fred E. Klussendorf, Secy. . . . R. 5, Box 940, Waukesha, Wis.

Write for catalog. Light lunch available at pavillion.

C. Warnock Comments on Reason for Low Butter Use

Commenting on the report that butter consumption has now dropped to the lowest average in 72 years, C. W. Warnock, president, C. Warnock & Co., Creamery, Bucyrus, Ohio, has the following to say:

"Diversion to other and more profitable endeavor is the cause. While producers can obtain a little more for their work by selling milk than they can obtain by selling cream for butter purposes, even then

the returns are not very attractive and many have quit the dairy business entirely.

"A pound of butter reduced to man-hours equals about one and that hour of labor is about equally divided between skilled, semi-skilled and unskilled. If an average hour of labor sells for about 85 cents, then a pound of butter should also sell for about 85 cents if the producer is to be fairly paid for the fine service which he renders in producing the raw material needed for the pound of butter that so many of us used to enjoy."

KEEP UTENSILS SLUDGE FREE



With QUICK-DISINFECTING

DIVERSOL

RAIN WATER TEST *Proves it!*

Just add a little DIVERSOL to a glass of rain water. See how quickly and *completely* it dissolves. Compare with any other disinfectant. With DIVERSOL there's no sludge to cause trouble-making milkstone or film on utensils. No wonder DIVERSOL . . . a quick-acting disinfectant that won't rust utensils . . . is used by leading dairy plants. Approved by Health Authorities. *Ask your Hauler to bring you a supply.* The Diversey Corporation, Chicago 4.

CLEAN UTENSILS FIRST WITH

DUMORE

MILWAUKEE MILK PRODUCER

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, 1944.

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 111, 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 No. 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 No. 13th St., Milwaukee, Wis.; Pres. Edward A. Hartung, Station D, Rt. 2, Milwaukee, Wis.; Vice-President, Grover Dobbertin, Hartland, Wis.; Secretary, Charles F. Dineen; Treasurer, James J. Taylor, Rt. 2, Mukwonago, 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 28th day of September, 1944. Ann T. Prinz, Notary Public.
(My commission expires March 12, 1945.)

Huddleson Wins \$1,000 Borden Award

For his outstanding contribution to the control of Bang's Disease, Dr. I. Forest Huddleson of Michigan State College was presented with the 1944 Borden Award of \$1,000 and a gold medal at the annual convention of the American Veterinary Medical Association.

Dr. Huddleson's specific contribution to research on the disease that is said to be costing the American farmers approxi-

mately 20 percent of their potential milk production is the development of the "rapid plate" method of blood testing cattle. This method greatly shortens the work of determining whether dairy cattle are carriers. It is now used extensively in the campaign being waged against Bang's disease throughout the country.

The Borden awards were established by the company in 1936 to recognize outstanding achievement and encourage research in fields allied to the food industry.

New Supporters September, 1944

Henry Roskopf, Thiensville.
Stephen W. Hext, Route 1, Box 754, Waukesha.

Blancard Evans, Route 1, Box 68, Dousman.

Harold W. Kerr, Route 1, Box 780, Waukesha.

Harry J. Butler, Genesee Depot.
Elmer L. Schmidt or Erwin Bittner, Route 2, Box 407, Hales Corners.

DAIRY CO-OPS HAVE STAKE IN SURPLUS DISPOSAL ACT

All milk producers co-operatives have at least one point of interest in the recently enacted surplus property disposal law. The most direct interest is on the part of many manufacturing associations producing under war contracts in government owned plants, some of which are erected as parts of cooperative units and on cooperative properties.

Important as it is that these cooperatives have first chance to purchase these plants, an equally and more generally important feature of the statute to all dairy co-ops is its protection of current dairy product prices against price declines. This protection is in the form of a prohibition against the dumping of government surpluses on the domestic markets at less than current prices, and is embodied in the act in an amendment which was sponsored by the National Cooperative Milk Producers' Federation.

The law provides for the administration of the disposal of surplus property by a surplus property board of three members to be appointed by the President by and with the consent of the Senate. The objectives of the act are:

- (a) to assure the most effective use of such property for the purposes of war and national defense;
- (b) to facilitate the transition of enterprises from wartime to peacetime production and of individuals from wartime to peacetime employment;

- (c) to promote production, employment of labor, and utilization of the productive capacity and the natural and agricultural resources of the country;
- (d) to avoid dislocations of the domestic economy and of international economic relations;
- (e) to discourage monopolistic practices, preserve and strengthen the competitive position of small business;
- (f) to foster the wide distribution of surplus commodities to consumers at fair prices;
- (g) to effect broad and equitable distribution of surplus property;
- (h) to realize the highest obtainable return for the Government consistent with the maintenance and encouragement of a healthy competitive economy.

Ice Cream in The War News

10,000 Dishes of Ice Cream

News from fighting fronts is often hard for us at home to understand — but here, from the Philadelphia Bulletin, is a jungle story we can all enjoy!

"Out in the jungles of Guadalcanal is a Red Cross recreation center that servicemen on the island insist is the best of them all, and that its director, a Merion, Pa. girl who helped establish it, rates top ranking also.

"Miss Jeanette McCreery, of 340 Woodley Road, found the prospects somewhat discouraging when she and Herbert Lass, of Sunnyside, L. I., Red Cross supervisor of clubs and canteens, decided that the soldiers, sailors, marines and Seabees on Guadalcanal were going to have a recreation center second to none.

"According to notices received here by the Red Cross, the opening night rivaled a Hollywood premiere. Two orchestras furnished continuous music, from marches to jive, until closing hour, shortly before taps. Red Cross hostesses served over 10,000 dishes of ice cream."

And our Allies like Ice Cream, too.

From the Miami, Florida "News" comes the following:

"Ice Cream and Pretty Girls on Fliers' Wish List

"When boys of the Royal Air Force and the Royal Canadian Air Force

come to Miami on week-end leave from Clewiston, they want three things — American home atmosphere, society of pretty girls and ice cream cones."

Plot is Seen in "Fight for Oleo"

Charges that certain government officials and certain labor interests are fighting for oleo and destroying the butter industry were made this month by Congressman Alvin E. O'Konski of Wisconsin in a speech inserted in the Congressional Record.

"These boys and girls put 20 points on butter and only 4 on oleo," he stated. "How many people can give up 20 points for a pound of butter? They are forced to buy oleo. That is the scheme and plot to destroy the butter industry."

Mr. O'Konski also quoted Congressional committee testimony from a labor representative that butter should be made for 13 cents per pound.

Short Comments

A real problem in post-war reconversion, comparable to that confronting industry, is faced by the dairy farmer. Per capita consumption of oleomargarine has risen to 3.48 pounds in 1944, twice what it was in 1932. While this may not cause the dairy farmers immediate concern, since butter is part of the American way of life, it suggests the post-war problem which is going to be his.—Minneapolis Morning Tribune.

* * *

It is a well know fact that, almost to a man, farmers have protested the method now being used by the Government to pay for milk . . . It seems unlikely that any group would be willing to trust their livelihood in any such precarious position. Therefore farmers are entirely justified in being unhappy about their situation.—Falls Cities Co-operative Dairyman.

(Continued from page 1, col. 2)

is being disposed of, pursuant to this Act, for export; and the Commodity Credit Corporation may dispose of or cause to be disposed of, for export at competitive world prices for cash, any farm commodity or product thereof without regard to restrictions with respect to the disposal of commodities imposed upon it by any law."

MILWAUKEE MILK PRODUCER

ADA Broadcast on Butter Situation Promotes Public Understanding

Chicago—Acting to avert a widespread public misunderstanding of the butter situation, the American Dairy Association has emphasized in a coast-to-coast broadcast that if an acute butter shortage develops it will be through no fault of the five million American dairy farmers.

On the ADA's radio program, *The Voice of the Dairy Farmer*, the dairy organization explained that the undersupply of butter is caused principally by war-time diversion of milk and cream away from butter and not by lack of milk production on the farms.

Everett Mitchell, the program's farm commentator, laid stress on a comment by Owen M. Richards, ADA manager, that "farmers have maintained their milk output at a rate about equalling last year's figure of 118 billion pounds, only a little below the all-time record of 1942."

Richards pointed out that "farmers are achieving this production in the face of a severe labor shortage and drouth," Mitchell noted.

The broadcast made clear that, in instances where milk output had been reduced, this has generally occurred on marginal-type dairy farms where only a few cows are milked and the farmer depends mainly on other crops. Some farmers of this type, it was explained, have been compelled by the man-power shortage to ease up on milking in order to harvest their grains.

The broadcast continued: "As for the butter situation itself, Richards said that government agencies are now taking steps toward making more available for civilians and that representatives of the butter industry have suggested to government officials that, if we are to avoid an acute shortage of butter, one possible remedy is this: Increase the subsidy on butterfat that goes into butter, to put it on a par with milk and cream used for other purposes — and, to make it more effective, put the subsidy on butter itself, instead of the butterfat. Another way would be to adjust the retail price ceilings on butter. This would be reflected at once in the price that the creameries would be able to pay the farmer for butterfat going into butter."

The explanation was an example of the alert manner in which the ADA, non-profit organization of dairy farmers in leading dairy states devoted to food research and public information, has acted on numerous occasions to help the public obtain a clearer understanding of the dairy farmer and dairy industry.

The ADA is watching the butter situation especially closely to help avoid any repercussions which will have an unfavorable effect on the post-war welfare of dairying and agriculture.

In another recent broadcast, Mitchell further stressed the "story of the shortages of labor, burned up pastures and the long hours thousands of farmers are working to produce the nation's food" by relating a conversation with Mr. and Mrs. Douglas Knight on a farm near Sandwich, Ill.

"I asked him how many times a day he was milking," Mitchell related. "He replied: 'Three . . . at six, four and MID-NIGHT.' And when I asked him when he slept, he said: 'Well, Everett, I've been doing a little wondering about that myself . . . but I do manage to pick up a few hours here and there. Without Mrs. Knight's help it would be almost impossible to keep up even the work that has to be done.'"

And Mrs. Knight explained that she helped with the chores — as well as running the home and caring for two children.

"I wondered," Mitchell said, "if we fully appreciate just how much the women and youngsters are contributing to farm work these days. They've come out of the kitchen and taken a place alongside the men. When Victory is ours, I hope someone strikes a medal commemorating the farm women of our nation who have worked so hard and long to achieve it."

Owner Should Insure All Goods Placed in Storage

"If you make use of a public storage warehouse for storing personal property, be sure that you have your goods covered by insurance," Milton H. Button, director of the state department of agriculture declared in a statement.

"The Wisconsin law requires all public storage warehouses to be bonded and licensed," Mr. Button declared. "But their responsibility extends only to the exercise of reasonable care and avoiding negligence. Should property stored in such a warehouse be destroyed by fire, the owner is not protected unless he himself carries insurance."

Licensed warehouses are inspected by the state regarding cleanliness and fire hazards. Such warehouses are required to display signs showing that they have complied with the state law, Mr. Button said, and persons desiring to put merchandise in storage can make sure that the warehouse selected has met the legal requirements by observing the posted notices or asking to see the license.

Dairymen Prepare for Cold Weather During Fall Season

The wide awake Wisconsin dairyman uses the fall of the year to get ready for the cold disagreeable days of winter he knows are ahead, according to the state department of agriculture.

In between his fall farm work he sandwiches in such repair jobs as window and door repairs, making them snug and tight to repel zero blasts bound to come. Walls, ceilings, floors, and stanchions are brushed, scraped, and where necessary scrubbed. The white wash job, if not already applied, is put on and the barn is then set to do its job in producing high quality milk.

But the wide awake cow man does not stop there. He checks his well and pumping equipment to be sure that plentiful supply of pure cold water will be available for his drinking water system and for milk cooling purposes. Then, last but not least, there's the barnyard. Remembering that exercise in a clean, graded yard is beneficial, he sets out to scrape and thoroughly clean the entire barnyard surface. Low spots near barn doors and water tanks are filled with suitable fill which in many cases can be obtained from township or county highway departments. Some dairymen this fall are planning on hard surfacing their barn yards in whole or in part with concrete.

Oklahoma to Give 5-Day Course

A five-day course in dairy manufacturing will be given at Oklahoma A. and M. College, Department of Dairying Nov. 13 to 17. Demonstrations in cheesemaking will be given in a local plant by H. L. Wilson, dairy and poultry branch, War Food Administration, Washington, D. C., on Nov. 13 and 14. Butter, ice cream, market milk and quality control will be discussed Nov. 15, 16 and 17, according to Prof. H. C. Olson, Department of Dairying, Oklahoma A. and M. College, Stillwater.

The Story of Cheese on the Air

The American Swiss Cheesemakers' claims for the high quality of their product were recently given a boost over Station WGN in Chicago. The occasion was one of the early programs of a new feature of this progressive Mutual Broadcasting Systems station, namely: Ida Bailey Allen's World Homemakers' Program.

Using material furnished by the National Dairy Council, this Homemakers' Program described Greene County, Wis., as a "huge kettle of cheesemaking activity." The increased demands for Swiss cheese after imports ceased and the efforts of the Swiss cheese industry in this country to cope with the resulting situation were outlined.

A special tribute was paid to the food value of cheese. Its high quality protein and fats, as well as the importance of cheese as a source of calcium were stressed.

This was followed by an interesting discussion of tempting cheese dishes. Starting with a scene in the Swiss Pavilion at the World Fair in New York the balance of the program was devoted to such appetizing ways of using cheese in menus as to be sure to stimulate an appreciation of the many excellent qualities of this splendid food product.

Pasteurization Has Brought Better Quality in Cheesemaking

Manufacture of American cheddar cheese from pasteurized milk, under precision control methods, has brought a sharp increase in output of top grade cheese in all plants where the operations have been tested, according to Dr. George E. Holm, head of the division of research laboratories of the Bureau of Dairy Industry, U.S.D.A.

Speaking at a recent meeting called by the National Cheese Institute here, Dr. Holm traced activities of the B.D.I. over a period of years. Working in close cooperation with cheesemakers through state experimental stations, the Department of Agriculture has fostered the introduction of new, scientifically accurate methods.

The chief points of the quality improvement program are:

1. Use of pasteurized milk to make cheese.
2. Controlled "starter" cultures used to convert milk into cheese curds.
3. Exact timing of each operation in cheesemaking.

Reports from individual factories indicate that the program has raised outputs of No. 1 cheese to more than 90%, he said, with resultant benefits to farmers supplying milk, the plant operator and to consumers.

The program necessitates good milk to begin with, he pointed out, and includes cooperation with farmers in better production methods on the farms.

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with ONE quick-acting material! Oakite General Dairy Cleaner is a performance-proved, safe-way answer to many daily clean-up problems of numerous Wisconsin milk producers and other successful dairy operators.

This specialized dairy detergent, highly effective in either hard or soft water, helps you clean separators, vats, pasteurizers, coolers, churns and other equipment EASIER. So try

OAKITE GENERAL DAIRY CLEANER

It is safe to surfaces, rinses completely, is economical to use. But most important is the more THOROUGH cleaning it provides that makes possible low bacteria counts. For further details and free booklets write to:



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Registered Yearling Holstein Bull from Sir Ormsby Hillvale Lass, whose dam has a lifetime production of 5,573 lbs. fat and 144,750 lbs. milk testing 3.90% in 10 lactation. Dam of bull has 4,828 lbs. fat and 12,952 lbs. milk testing 3.75%.

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MORE MILK?**

Then feed,

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FEED SUPPLIES, INC.

Milwaukee
Saukville

West Allis
Germantown

September 25, 1944

OFFICIAL NOTICE

Office of the Milwaukee County Park Commission
Room 308, Court House
Milwaukee 3, Wis.

Sealed proposals will be received at this office until 10:00 A.M. on Friday, October 13, 1944 and then opened publicly, for the furnishing of baled hay to be used as feed at the Washington Park Zoo. The following are the approximate quantities required:

Alfalfa (2nd cut).....40 tons
Timothy30 tons

All bids must show location of hay; price per ton F.O.B. Zoo; cash discount; name, address, and telephone number of bidder.

The said Commission reserves the right to reject any or all bids and to accept the bid or bids deemed most advantageous to Milwaukee County.

Dated September 25, 1944.

JEROME C. DRETZKA,
Executive Secretary,
Milwaukee County Park Commission



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



The quota of STEWART Clipmasters WPB authorized us to produce is being shipped at intervals to distributors for their dealers. We do not believe there will be enough to meet the demand; so see your dealer early. STEWART Clipmaster Model 51 is the cool-running clipper with the anti-friction tension control that assures perfect tension between blades for faster, easier clipping. Exclusive Stewart-design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Send for FREE Catalog of Stewart clipping and shearing machines. Made and guaranteed by:

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SATURDAY - OCTOBER 14, 1944

at the

Rozy Farm—2 1/2 miles northwest of Waukesha on Highway 30

A. J. KETTER HERD

32 purebred and high grade Holsteins
Herd includes: Daughters of King Bessie Senator Montvic Chieftain Pabst, Pabst Barta Prilly Wayne.

All T. B. and Bang's tested
Several calfhood vaccinated.

OWENS BROTHERS DISPERSAL

32 head purebred Holsteins

From their farm at Wild Rose, Wisconsin. Their barn burned. The Owens herd has averaged over 400 lbs. of fat. All milking cows.

Terms: FARM AUCTION SERVICE

Also Sale of complete line of farm machinery in forenoon.

For Information Write
W. L. BAIRD, Waukesha, Wis.

IT COSTS LESS TO
START YOUR SON'S HERD

The **MUTUAL DAIRYADE WAY**

Pretty soon that young son of yours will be ready to take care of his own farm . . . It will sure be great to know that he can start with a fine herd of good cows. The **MUTUAL DAIRYADE** Program helps you build better herds.

and It costs very little with the **MUTUAL DAIRYADE** Program.

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RAISES TWO CALVES TO SIX WEEKS
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Now, with the nation needing continued production, it is especially important to market every possible gallon of milk.

Mutual Dairyade is Guaranteed . . .

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MINNEAPOLIS 1, MINNESOTA

Distributed By All Leading Milk Companies In Your Area



Nov. 13 & 14 . . Waukesha, Wis.

Nov. 15 Watertown, Wis

225 Head America's Best Purebred Holsteins

Selected from the United States and Canada

OFFERINGS INCLUDE: 3 sons of Lochinvar from dams with records up to 1019 lbs. of fat. A son of Marksman from the famous Patsy cow with 1163 lbs. of fat. The first prize Get of Sire at Wisconsin State Fair 1944 —Transmitter daughters consigned by Paul Stewart. Pabst Farms are sending the first daughter of Burke that has ever left Pabst Farms. She is bred to Roamer. A. C. Oosterhuis sends a North Star Joe Homestead bred cow with 789 lbs. of fat on 2X a day milking as a 4-year-old, with 4.3% test. In fact, the state record 4-year-old. Harvey Nelson sends 4 of the choicest cows in his herd.

IN ALL THE WORLD, NO SALE LIKE IT

Among the consignors: John Alsum, Armstrong Bros., Edward Arnos, Glenn Bancroft, Theo. Bayrholder, Chas. Brace, A. B. Brubacker & Son, Martin Buth & Son, J. W. & E. H. Carney, Clarence Cochrane, Curtiss Candy Company, Tom Dent, Elmwood Farm, Elliott Bros., Fitchome Farms, Fox Bros., Franlo Farms, J. D. Gale, Edgar Gruebenow, H. W. Halbach & Son, Hawthorn Farms, Hays & Company, Myrtle Hinrum, Jaeger Bros., James Bros., J. Walter Jones, Geo. Kieffer, John Konop, Herbert Lepein, Dr. O. R. Lillie, Jack McCague, Francis McKibbon, J. C. Marlow, Maytag Farms, Mendota State Hospital, Milford Meadows, Mooseheart, Wm. Murphy, Harvey Nelson & Sons, Gerhard Nicalous, L. W. & C. R. Nisbet, A. C. Oosterhuis, Pabst Farms, Pabst-Knutson, Alfred Paper, Pond Gate Farm, Arthur Puls, Harry Ross, Shanley Farms, Small & Halbach, C. B. Smith, W. W. Smith, Spring Creek Ranch, St. Croix County Asylum, Paul Stewart & Son, Chas. Teich, Theo. N. Thompson, Emil Titel, Townsend and Millington, Ventnor Farms, R. E. Waugh, Wern Farm, Wis. School for the Blind, John Zoberlin.

Catalog by 1st class mail 50 cents each

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 8

"By Farmers . . . For Farmers"

NOVEMBER, 1944

Council of Agriculture Meets Nov. 8 and 9

Farmers of Wisconsin will get together for the 16th Annual Meeting of the Wisconsin Council of Agriculture at the Hotel Loraine, Madison on November 8 and 9.

Milo K. Swanton, executive secretary of the Council in the call for the meeting makes the following statement:

"If ever farmers needed to stand together on their own feet, to decide their own policies, and defend their own welfare, it is now," Swanton declared in announcing the preliminary program for the general session, which will take place Nov. 8 at the Hotel Loraine. The annual business session will be held the morning of Nov. 9.

Problems facing the council, which will be discussed at the meeting, include strengthening of farm cooperatives against attack, recapturing peace time markets, improving farm safety, determining post war dairy policies and consideration of world peace plans, according to Swanton.

Production with price control, foreign trade, and the relationship of farmers to other groups will be discussed by Noble Clark, assistant dean of the Wisconsin College of Agriculture and chairman of the nation-wide post war planning committee for land grant colleges.

Wakelin McNeel, "Ranger Mac" will talk on the rural youth at the noon luncheon.

In the afternoon, P. O. Wilson, Chicago, secretary of the National Livestock Producers' Association and chairman of the public relations committee of the National Council of Farmer Cooperatives will speak on the subject "Farmers Well Being, Our Yardstick and Our Goal."

John Brandt, president of Land O' Lakes Creameries, president of the National Co-operative Milk Producers Federation, and president of the Dairy Products Marketing Association, will describe "A National Program for Dairy Farmers."

The annual banquet, scheduled for the evening of Nov. 8 will be held in the Crystal Ballroom of the Loraine Hotel, with Arlie Mucks as Master of Ceremonies and Bill Clark in charge of music. Ran-

dall Swanson, Wisconsin's farm safety specialist, will speak at the banquet session.

The final banquet address will be given by Prof. Chester Easum of the University of Wisconsin History Department. His subject will be "Fitting Ourselves Into the Picture of Tomorrow."

In announcing the program, Swanton urged all farm people both men and women to attend. He described the meeting as "an unusual opportunity for farm people to come together, plan together, and stand together in preparation for the post war problems which lie ahead."

Farmers Will Be Post War Spenders — Providing

Predictions by Department of Agriculture economists of a big post war market for industrial products in agricultural regions were confirmed this month in a survey by the New York Dairyman's League Cooperative Association which reported that farmers were ready and eager to buy if they receive adequate returns for their products, their labor and investment."

Analyzing the specific needs and desires of its 28,000 members, the League listed 300 articles which they want to buy to the tune of \$91,428,000. "But this does not mean," emphasized Fred H. Sexauer, president, "that our farm families have saved up \$91,000,000 and have it on hand, ready to rush out and buy all the things they need and want. The depression of the 30's came largely because returns for agricultural products went so low that farmers ceased to be a market for the products of industry. This must not happen again."

Projecting its figures to the nation's farm market, the League estimated a pent-up purchasing appetite for 20 billion dollars worth of farm and farm home repairs and new equipment.

Further indications of demand were sown by the formal requests for 1945 equipment already filed by farmers with War Food Administration. These included requests for 250,000 water pumps, 61,000 milking machines and 32,000 milk coolers.

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. 17 November, 1944 No. 8

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VOTE! VOTE! VOTE! VOTE!

Every person who is eligible to vote should do so on Tuesday, Nov. 7.

If we do not vote, we can't complain that our government, local, state or national is not what it should be. Make up your mind and then vote your honest convictions. The ticket you vote may not be elected, but if you vote you have done your part to get the kind of public servants you think will be best. Party lines do not mean much. If you don't believe this, take a look at the names appearing on the ballot and check up on their previous politics. Vote for the people who are most apt to give farmers a fair deal. Prosperous farmers mean a prosperous country.

Ask yourself whether a city politician is apt to favor fair prices for farm products? He may say that he is, when running for office.

In Senator Wiley we have a man who has consistently voted against the oleo manufacturers endeavors to have tax free colored oleo. In fact Senator Wiley's farm legislative record is A1. His opponent, Howard McMurray is backed by the CIO and has never been friendly to real farm legislation that would result in a fair price

for farmers. What does the CIO stand for? "Well, read this:—

Twenty-five Cents For Butter. Testifying before the Small Business Committee of the House of Representatives, CIO representative H. S. Haddock said:

"Oleomargarine has a greater food value than butter today."

And speaking of butter, he said:

"It should be rolled back to 25c a pound. A farmer, if he utilized all of his milk products, should make 12c per pound. I think the facts are available to show that during this time the country would be much better off if they had stopped producing butter altogether, and I will make that as a positive statement.

"The oil in oleo is now being subsidized by government for an amount twice that obtained by the oleo tax. This tax is about \$2,000,000 per year."

And what about Dan Hoan? Think that he would want farmers to get a fair deal or is he just hungry for public office and power?

BUTTER STILL SCARCE AT 20 POINTS

Despite 20-point rationing and wider use of substitutes, War Food Administration reported this month that demands for butter at retail were still far in excess of the limited supplies. Against proposals for another point hike were the views of some WFA officials and further increase in coupon value would have little effect on distribution because of the meager supplies.

Trade circles are reported to favor a readjustment of butter prices in relation to other dairy products.

This would mean higher butter prices — a proposal that runs head-on into the administration's "hold the line" policy.

Sixty-two percent of all the country's milk production is marketed in "whole" form at this time.

ONE LESS

The Green Valley Guernsey Dairy, which operated in West Allis, for several years, went out of business recently.

Enough money was realized from the sale of the sales quota, good will, etc. to pay the producers for milk delivered for several months prior to the closing of the plant. The company was probably under-financed and had the added handicap of

MILWAUKEE MILK PRODUCER



Nov. 13 & 14 . . Waukesha, Wis.

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225 Head America's Best Purebred Holsteins

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**PRODUCING COWS — FOUNDATION FEMALES, and
75 HERD SIRES**

Save Time — Save Tires — Save Gasoline

Meet fellow Holstein breeders

PLAN TO ATTEND ALL THREE DAYS

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**SEND ALL YOUR BLADES AND CLIPPERS TO US FOR
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We maintain a special sharpening and repair service department, for Stewart and Andis clippers, and make them cut and run like new.

BLADES SENT IN BY MAIL

Wrap securely, show your name, address to package with **seventy-five cents** and plates will be returned by mail at once in our new way shipping box, which makes blade shipping easy and quick for you, by using our sharpening service.

WHEN SENDING IN COMPLETE CLIPPER FOR REPAIR

Wrap securely, show your name, address, and attach instructions to package. We will carefully test, and make necessary repair at a reasonable price and return clipper C. O. D. to you.

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STEWART AND ANDIS CLIPPERS**

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selling exclusively in a community in which cut rate roadside stands had a large part of the business. Trying to meet such competition on a selling price basis, while paying more than the cutrate operator for milk is tough. It might have been wiser to have stressed quality — if he had it. Who is next?

COW PRICE DOWN

The price of dairy cows both for milk production and slaughter is lower by from 15 to 20% in this state, in the estimation of people who are in close touch with farmers. The National Cooperative Milk Producers Federation with a nationwide membership reports a decrease in price of 15%. Feed supplies in this state are better than last year except in some areas where the hay crop was short.

SOYBEAN GROWERS DUPED

The American Soybean Association, very many of whose members live in the dairy states of Ohio, Indiana, Iowa and Illinois, (Some of them in Wisconsin) went all out for the oleo crowd in its recent annual meeting. Evidently the oleo manufacturers convinced the soybean growers that soy bean growing would be much more profitable if the tax on colored oleo was removed. Poor dupes. When imported oils, cheaper than home produced ones are again available, the oleo manufacturers will tell the soybean growers to go climb a tree. Why must farmers be suckers for their enemies?

Dairyland Cookbook to Be Featured in Radio Program

The Blue Network, one of the three largest radio chains, announces that Wisconsin's Dairyland Cookbook, "Favorite Recipes from America's Dairyland," is now being offered to the women of America in a nationwide radio program, "Woman of Tomorrow."

A request from Nancy Craig, in charge of the program, to use the Wisconsin cookbook, has been granted by the state department of agriculture. The first broadcast featuring the book and offering it to listeners free of charge upon individual request, was presented Monday, October 16, in a nationwide hookup from station WJZ.

"There is no need to tell you that I am very pleased to make the cookbook available to our listeners," Miss Craig said in

New Supporters October, 1944

Louis Brojanac, Route 5, Box 856, Waukesha.

Frank Fieber, Route 1, Saukville.

Kornel Gereck, Route 1, Box 83, Cedarburg.

Elmer Henrich, Route 1, Rockfield.

Edgar P. Kasten, Route 1, Saukville.

Dr. W. R. Wastrack, Cedarburg.

a letter to the department. "It is such a beautiful book and so well handled."

It is anticipated that thousands of requests for the Dairyland Cookbook will be received as a result of its use in these radio programs, all of which is being done without any cost to the department of agriculture.

National Federation Directors Meet in Chicago

The directors of the National Cooperative Milk Producers Federation met in Chicago on October 18, 19 and 20 to consider the future of dairy markets which may be affected by post war problems.

Representatives of markets from all over the U. S. were present. A report of a group of economists who were asked by the Federation to make a study of post war dairy problems, was discussed very thoroughly. Recommendations to membership organizations were made as follows:—

Facing the uncertainties of the reconversion period that will follow the most destructive war in history, directors of the National Cooperative Milk Producers Federation recognize the urgency for prompt action to secure and maintain adequate income for agriculture.

This urgency arises not only from the necessity of assuring fair returns to individual dairy farmers, but from the recognition that a sound agriculture is a prerequisite to national prosperity.

This concept — that a healthy agriculture is necessary to maintain a healthy economy for the nation — is fundamental to the nation's future welfare.

As the Nation's largest industry — the mainstay of 30 million people — the welfare of agriculture affects the welfare of all people.

Fundamental to the welfare of agriculture is the welfare of dairying, which represents 20 percent of the total farm income of the Nation and is an important

(Continued on page 5, col. 2)

MILWAUKEE MILK PRODUCER



Christmas Seal Sale

After 37 years of service through the Wisconsin Anti-Tuberculosis Association, the spirit of the Christmas seal is still saving Wisconsin lives. In fact, the jolly postman on this year's seal seems to point with pride to the estimated 45,000 Wisconsin lives saved since 1908 by the drop in the tuberculosis death rate.

And now in 1943, for the first time in 17 years the death rate from tuberculosis rose. In 1943 thirty more persons died from tuberculosis than did in 1942, while in 1944 at the present rate of increase more than one hundred more will die. Although Wisconsin holds the highest ratio of sanatorium beds to tuberculosis deaths in the entire country, the proportion of early cases entering sanatoria is decreasing. This may be due in part to the lure of high paying war jobs.

The WATA carries on its campaign to eradicate the disease through tuberculin testing and X-ray programs, through the printed page and public lectures, through social service, as counseling at the induction station and rehabilitation.

During 1943 9,943 industrial workers were X-rayed by the Howard E. Mitchell photo-fluorographic unit. This mobile trailer unit facilitates mass X-ray by taking 35 mm. films of the chest. When shadows appear on these films then a large 14 x 17 X-ray and further study are recommended. Thus the program is really a screening.

The Pfister Fund fluoroscopic unit made 2,052 examinations during 1943. The tuberculin test, a skin test indicating whether or not tuberculosis germs have entered the body, was given to 12,564 in the same year.

Last year the WATA social service department aided more than 2800 persons into whose family circle tuberculosis had walked uninvited. This service was exclusive of the public health nurse whose work is correlated with community tuberculosis programs. The WATA rehabilitation workers employed jointly by the WATA and the State Rehabilitation Division did vocational counseling, follow-up and job placement for more than 900 persons in 1943.

Tuberculosis control is a round-the-year job. Those gay little stickers which everyone pastes on letters and packages during the Christmas holidays, help wage a perpetual war against the disease. Tuberculosis is still the greatest communicable disease cause of death in Wisconsin. It is still the greatest disease cause of death in Wisconsin among persons 15 to 30 years of age. Christmas seals fight tuberculosis every day. Protect your home from tuberculosis.

(Continued from page 4, col. 2)

enterprise to the great majority of American farmers.

An Up-To-Date Parity Formula for Dairy Products

Present parity formulas as applied to basic farm products do not give to milk producers an equitable net income as compared with the incomes from other basic products — because since the 1909-14 parity base period, improvements in farmers methods have benefited crop production more than dairy production. Consideration, therefore, should be given to a revision in parity formula for dairy products that will restore to these products their true parity relationship and equal purchasing power with industrial wage rates.

Federal Price Policies Affecting Butter

The Federal price policy for dairy products has been the one war time price policy that has not adequately increased production. This production failure has severely decreased butter production, and the brunt of the price policy has been felt more severely by the producers of farm separated cream. Consideration, therefore, should be given to the development of a federal price policy which will give to the producer of farm separated cream some other marketing choice than to ship whole milk or to go out of the milk business because of inadequate returns for churning-cream.

Subsidies vs. Direct Price Returns

Between 20 and 30 percent of dairy farmers' income now comes in the form of subsidies. The War Food Administration feed subsidy extends to March 31. On June 30 Congress had decreed an end of

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Cool, Easy Running
Cow Clipper

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



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MORE MILK?

Then feed

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all subsidies unless specifically enacted thereafter. The ceiling prices on dairy products set by OPA under powers granted by Congress have not been high enough to provide in themselves adequate prices to dairy farmers. The Federation continues its opposition to subsidies, but Federation consideration must be given to securing a continued adequate price for producers. This must be pressed for on a direct price basis unless Congress continues subsidies as a national policy, instead of a direct fair price program. If the Congress does continue subsidies, steps nevertheless will inevitably have to be taken to secure such returns on a direct price basis.

The Individual Producers Part in Meeting Post War Strains

Recognizing that farmers individually as well as cooperatively can do much to meet the strains of the post war reconversion period, it is recommended that member associations give full consideration to the encouragement among milk producers of greater efficiency in production through programs for herd health, herd breeding, improved farm management, and herd culling when war time production needs permit. Consideration also should be given to programs for the better adaptation of milk production to market requirements by means of leveling seasonal production and improving milk and cream quality. It should be reiterated that sound fiscal

policies on the part of producers and their cooperatives will strengthen their ability to withstand adverse conditions which may occur.

Education and Advertising on Dairy Products

Because the soundest method of preventing the accumulation of dairy product surpluses is the stimulation of increased consumption, and because of the nutritional desirability of stimulating their use, consideration should be given to wholehearted support of programs of national education and advertising for dairy products."

The directors recognize that many difficult problems will be faced by dairymen in the years following the end of this war. They know from experience that there will be much dislocation of business and employment.

They realize that because the use of dairy products of all kinds have been limited by government restrictions, that many people will have learned to get along with less butter, cheese and cream and in some cases with less milk. They realize that many people have been lead to use imitations or other inferior products when they could not get enough cheese or butter and in some markets cream. This adds up to lower consumption of dairy products unless dairymen fight to get

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A POTENT KILLER! Swiftly Destroys Mold and Harmful Bacteria!

To make **QUALITY CONTROL** more certain . . . to surround goodness, flavor and taste of your milk, cheese, butter or other milk products with an **EXTRA MARGIN** of **PROTECTION** against high bacteria counts the year 'round . . . treat your processing equipment with that fast-working germicidal material . . .



Because of its extremely low alkaline pH, being close to neutral, Oakite Bactericide releases its potent chlorine content so swiftly that destruction of harmful bacteria is more positive . . . more rapid. Completely soluble, Oakite Bactericide drains freely . . . leaves no white residues on equipment. Order a supply from your creamery **TO-DAY!** For **FREE** booklets write to



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OAKITE  **CLEANING**

NOVEMBER, 1944

FOR SALE

**Wet and Dry
Brewers Grain**

**J. J. DONOHUE
Edgewood 0462W**

recognition for their products. Many dairymen believe that some government restricting and low ceiling prices have been imposed on the industry because some government agencies are not dairy-minded or worse still are very oleo-minded.

Wages of Farm Labor Are at Record Levels

Wisconsin farmers are paying the highest wages for farm labor on record, according to the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture.

The demand for farm labor continues to be greatly in excess of the supply. Crops have been cultivated and harvested this year by more women, children, and men not accustomed to farm work than at any other time. Wage rates as reported by Wisconsin crop correspondents in October were a little higher than in July. The October rates generally are the highest reported for the year, and some decrease occurs during the winter months. However, during the past two years farm wages in Wisconsin have dropped little from summer to winter, and each year the annual average of farm wages has gone higher.

October 1 wage rates as reported by Wisconsin crop correspondents averaged \$74 per month with board and \$103 without board. Farm laborers working by the day received \$3.90 with board and \$4.90 without board. A year ago farm wages per month with board averaged \$65.25 and \$89.25 without board. Rates per day were \$3.50 with board and \$4.40 without board.

Farm wages rose rapidly during the first World War and continued until they reached the high point in 1920. The present wages paid by Wisconsin farmers are much above those of World War I and the years just after the war.

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START YOUR SON'S HERD

The **MUTUAL DAIRYADE WAY**

Pretty soon that young son of yours will be ready to take care of his own farm . . . It will sure be great to know that he can start with a fine herd of good cows. The **MUTUAL DAIRYADE** Program helps you build better herds.

and It costs very little with the **MUTUAL DAIRYADE** Program.

ONE PAIL of *Mutual Dairyade*
RAISES TWO CALVES TO SIX WEEKS
ADDS \$24 to \$36 to your MILK CHECK

Now, with the nation needing continued production, it is especially important to market every possible gallon of milk.

Mutual Dairyade is Guaranteed . . .

You Must Be Satisfied Or Your Money Back!

MUTUAL PRODUCTS CO.
MINNEAPOLIS 1, MINNESOTA

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers MADISON

Vol. 17—No. 9

"By Farmers . . . For Farmers"

DECEMBER, 1944

CALL CONFERENCE OF FARM LEADERS Will Consider Post War Problems of State

"Without in any way lessening our war efforts, it's time to be thinking about the post war problems of Wisconsin's agriculture," says Warren Clark, associate director of the state's extension service, in announcing the conference on post war problems to be held in Madison on December 11 and 12.

Wisconsin agricultural leaders, and leaders of organizations interested in the farm and general welfare of the state have been invited to hear the reports of the post war committees, appointed several months ago by E. B. Fred, dean of the College of Agriculture and director of the Agricultural Experiment Station.

Clark announced that the first day sessions will be given over to discussion of the problems facing Wisconsin agriculture and rural families. On the second day, committees will report in three sectional meetings, with discussion following.

Council Holds Good Meeting

One of the largest crowds ever present at a Council meeting assembled at Madison on November 8 and 9 for the 17th Annual Meeting. Speakers were William Hutter, president; Milo K. Swanton, executive secretary; William Heckendorn, National Council of Farmer Cooperatives; John Brandt, National Cooperative Milk Producers' Federation; P. O. Wilson, secretary and manager of Livestock Association and Noble Clark, chairman of Post War Policy Committee and the Association of Land Grant Colleges and Universities.

The Brandt plan for surplus holding pool to prevent the accumulation of marketing wrecking surpluses of farm products after the war was heartily endorsed. The council in a statement asked for an adjustment of butter prices as a means of increasing production. The Council also took a stand against imitation dairy products, requested the federal government to take such steps as are necessary to prevent sudden and drastic decline in farm prices

(Continued on page 4, column 1)

Filled Milk Convictions

Filled milk—"indistinguishable by the ordinary consumer from processed natural milk"—is subject to the interstate commerce restrictions of the Federal Filled Milk Act, it was unanimously ruled November 6 by the United States Supreme Court in a decision upholding lower court criminal convictions of the Carolene Products Company and two of its officials. The Court also confirmed a Kansas Supreme Court decision barring milk products of the company from sale in that state.

The decision climaxes a long fight by the National Cooperative Milk Producers' Federation in support of government efforts to suppress the filled milk traffic, says Charles W. Holman, secretary. Although not appearing in the two present cases, the Federation has continuously fought for the principles involved in the Filled Milk Act, and was instrumental in its enactment in 1923. The Court decision also casts an apparent shadow of doubt over the fate of other imitation dairy products.

Filled milk is manufactured from skim-milk plus vegetable and fish liver oils to provide vitamins A and D. The cans were truthfully labeled to show the trade names and ingredients. Manufacturers argued that since passage of the Filled Milk Act in 1923, the technique of fortification of foods with vitamins A and D had advanced to the point where the fortified compounds were equally valuable to whole milk products.

The Court held that although considerations of vitamin deficiency were one cause for the enactment of the act, they were not the sole reason. A second reason said the Court was that:—

"The compounds lend themselves readily to substitution for or confusion with milk products.

"Although so far as the record shows, filled milk compounds as enriched are equally wholesome and nutritious as milk with the same content of calories and vitamins, they are artificial or manufactured foods which are cheaper to produce than similar whole milk products. When compounded and canned, whether enriched or not, they are indistinguishable by the ordinary consumer from processed natural milk. The purchaser of these compounds does not get evaporated milk. This situation has not changed since the enactment of the Act."

Pure Milk.

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. 17 December, 1944 No. 9

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Resolution Committee

As per action taken several years ago, President Hartung named the following members on a committee to formulate resolutions and to receive resolutions to be presented at the annual meeting of this organization in January, 1945.

Any member who has resolutions to present should send them to this office, addressed to the Resolution Committee or give them to a member of the committee:

Edw. Bussewitz, Hartland, Chairman,
Wm. Weber, Merton,
Wm. Leonard, Brookfield,
Tom King, Mukwonago,
Eugene Bast, Rockfield,
Darwin Greenwald, Mukwonago.

Disposition of Milk in the Milwaukee Market

The receipts of milk for the month of October as reported were 804,417 pounds per day of which 569,885 pounds were sold as fluid milk. 974 pounds as relief, 98,212 pounds as cream milk and 134,692 pounds manufactured per day. This does not include the companies selling to stores and wayside stands in the suburbs since most of these companies do not make a complete report to the department.

Receipts of milk ran about 20% higher

National Federation Meeting

The National Cooperative Milk Producers' Federation will meet at the Morrison Hotel in Chicago on December 6, 7 and 8. The meeting on the first two days will be open to the public.

The armed forces' future needs for dairy products will be discussed by Brigadier-General Carl A. Hardigg of the quarter-master corps; the future of the dairy industry in foreign countries, by Eric Englund of the office of Foreign Agricultural Relations; and the future in domestic markets by Tom G. Stitts, chief of Food Distribution, War Food Administration. Background material for the development of Federation policies will be presented by Fred H. Sexauer, president of Dairymen's League Cooperative Association, and Louis F. Herrmann of the Federation's staff.

Round table subjects on the program will include tests of a bona fide co-operative, by Lyman S. Hulbert, Liaison co-operative attorney of the Department of Agriculture; producers responsibilities in research, advertising and merchandising, by Ray O. Mithun, president of Campbell-Mithun Advertising, Inc.; and the necessity of co-operation between co-operatives, by A. H. Lauterbach, manager Pure Milk Association, Chicago.

There will be one session devoted to subsidies, a special noon-day luncheon for women, and two sessions for co-operative information and editorial workers.

Production Off in November

While milk production per farm in October was relatively high, quite a decrease in receipts occurred in November, probably due to the fact that cows were running in the field through most of the month, because of mild weather.

In this connection it might be well to breed cows somewhat earlier if possible for this market may have to go on a base again next year or at any rate when the demand for dairy products is not as great as at present. If the producers now in the market can supply it with sufficient milk, it will not be necessary to take in new shippers. On the other hand if milk shortens up next Fall, new farms will have to be taken in to the market which eventually will cause a high surplus.

than October 1943 and the total receipts were higher with 57 less producers in the market. Sales of fluid milk were considerably higher this year, but cream sales were lower because of government limitations of fat in cream and volume.

MILWAUKEE MILK PRODUCER

ATTENTION PRODUCERS

We are now offering a complete, modern, up-to-date service for the farmers. We are specializing on a **COMPLETE MASTITIS SERVICE.**

**DON'T LET MASTITIS ROB YOU OF YOUR MILK!
98% OF ALL MASTITIS CAN BE CURED!**

Breeding Troubles Respond to Treatment with BEEBE SIBOL

COWS SLOW TO COME INTO HEAT — use BEEBE SIBOL. Highly effective.
FOR RETAINED AFTERBIRTH, administer BEEBE SIBOL at once.
FOR UTERINE DISCHARGE (metritis) inject BEEBE SIBOL. Eliminates uterine discharge by direct action on the uterus.

Test Your Cows for MASTITIS Treat with BEEBE G-LAC

Don't let mastitis due to *Streptococcus agalactiae* cut down your milk production. Tested quarters infected with these bacteria should be treated with Beebe G-LAC. Inject 40 c. c. One treatment usually suffices.

BANG'S DISEASE

We carry a **FRESH, ICE COLD** supply of BRUCELLA ABORTUS vaccine—strain 19. In order to protect your investment **WE DELIVER** all of our vaccines packed in ice. Vaccines spoil if allowed to become warm for only a few hours. **Don't take a chance with Mail Orders!**

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**SEND ALL YOUR BLADES AND CLIPPERS TO US FOR
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We maintain a special sharpening and repair service department, for Stewart and Andis clippers, and make them cut and run like new.

BLADES SENT IN BY MAIL

Wrap securely, show your name, address to package with **seventy-five cents** and plates will be returned by mail at once in our new way shipping box, which makes blade shipping easy and quick for you, by using our sharpening service.

WHEN SENDING IN COMPLETE CLIPPER FOR REPAIR

Wrap securely, show your name, address, and attach instructions to package. We will carefully test, and make necessary repair at a reasonable price and return clipper C. O. D. to you.

**COMPLETE STOCK BLADES AND PARTS
STEWART AND ANDIS CLIPPERS**

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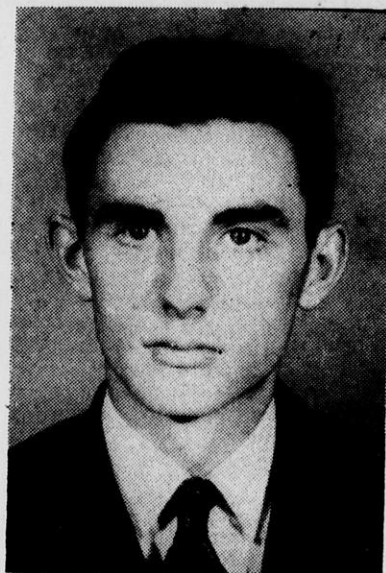
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NEW BERLIN, WIS.

WIN STATE HONORS AS JUNIOR 4-H LEADERS



Here are Gladys Gierach, R. 1, Thiensville, and Michael Dineen, R. 2, Cedarburg, who recently won state honors in 4-H club work. Miss Gierach has been chosen outstanding as Junior Leader in the girls' group and Michael in the boys' group. Both of these young people are from families who are members of this Cooperative.

—Courtesy Cedarburg News.

Good Meeting

(Continued from page 1, column 1)

after the war, and urged precautions against locating ex-service men and women on land incapable of yielding acceptable returns.

William Hutter who has been president for the last four years and one of the organizers of the Council declined election as president because of ill health. Mr. Hutter was elected president emeritus of the Council and will no doubt continue to advise the Board of Directors on policies of the organization. Also elected were C. W. Clafin, of the Equity Cooperative Livestock Sales Association, was elected president; Charles Dineen of the Milwaukee Cooperative Milk Producers, vice-president; and Fred Huntzicker, secretary-treasurer.

State Farm Bureau

The Wisconsin Farm Bureau Federation met in Madison on November 27, 28 and 29. Chief speaker was Edward A. O'Neil, president of the American Farm Bureau Federation.

The State Farm Bureau has been build-

New Supporters November, 1944

- A. & L. Beuscher, Route 1, Rockfield.
- Theodore Bienlein, Route 1, Grafton.
- Melvin Bree, Route 12, Milwaukee.
- Theodore Hahn, Route 2, Box 154, Pewaukee.
- Myron Laskin, 3728 N. Fratney St., Milwaukee 12.
- Howard E. Lutz, Route 1, Colgate.
- Ralph Maschman, Colgate.
- Lester McLaughlin, Route 5, Box 877, Waukesha.
- T. P. O'Brien, Route 1, Box 57, South Milwaukee.
- Chester Stenzel, Route 1, Box 51a, Sussex.

ing up membership very rapidly the last two years, and is doing a good job for its members and for agriculture in general.

MILWAUKEE MILK PRODUCER

Frozen Milk is Winter Problem for Dairyman

During the winter months considerable frozen milk arrives at dairy plants in Wisconsin. When this happens, the dairy division of the state department of agriculture points out, it is very difficult to obtain a fair sample from which to make the test for butterfat content.

While it is essential that milk be cooled at once after it is produced, it is likewise necessary to keep it from freezing before it reaches the plant. Aside from the fact that it is difficult to get a fair sample, many dairymen believe that freezing has a deleterious effect upon the quality of the product obtained from it.

For the farmer who is equipped with an insulated milk house and cooling tank, it is a comparatively simple matter to cool the milk and still keep it from freezing. Where these facilities are not available it is advisable to cool the milk in water as soon as it is produced and then remove it to a room which is free from odor and excessive heat, but still warm enough to prevent it from freezing until the time of delivery.

If it is delivered to the plant in an insulated truck it is easy to keep it from freezing while in transit. If it is delivered

in an open truck it should be protected with a canvas or blankets.

SHORTS

Election Spells More of Same?

From the dairy farmers' point of view, election results probably mean emphatic continuation of the administration's present policies, according to general opinion in Washington this month. Still unanswered is: what part of the two billion dollars necessary to carry on the farm subsidy program — without price ceiling increases—will the administration ask for and get?

It is anticipated that the federal crop insurance program will be up for possible resuscitation, and that efforts also will be made to expand the school lunch program and possibly revive the old food stamp plan.

Cost of Living Fails to Follow Farm Prices

The theory that the cost of living is closely tied with prices farmers receive for their commodities is given a serious

**Kindy
Glasses
Go To
War!**



"Down Under"--- a medical private wears Kindy glasses on a job that has no end. Kindy glasses help him do HIS job better --- Let them help you. Come in today!

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CLIPMASTER

Cool, Easy Running
Cow Clipper



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

The quota of STEWART Clipmasters WPB authorized us to produce is being shipped at intervals to distributors for their dealers. We do not believe there will be enough to meet the demand; so see your dealer early. STEWART Clipmaster Model 51 is the cool-running clipper with the anti-friction tension control that assures perfect tension between blades for faster, easier clipping. *Exclusive* Stewart-design ball-bearing motor is air cooled and entirely encased in the insulated EASY-GRIP handle that is barely two inches in diameter. Send for FREE Catalog of Stewart clipping and shearing machines. Made and guaranteed by:

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

WANT MORE EGGS?
LARGER PIGS?
MORE MILK?

Then feed

GRADE A FEEDS

FEED SUPPLIES, INC.

Milwaukee West Allis
Saukville Germantown

jolt by comparing the market prices and the food and clothing ads published in 1918 newspapers with those published in 1943, according to "Land O' Lakes News."

In 1943 the prices for farm crops ran an average of $\frac{1}{3}$ lower than in 1918, the article points out. Prices for products processed and manufactured from agricultural products, on the other hand, ran generally from $\frac{1}{3}$ to $\frac{1}{2}$ higher in 1943 than in 1918.

Reconstituted Milk Raises Its Head

A foreshadow of reconstituted milk made its appearance in New York recently in the form of a questionnaire submitted by the city department of health, asking dairy plant operators their attitude toward such a product. Four types were listed: whole milk powder and water, skimmed milk and butter, skimmed milk and cream and skimmed milk and butter oil.

The Dairymen's League Cooperative Association filed protest against any regulation permitting the distribution of reconstituted milk and requested that no action be taken prior to a hearing at which dairy farmers may be heard.

Government Sells Evaporated Milk

Some \$48,000 worth of evaporated milk originally intended for lend-lease shipment

FOR SALE

Registered yearling Holstein Bull well grown and very good type. Dam has 15,606 pounds milk, 557.9 pounds fat on twice a day milking in 345 days at nine years of age.

Is sired by Sir Ormsby Hillvale Lass whose dam has three 500 pound fat records on twice a day milking with 3.90% fat test.

Also a few close springing 2 year old Heifers from high producing dams and sired by same sire as the bull, are well grown and good type.

BERN SCHOESSOW & SONS

2 $\frac{1}{2}$ miles west Route 1 Thiensville, Wis.

FOR SALE

1 Metal Insulated 6 can milk tank.

WM. KRAEBLEN

Telephone Thiensville 2324

to England was sold in October by War Food Administration. Powdered milk was sent in its place because at that time German submarine activity had put shipping space at a premium.

MILWAUKEE MILK PRODUCER

Put These Three Money-Saving Aids to Work in 1945!

Put your daily clean-up work on a faster, easier, lower-cost basis. Use **OAKITE GENERAL DAIRY CLEANER**. It cleans rapidly . . . rinses freely . . . is economical . . . safe to use.



OAKITE MILKSTONE REMOVER enables you to remove bacteria - harboring milkstone deposits quickly, easily, safely. Use regularly as a

rinse, dip or spray. Helpful **FREE**, 12-page booklet gives formulae!

Keep bacteria counts low! Use **OAKITE BACTERICIDE** for germicidal treatment of your equipment and utensils. **FREE**, 8-page booklet gives details!



A. H. BOND

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757 N. Broadway, Milwaukee 2, Wis.

OAKITE Specialized **CLEANING**

DECEMBER, 1944

Season's Greetings

★ ★ ★

J. J. DONOHUE

Brewers' Grains

Livestock Survey Being Made

The annual livestock survey is now being made by the Crop Reporting Service of the Wisconsin and United States Departments of Agriculture. When this survey is completed information will be available on the prospective hog production for 1945.

Fully 12,000 Wisconsin farmers are being asked to co-operate in the annual survey conducted by the Department of Agriculture. Livestock cards will be distributed by the rural mail carriers and after the farmers have filled in the information, the cards will be returned to the Wisconsin Crop Reporting Service. The results of the survey will be published during the last week in December.

Hog production in Wisconsin and the United States reached the all-time high point in 1943, and there was a sharp drop in the number of pigs raised this year. The present survey will give more information on the Wisconsin pig crop for 1944 as well as the present breeding intentions for farrowing in the spring of 1945.

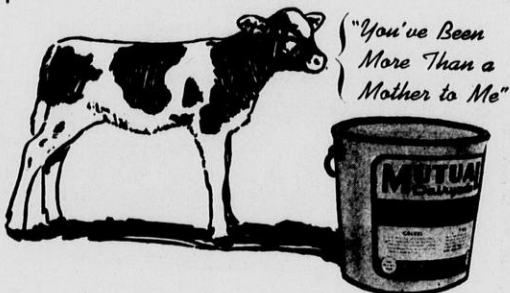
With the great need for accurate information on food supplies, farmers in the state and nation are urged to co-operate in this survey to the best of their ability.

Dairy Parity Seen As "Outworn Concept"

Describing present parity prices as an outworn concept as far as dairy products are concerned, Senator Geo. D. Aiken of Vermont told the recent annual meeting of the United Farmers' Cooperative Creamery, Inc., "90% of the parity price for milk would put most of you out of business."

Senator Aiken declared that dairy farmers are entitled to the same assurance of post war security as the producers of other basic agricultural commodities.

"The present shortage of milk with its consequent satisfactory prices," he said, "is due to the fact that for the first time in their lives, millions of Americans have money enough to buy milk they need."



MUTUAL DAIRYADE —

This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

Start feeding the fourth day, or as soon as the milk is free from colostrum. One pail, with a minimum amount of milk, plus hay and grain, raises two calves to six weeks — Adds \$24 to \$36 to your milk check.

*Distributed Exclusively By Leading Milk Companies. Have Your Hauler
Bring You A Pail Today. Your Satisfaction Is Guaranteed.*

MUTUAL PRODUCTS CO.
MINNEAPOLIS

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 10

"By Farmers . . . For Farmers"

JANUARY, 1945

Advertising Wisconsin

The Wisconsin State Chamber of Commerce has issued a pamphlet in which it advocates increasing the state appropriation by the legislature for recreational advertising to a minimum of \$100,000 per year. The State Chamber says that over \$300,000,000 out-of-state money is brought into Wisconsin annually. It is spent throughout the entire state, in nearly every line of business enterprise.

Prior to the war eight million people annually visited Wisconsin for an average stay of 11 days. These visitors consumed nearly 50 million eggs, over 25 million quarts of milk and cream, besides the tremendous quantities of all other farm products. No wonder the tourist and vacation business is so vital to every farmer in Wisconsin. We must keep these visitors coming—get more to come and increase this market for Wisconsin farm products.

Resorts and hotels get a sizable portion of this vast out-of-state income. The profits of the resort and hotel operator stay in the state. They go into the local community for supplies and services. They go to the town and county for taxes. It has been truthfully said that the resort and hotel industry is the "bread and butter" business of many Wisconsin localities.

Benefits are not confined to the so called "resort areas." To get to the resorts visitors travel every highway in the state. They stop for lunch or dinner, may stay overnight enroute. They buy gasoline, food, souvenirs, clothing and other necessities along the way. Thus these free-spending visitors and the resort and hotel owners who serve them, build wealth for the entire state. Even the building trades benefit greatly by the out-of-state visitors who buy property, building cottages or patronize expanding resorts and hotels. Yes, it is important to every one in every community to insure and further develop the resort industry.

In one year, 1941, the state of Wisconsin sold 158,352 nonresident fishing licenses for a net income of \$317,750. Reliable estimates show that of the \$8,912,163 taken in by the state in 1941 in gasoline taxes, almost \$1,500,000 of this amount was realized from out-of-state visitors. Additional taxes were also realized from the sale of cigarettes and

Annual Meeting

The Twenty-ninth Annual Meeting of the stockholders of the Milwaukee Co-operative Milk Producers will be held at the Milwaukee Auditorium on Tuesday, January 23, 1945.

Directors will be elected and any other business that may properly come before the meeting will be transacted. Only stockholders or those milk producers who have made a payment on a share of stock are entitled to vote. Several well known speakers will make short addresses.

A farm record book will be given to each qualified voter as he casts his ballot. This book is designed for particular use of the farm industry and is set up in such a manner that daily entries can be made on both income and expenses.

There are also sundry sheets for both income and expense that may be entered from month to month as the year goes by in order that totals may be carried forward.

There are pages for entering of depreciation on buildings, livestock, trucks, equipment, etc. also to make entries with reference to purchase, the amount paid and also for depreciation.

Various items and receipts are itemized that should be entered, as well as employees record and labor hired and provision has also been made for these particular items. It is of particular interest to farmers with reference to breeding record and guide to feeding budgets, processing of home foods and items of this nature and has also pages provided for such record.

As we all know a large part of the farm income is produced from chickens, eggs, hogs and cash crops as well as milk production, and the book has outlined pages for guidance and some fine features to be followed along this line. Remember the book is free to all who qualify as voters at the annual meeting.

beverages to tourists. Besides this, millions in property taxes are paid annually by ever-increasing out-of-state owners of cottages and summer homes in almost every county in Wisconsin.

This state income must be safeguarded and increased.

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CHARLES F. DINEEN, Editor

1633 North 13th Street

Marquette 3057 Milwaukee 5, Wis.

Vol. 17 January, 1945 No. 10

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Dairy Council Organized

The Dairy Council of Milwaukee was formally organized at a meeting held at this office on December 18.

The active work of the Council will not start until sometime this year, but in order to build up a fund to finance the work—deductions are being made starting with milk delivered and sold in December 1944. This is in accordance with action taken at the annual meeting of the Milwaukee Co-operative Milk Producers on January 25, 1944, when by unanimous vote of the stockholders it was agreed that one half of one cent per hundred pounds of milk, which the dealers sell as fluid milk, be deducted from each producer's check for the promotion and sale of milk providing the dealers contribute a like amount.

There may be some producers who think there is no need of promoting sales of dairy products, when demand exceeds supply, especially of cheese and butter. The future must be considered and for that reason it seems wise to keep consumers dairy products minded so that they will be in a mood to buy freely when dairy products are no longer taken by lend-lease and the armed forces.

The tire manufacturers and many other people who have nothing to sell now continue to advertise their products just as

they did in pre war times, solely to keep their products before the public. The dairy industry can't afford not to do so.

Receipts and Distribution of Milk in Milwaukee Metropolitan Market, November

Tabulated report of the state department of agriculture of figures presented by dealers. Total receipts per day were 767,993 pounds of which 580,768 pounds were sold as fluid milk in regular channels, 1,003 pounds to relief clients, 109,143 pounds for cream purposes and 76,822 pounds were manufactured.

This does not include business done by certified milk farms and some roadside stands and stores operating outside of the city of Milwaukee. According to the report, there were 18 fewer shippers than in October (probably due to auction sales in most cases) and 91 less than in November, 1943. The average production per farm was 266.9 pounds per day as against 241.6 pounds average per day in November, 1943, or a gain of 25.3 pounds per day per farm.

Our Comments

Some dealers were short of milk and had to buy from competitors who were better situated. Receipts were higher than in the same month last year as were sales of both milk and cream. If there were no restrictions on sales of milk and cream, there probably would not be enough to go around. Producers in this market have done a wonderful job in spite of many handicaps and are to be commended. There were no eight hour days or forty hour weeks and no overtime payments for the farmers. Just long hours at low pay for the entire family.

The Milk Came Through

The New Year came in on a wild storm that filled up many cross roads and most every farmer's drive with hard packed snow. January 2 was very cold and many roads and drives were still in bad condition. But the milk haulers did not stay home and wait for better weather and open roads and drives. They had good cooperation from most every producer and practically all of the milk came in. A little better cooperation on the part of some farmers would be desired. We must remember that the trucks are getting old and worn parts are hard to replace. Let's all work together and we can beat snow and wind and cold and save the trucks from breaking down altogether.

And a word to the haulers — good fellers that they are. When you are in a

(Continued on page 7, column 2)

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Breeding Troubles Respond to Treatment with BEEBE SIBOL

COWS SLOW TO COME INTO HEAT — use BEEBE SIBOL. Highly effective.
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SEND ALL YOUR BLADES AND CLIPPERS TO US FOR SHARPENING AND REPAIRING. WE GUARANTEE RESULTS.

We maintain a special sharpening and repair service department, for Stewart and Andis clippers, and make them cut and run like new.

BLADES SENT IN BY MAIL

Wrap securely, show your name, address to package with **seventy-five cents** and plates will be returned by mail at once in our new way shipping box, which makes blade shipping easy and quick for you, by using our sharpening service.

WHEN SENDING IN COMPLETE CLIPPER FOR REPAIR

Wrap securely, show your name, address, and attach instructions to package. We will carefully test, and make necessary repair at a reasonable price and return clipper C. O. D. to you.

COMPLETE STOCK BLADES AND PARTS

STEWART AND ANDIS CLIPPERS

WM. PUETZER SERVICE STORE

For Over Twenty Years

R. 4, WAUKESHA

Highway 15

NEW BERLIN, WIS.

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RESOLUTIONS

The committee on resolutions met at the office on January 4 and approved of the following resolutions to be presented at the Annual Meeting on January 23.

RESOLUTION I

Looking forward to the return of normal time, when home markets must be depended on to absorb the greatly increased production of milk and its products, this cooperative requests that a deduction of one cent per hundred pounds of milk be made by all dealers from all checks issued by them to producers for milk delivered to the handlers and sold by them as fluid milk, providing that the handlers contribute a like amount, the total sum to be turned over to the proper officer of the Dairy Council of Milwaukee, such money to be used to educate consumer groups, school people, etc., to the necessity of milk for health and well being.

RESOLUTION II

Study of surplus disposal programs, such as the school milk programs, food stamp plans, foreign relief and expanded export sales—and action toward establishing the surplus holding pool plan.

RESOLUTION III

Encouragement among milk producers of greater efficiency in production through herd improvement, more even production, improved quality and sound fiscal policies.

RESOLUTION IV

For the purpose of building a stronger organization through increased service, we recommend that dues be increased from 1½ cents per hundred pounds of milk to two cents per hundred pounds of milk and that this Cooperative notify all handlers of milk delivered by producers who have signed marketing agreements or authorizations for deductions slips. This increased rate to be made effective at the discretion of the Board of Directors.

RESOLUTION V

The American Dairy Association has proved its worth to the dairy farmers of the Nation. Starting with a unit of three states, it has grown until some twenty states are now carrying on this work. It is spending money in magazines, newspapers, on bill boards and on the air to keep the American people dairy products minded. It is entirely producer supported. Its members feel that they must promote the sale of their own products.

We favor deductions of one half cent on each 1,000 pounds of fat delivered or an equivalent amount figured on a hun-

dred pounds of milk delivered in the month of June, 1945, such deduction to be made by the dealers from the producers account and turned over to the American Dairy Association.

RESOLUTION VI

Farmers and their wives and children like other people require medical services either at their homes or in hospitals and often times do not have ready money for needed medical care.

It is recommended that the Board of Directors as a whole or through a committee study the possibilities of a group insurance plan to provide hospital and surgical expense benefits for our members and their families and full time male employees and put a plan of this nature in effect as soon as the Board of Directors can get a group policy that the Board in its judgment deems satisfactory.

FARM UNITY URGED TO SAVE AGRICULTURE

"Increasing dominance of labor in the domestic affairs of the federal government, and of Wall Street in foreign policies, make coordinated action by major farm groups a necessity—if not a choice," declared Charles W. Holman, Washington, D. C., who spoke before a sectional meeting at the December annual convention of the American Farm Bureau Federation. Holman is secretary of the National Cooperative Milk Producers Federation.

"Time is forcing our great farm organizations," said Holman, "to enlarge their sphere of activity to include the protection of all of the interests and rights of the farm families whom they represent and serve. The National Cooperative Milk Producers Federation, for example, with its membership in 44 states, was launched in Chicago 28 years ago as a federation of regional cooperatives to help maintain and stabilize the prices of milk and its products. So it was planned—but time and its farmer members have changed completely the nature and the scope of its activities.

Wider Obligation Now Exists

"Today the superior obligation of the Federation has become the maintenance of actual and comparative welfare of those who live on farms and who own the dairy cooperatives that market their dairy products. It must therefore concern itself with any and all problems, involving Congress or Government agencies, which affect the economic status of food producing families—families who may or may not make dairy products their chief means of obtaining a cash income.

"For example, dairy farmers everywhere

MILWAUKEE MILK PRODUCER

are concerned with the price relation of dairy feed crops, to milk and cream. A fair balance is the life-line that keeps their heads above the turbulent waters of economic change. They are likewise affected by government policies as to road building, crop insurance, and the disposal of surpluses produced on their own farms, whether these be milk or other crops. They cannot escape active participation in fights over legislation and administration regulations determining wage rates, international trade policies, regulation of the currency, farm credit and a host of other issues which of necessity head up in Washington.

"The only distinctions that exist today between the functions and duties of our Federation, and those of general farm organizations such as the American Farm Bureau Federation are that: (1) dairy member groups have the direct responsibility of finding compensatory price levels for the dairy products which they market for dairy farmers; and (2) dairy member groups limit their other activities to finding equitable price levels for other products grown on dairy farms, and to the peculiar needs of the actual dairy farmer.

"General farm organizations cover a more expanded field and represent the interests of a more complete cross section of agricultural life. Freed as they are

from the direct responsibility of day by day handling, marketing and prices of farm commodities, they can deal with a wider range of problems affecting the general welfare of agriculture."

Milk Federation Adopts an Eight-Point Program

Closing a three-day meeting in Chicago attended by 384 delegates from some 40 states, the National Cooperative Milk Producers Federation's 28th annual convention adopted an eight-point policy designed to protect dairy income in the immediate and post-war period. The program calls for:

1. Adoption of a federal parity formula which will assure equitable parity price relationships between milk and dairy products on the one hand, and basic farm crops and industrial labor on the other—the relationships also to recognize regional conditions.
2. Opposition to federal subsidies in favor of adequate returns based on a direct price basis.
3. Development of a federal price policy which will give producers of cream for butter a price comparable to the returns of other dairy products.

(Continued on page 6, column 1)

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War!**



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Eldred Heiderich, Route 1, Box 450, South Milwaukee.

Fred Heiderich, Route 1, Box 484, South Milwaukee.

John Houdek, Jr., Route 1, Box 144, South Milwaukee.

Henry E. Liebau, Route 1, Box 51, Caledonia.

Dan Miller, Route 1, Box 15, South Milwaukee.

John Moslavac, Route 1, Box AA, Caledonia.

D. R. Pennington, Route 1, Box 287, Hales Corners.

Peter Phillips, Route 1, Box 3, Caledonia.

Albert Proeber, Route 1, Box 116, Caledonia.

Edward Schmidt, Route 1, Box 136, South Milwaukee.

Anna Schneider, Route 1, Box 328, South Milwaukee.

Louis Spang, Route 1, Box 4, Caledonia.

Hugh Tremaine, Route 1, Oconomowoc.

Walter Trzcinski, Route 1, Box 188, South Milwaukee.

Milk Federation Adopts an Eight-Point Program

(Continued from page 5, column 2)

4. Study of surplus disposal programs, such as the school milk programs, food stamp plans, foreign relief and expanded export sales—and action toward establishing the surplus holding pool plan.

5. Support of the federal marketing agreements act and the extension of the program to manufactured dairy products, particularly evaporated milk.

6. Encouragement among milk producers of greater efficiency in production through herd improvement, more even production, improved quality and sound fiscal policies.

7. Extension of dairy cooperatives and assistance in strengthening existing progressive bona fide cooperatives.

8. Support to expanded programs of

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MORE MILK?**

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WANT TO RENT

Farm of 80 to 150 acres on cash basis by March 1. Have personal property. Good Reference.

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national education and advertising for milk and dairy products.

Foreign and Domestic Pictures Presented

To set the background for the development of the Federation's policies, the future of the dairy industry was probed from the standpoint of Army needs, for-

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is a performance-proved answer! This fast-working material makes quick work of removing even the most tenacious milkstone deposits . . . does it thoroughly and with complete safety to equipment.

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eign needs, and the domestic supply, demand, and price situation.

Brigadier-General Carl A. Hardigg of the Army Quartermaster Corps declared that on the basis of present war requirements "it would seem that the great efforts which you have put forth in the past will still most certainly be needed in 1945 by your Army and Navy." Termination of hostilities, he stated, will increase the armed force's needs for products such as butter, as men return from combat to garrison conditions.

"The Army has no excess stocks of food," he emphasized. "Our working inventories of dairy products always have been lower than we had hoped. In certain commodities the Army operates large storage programs to insure that the amounts required are procured in large measure during the seasons of flush production. We have large stocks of these products at the end of flush periods, which stocks are used in the ensuing months."

As for foreign needs, Eric Englund, chief agricultural economist, Office of Foreign Agricultural Relations, said that the present dairy cattle population in Europe has been reduced during the war by perhaps less than 10 percent and that post-war restoration of Europe's dairy industry will not require the importation of large numbers of dairy animals from overseas.

"Available data on cow numbers" he reported, "and especially scattered information on comparative numbers of young animals of dairy or dual-purpose breeds, suggest that recovery in the dairy-cattle population of western Europe already has begun, perhaps to some extent anticipating improvement in the feed situation."

Subsidy Issue Becomes a Theme Song

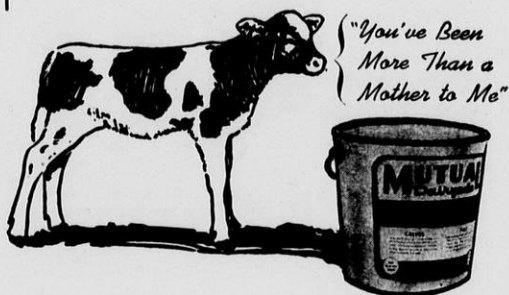
Congressional time-limits on present subsidy programs helped to bring to a head the delegates, concern over government price policies, and the subject of subsidies ran like a theme song through the talk of many of the speakers. A special panel also reported subsidy reactions from the four corners of the nation.

The Milk Came Through

(Continued from page 2, column 2)

hurry and like to grab a can by one handle and swing it from the tank or stand onto your truck, be sure that the cover or lid as it is called in some markets, fits very tightly. If the cover is loose, some very heavy cream may be spilled which can affect the fat test of that can of milk very materially.

Again let's have good cooperation all around.



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This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

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Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17—No. 11

"By Farmers . . . For Farmers"

FEBRUARY, 1945

FEDERATION CALLS BOARD MEETING

The National Cooperative Milk Producers Federation has called a meeting of its Board of Directors for February 14-15 at Washington, D. C. over the signatures of President John Brandt and Secretary Charles W. Holman.

Probable action by the Congress on legislation affecting dairy farmers will be studied. A Congressional Dinner will be held for the purpose of getting better acquainted with the members of Congress particularly the new ones.

FIELDMAN'S CONFERENCE

The Department of Dairy Industry, College of Agriculture, has announced a program of distinct meetings for dairy fieldmen. These meetings will be held at several points through the state in order to make attendance possible without too much travel. The meeting for the southeastern district will be at the Wisconsin Hotel, Milwaukee, on February 14, starting at 10:00 A. M. A banquet is planned for 6:30 P. M. at which movies will be shown followed by discussions. Farmers are invited to attend this meeting.

CONSUMPTION OF DAIRY PRODUCTS

Consumption habits are an important side of the dairy marketing picture. The war has made some important changes in consumption of dairy products. It has shown a surprising elasticity for fluid milk consumption as incomes rise. On the other hand, it has checked some dramatic pre-war trends.

Before the war, it looked as though the level of fluid milk and cream consumption was proof against prosperity or depression. Since 1940, however, with non-farm incomes setting new records, and with consumer prices frozen since 1942, milk and cream consumption has risen about 20 per cent—from about 340 pounds to about 410 pounds per capita. Fluid cream consumption, normally about 70 pounds of milk equivalent per capita, has dropped to about 60 pounds under

(Continued on page 6, column 1)

ANNUAL MEETING

A rather small crowd turned out for the 29th annual meeting of this cooperative. Lack of help on practically every farm, shortage of gas and tires probably kept some members away.

Perhaps there is a feeling that things are going well so why bother. Of course that is not quite the right attitude for there is always room for improvement, and good suggestions coming from members are oftentimes very helpful.

A resolution to increase Dairy Council dues from one half cent per hundred pounds of fluid milk, sold by dealers to one cent won approval with the proviso that dealers contribute a like amount.

Another resolution emphatically approved reads as follows: "The recent action of selective service in demanding more men from farms for the armed forces will be detrimental to the war effort for the reason that there will be a shortage of dairy products for the armed forces and civilian workers therefore, we demand that all draft boards defer needed farm help in accordance with the Tydings Amendment and that a copy of this statement be sent to the Congressmen from this state and the two United States Senators."

A resolution to raise the Cooperative's dues from 1½ to 2c per hundred pounds of milk was defeated by a narrow margin as was a resolution on setting up an accident and death benefit insurance plan for members.

A talk by Mrs. Ruth Buckner of the National Dairy Council, Chicago, proved very interesting. Milo Swanton, executive secretary of the Wisconsin Council of Agriculture, made a very informative and entertaining address. Farm record books were given to each member as the votes were cast. Directors elected were Edw. Hartung, Town of Lake, Milwaukee County; Walter Ahlers, Grafton, Ozaukee County; Ambrose Wiedmeyer, Jr., Richfield, Washington County; and Charles Dineen, Cedarburg, Ozaukee County.

The Milwaukee Association of Commerce furnished clerical help to register visitors and guests.

The general manager of the Milwaukee Auditorium, Wm. Maass, made it his business to see that we were well taken care of.

MILWAUKEE MILK PRODUCER

Owned and Published by
THE MILWAUKEE CO-OPERATIVE MILK PRODUCERS

CHARLES F. DINEEN, Editor

1633 North 13th Street
Milwaukee 5, Wis.

Vol. 17 February, 1945 No. 11

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	WALTER AHLERS Grafton

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Subscription\$1.00 Per Year

JANUARY, FEBRUARY AND MARCH DAIRY FEED PAYMENTS

The dairy feed payments for the first three months of this year will be made at one time, presumably in April according to reports from Washington.

Feed dealers may have to wait if producers really depend on these payments in order to pay feed bills. No announcement has been made on the rate to be paid in the spring months, neither has there been a release on whether payments will be kept up.

BOARD ORGANIZES

The four officers were named to act ately following the annual meeting on January 23, but as the hour was too near cow-milking time for the members to stay, adjournment was taken to January 30.

At that time, election of officers was held which resulted in Edward Hartung being re-elected as president; Grover Dobbertin, vice-president; Charles Dineen, secretary; and James Taylor, treasurer for the ensuing year.

The four officers were named to act as the executive committee.

A NEW

Elected at the annual meeting to fill a vacancy caused by the resignation of Paul Barlow Jackson, was Walter K. Ahlers of Grafton, Ozaukee County.

Mr. Ahlers is an up-to-date farmer, who has operated a farm in the village limits of Grafton for the past 32 years. This farm has been owned by the Ahlers family for generations. A pure-bred Holstein herd of about 40 that ranks with the best in the state has been developed there. Orchardng and poultry raising are side lines of this dairy farm.

Named a master farmer by the University of Wisconsin in 1943, the citation said "Well-liked, widely known, and respected for his kindly interest in his fellowmen, his sound judgment, and his achievements in livestock farming, he has manifested a strong constructive leadership in his community and in his state.

The Grafton man has been director of the local cow testing association, the county fair, and the Cedarburg Mutual Fire Insurance Company — Wisconsin's largest farm mutual—for many years. He is now president of the company.

Mr. Ahlers has served as secretary of the county Holstein Breeders Association, and has for many years been its president. He is a member of the county drainage board and has served on the county welfare board and county pension board."

CONGRESSMEN INTERESTED IN INDUCTION OF MEN NEEDED ON FARMS

A letter went out from this office to the Congressmen from this state calling their attention to the danger of drawing needed manpower from the farms.

Very prompt answers came from most of the representatives expressing their interest in this vital matter.

They all agree that the Tydings Amendment to the Selective Service Act is still a part of the law. Robert K. Henry writes that he wired the State Director of Selective Service as follows:—

"Apparent misunderstanding by local boards re farm help, stop. Please advise them at once contents Hershey's directive of January twenty-two."

In reply to that wire, Mr. Henry says that Director Mullen wired him saying that complete instructions had been issued to all local boards clarifying the subject.

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Breeding Troubles Respond to Treatment with BEEBE SIBOL

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FOR UTERINE DISCHARGE (metritis) inject BEEBE SIBOL. Eliminates uterine discharge by direct action on the uterus.

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Don't let mastitis due to *Streptococcus agalactiae* cut down your milk production. Tested quarters infected with these bacteria should be treated with Beebe G-LAC. Inject 40 c. c. One treatment usually suffices.

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We carry a **FRESH, ICE COLD** supply of *BRUCELLA ABORTUS* vaccine—strain 19. In order to protect your investment **WE DELIVER** all of our vaccines packed in ice. Vaccines spoil if allowed to become warm for only a few hours. **Don't take a chance with Mail Orders!**

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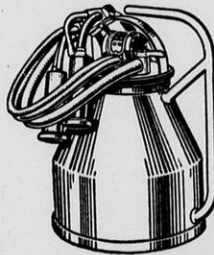
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Ship more milk with
fewer cows and small-
er feed bills.



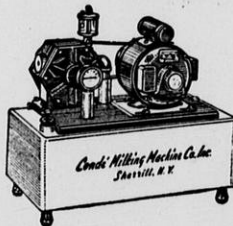
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a gas engine,
is complete
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"Because the soundest method of preventing the accumulation of dairy product surpluses is the stimulation of increased consumption, and because of the

nutritional desirability of stimulating their use, consideration should be given to wholehearted support of programs of national education and advertising for dairy products."

Now again I say this—it is a realistic recognition of today's problems and tomorrow's problems in the dairy industry which makes this organization come out and flat-footedly sound the trumpet for the building of a nation-wide advertising
(Continued on page 7, column 2)

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**LEMKE'S
HYBRID CORN**

95-100-105-110-115 day maturities

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2 miles north of Granville Station
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Go To
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"Down Under"--- a medical private wears Kindy glasses on a job that has no end. Kindy glasses help him do HIS job better--- Let them help you. Come in today!



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MILWAUKEE 615 N. Third St.



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This highly nutritious, easily assimilated food compound for baby animals is, through its feeding economy, helping Dairymen all over the nation to build better herds by raising calves from their best producing cows.

MUTUAL DAIRYADE Costs Less Than 5c A Day To Feed

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*Distributed Exclusively By Leading Milk Companies. K. ive Your Hauler
Bring You A Pail Today. Your Satisfaction Is Guaranteed.*

MUTUAL PRODUCTS CO.

MINNEAPOLIS

Milwaukee Milk Producer

Milwaukee Co-operative Milk Producers

Vol. 17 — No. 12 "By Farmers . . . For Farmers"

MARCH, 1945

NEW SUPPORTERS February, 1945

Davis, Laurel H., Route 1, Mukwonago.
Druggis, Frank T., Hales Corners, R. 1.
Gray, John, Route 1, Box 118, Caledonia.
Hottenroth, Jerry, Colgate.
Jaacks, Donald, Route 1, Sussex.
King, Vernon, Route 2, Mukwonago.
Parmenter, Claude, E., Route 2, Waukesha.
Reseburg, William, Route 4, Box 495, Waukesha.
Ungerecht, Herman, Caledonia.

Tydings Amendment Strengthened

In a joint resolution passed by the House February 27 and now awaiting Senate action, the Tydings amendment or the deferment of essential farm workers is in itself amended to prevent the alleged illegal drafting of farm youths that has resulted from the recent draft board muddle.

The resolution provides that in classifying agricultural registrants, deferment shall be based "solely and exclusively" on whether the individual is an essential, irreplaceable worker — and without reference to his relative essentiality in agriculture as compared with some other service.

Both Production and Consumption Up

According to the report of the Wisconsin State Dept. of Agriculture total receipts of milk in this market for January show an increase over January 1944 as well as an increase over December of that

total receipts in January, 1944 were reported to be 785,740 pounds per day. In January, 1945 the total receipts are listed as 828,656 pounds or a daily increase of 43,232 pounds. This increased production was attained in spite of a loss of 54 producers. It may be worthy to note that there is some loss in the number of producers coming to the market every month. In the main, this is due to farmers discontinuing production of milk because of lack of help to do dairy work.

Building Material for the Farm

Many folks living on the farm have found it very difficult to obtain lumber or at least the kind of lumber they should have with which to build the much needed buildings on the farm. Skilled labor also has been and will be difficult to be had in the outlying districts for sometime.

This leaves farmers in a bad situation, if we expect them to produce food enough to feed a large portion of the world. We must also provide them with the proper housing, tools and machinery and help avoid destruction by fire which is a constant worry of the farmer. It is not unusual to see them burned out of house and home and in many cases the loss of cattle and in other cases the lives of whole families are lost by this hazard. With these things in mind and knowing that we have a remedy for them, the U. S. Housing Materials Corporation has had engineers at work for sometime past designing machinery and equipment with which to fabricate the "Pfeifer Units" on such a scale that they can be sold very reasonable in price and the material is ideal for homes and other buildings on the farm. This material is firesafe, vermin proof, shrink proof, strong, easy to erect, and made of insulating material. Many homes, milk houses, cooling tanks, etc. have been constructed with this material and are very satisfactory.

The U. S. Housing Materials Corporation is now busy arranging its factory, it has a display room at 4106 Plankinton Building, 161 West Wisconsin Avenue, Milwaukee 3, Wisconsin, where the construction and its good features can be seen. For an appointment, call Dally 2661.

Be sure and see us on your next visit to Milwaukee.

(Advertisement)

Fluid sales show a nice increase also. Daily sales for January, 1944 were reported to be 561,865 pounds and for 1945, 586,894 or 25,029 pounds increase per day. The sale of cream was higher also. Daily sales in January, 1945 showing an increase of 16,285 pounds per day over January, 1944. These figures are based on the reports of reliable dealers whose reports are received regularly by the State Dept. of Agriculture.

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. 17

March, 1945

No. 12

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Grafton

Entered as second class matter April, 1926, at the Post Office at Milwaukee, Wis., under the act of March 3, 1879. Published monthly.

Subscription\$1.00 Per Year

Action on Feed Subsidy Cut

Your Board of Directors at the monthly meeting on February 27, unanimously adopted the following statement. This statement was sent to all of the Wisconsin congressmen, two U. S. senators and to Marvin Jones, head of the War Food Administration:—

"The Board of Directors of the Milwaukee Cooperative Milk Producers taking cognizance of the announced reduction in feed payments from sixty cents per hundred pounds of milk to twenty-five cents a hundred, beginning with April, protest against this drastic cut.

"Producers would much rather have a fair price for milk, than to have feed payments, but if they are not allowed to have a fair price, they believe that the feed payment rate should be kept at sixty cents a hundred of milk delivered for the month of April and for the first half of May.

"There is no grass for pasture before the 15th to the 20th of May in Wisconsin, therefore all feed costs are as high, if not higher, than in December or January, and the Board of Directors protest against the reduction, feeling that it will mean lower production of milk, which is contrary

to the war effort and to the general good of the consuming public."

Slash in Feed Subsidy Payment Unjustified

War Food Administration announced under date of February 15 that feed subsidy payments would be reduced as of April 1. In all counties in Wisconsin the payment for April through June will be 25 cents per hundred pounds of milk instead of 60 cents, which was in effect through the winter months. This drastic cut in feed payment is unwarranted and unfair for as every producer knows the cost of producing milk in April and at least for the first half of May is as high, if not higher than in any other months of the year.

The War Food Administration has been pleading for a greater production of food and then turns right around and cuts this feed payment without allowing an increase in the price of milk.

In some markets this cut seems to be approved for the reason that the production in such markets is so uneven that it may be impossible to take care of the milk during the spring and early summer months. This we believe is a short sighted attitude for if farmers cut down on feed for April and May, production will be short and will continue to be short later on in the season, for cows that are allowed to go off in production do not come back again during that lactation period.

A much more fair procedure for those particular markets to follow would be to reduce the price for such months so that it would only affect their market, but when they approve a cut in the price of feed payments that affect whole states they are injuring all farmers, to attain their own particular selfish end.

It is worthy of note that no federal controlled market has suggested that their price be reduced by 35c per hundred for April, May and June and that feed payments be left as they are now.

Does High Production Mean Low Production in Fall Months

With production much higher right now than in any previous year, there seems to be danger of low production later in the year. Our people should not let production get out of line for that will mean that more producers might be brought in to keep up the supply. This would mean that a great surplus would be delivered in the spring months. Let's try to keep an even production.

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The insulated "Pfeifer Unit" cooling tanks known and owned by many dairymen will be available in the very near future, with its modern improvements including farm freezers and walk-in cooling rooms, milkhouses and other farm buildings by the U. S. Housing Materials Corporation successors of the Wisconsin Units Co. or authorized agents of the U. S. Housing Materials Corporation. Sample room, 4106 Plankinton Bldg., 161 West Wisconsin Avenue, Milwaukee, Wisconsin. Write or call. Daly 2661.

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FARMERS ATTENTION

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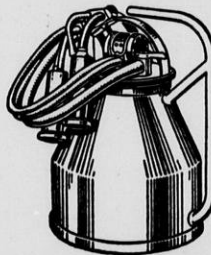
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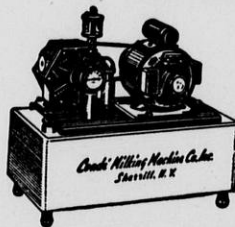
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SALE PAVILION
WAUKESHA, WIS.

MARCH 20-23

Tuesday, March 20

Judging Swine 11:00 A. M.
Horses 1:00 P. M.
Sheep 3:00 P. M.
Women's Department 10:00 A. M. to 4:00 P. M.
Grain Department 10:00 A. M. to 4:00 P. M.

Evening — Universal Milking Machine Company Night.

John Dolze Master of Ceremonies.
Old Time Dancing.
Good Orchestra.

Wednesday, March 21

Judging Holstein, Jersey, Brown Swiss
10:00 A. M. to 4:00 P. M.

Evening—High Schools.

Thursday, March 22

Judging Guernseys and Ayrshires
Evening—Rural Schools.

Friday, March 23

Machinery Day
Labor Saving Machinery Exhibit
Home made labor savers
New machinery
Grain treating demonstration
Evening—Card Party and Dance

WAUKESHA COUNTY
AGRICULTURAL ASSOCIATION

ADMISSION ADULTS.....40c
CHILDREN25c

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Preferred for its
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16 Milk Cows — 3 fresh — others close-up
— springers
3 Springing Heifers
3 Heifers — 1½ year old
1 Yearling Heifer
1 Herd Sire — 2 year old

HORSES

Sorrel Mare 5 years old, 1,500 lb. weight
Roan Gelding 6 years old, 1,600 lb. weight
Well broken — good working team

SHEEP

50 Ewes due to lamb, sold in lots of 5 and 10.

A Few Turkeys.
Farm Machinery.

Sale held because of shortage of help
and of pasture.

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Farm ½ Mile North of Brown Deer on Highway
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The greatest display of bulls of all ages, 40 in number. There will be 500 and 600 pound fat cows, and daughters of cows with records up to 700 pounds of fat.

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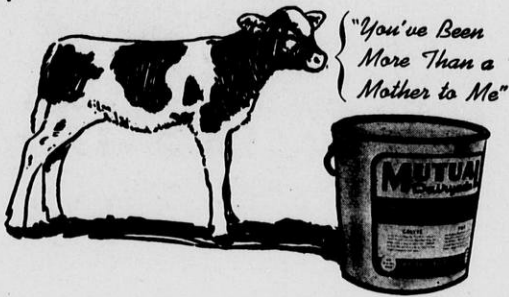


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